

Resource Automotive Program Lifts Kia Service Scores

CHICAGO, February 25, 2011 – Resource Automotive, Inc. announced today that its “Fix It Right the First Time (FRFT)” program has been extended into 2011 by Kia Motors America (KMA) based on its successful implementation of the program with 100 participating dealers in 2010. Since being launched just five months ago, 73% of participating dealers have seen improvement.

Addressing the most important consumer service concern – fixing it right the first time, the program conducts comprehensive assessments of dealership processes utilizing onsite Resource Automotive Specialists. Improvement opportunities are identified to enable enhancement of the entire customer service experience. Solutions are developed in collaboration with Kia District Parts and Service Managers and dealership management and employees, with the goal of 100% customer satisfaction – the first time.

According to Mr. Randy Schwantes, National Vice President, “Resource Automotive is proud to play a part in Kia’s success in improving FRFT. The benefits that can be realized through FRFT improvements are often overlooked. The epiphany experienced by dealership personnel as a result of the assessments is eclipsed only by our Specialists’ ability to take advantage of it. All levels of the organization have contributed to the program’s success. Oftentimes, that’s what it takes.”

Mr. Scott Slade, Manager-Owner Satisfaction for Kia, said, “As part of Kia’s enterprise quality focus, FRFT is critical to our dealers’ ability to deliver the best customer experience in the business. With the support of Resource Automotive, our dealers, and Kia field personnel, we expect our dealerships to continue to improve and maintain the quality processes they are implementing.”

Fix It Right the First Time is part of Resource’s overall dealership strategy to help Kia leverage the value of every customer touchpoint to enhance customer retention, acquisition and loyalty. Resource Automotive, established in 1964, has relationships with over 3,100 clients in the US, Canada, UK, Europe, Latin America, Asia and Australia. www.resourceautomotive.com

About The Warranty Group

The Warranty Group is the world’s premier provider of extended service plans and related benefits, with operations in 33 countries and 1800 employees. With global underwriting, claims administration and marketing expertise, The Warranty Group is a global single-source solution for manufacturers, distributors and retailers of consumer goods including autos, homes, consumer electronics, medical devices, furniture and appliances as well as financial institutions and the travel and leisure industry. www.TheWG.com . Media inquiries rob.mancuso@TheWG.com.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 730 dealers throughout the United States and serves as the “Official Automotive Partner of the NBA.” In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.