
Appendices

71 Sustainability Management | **72** Economy |
74 Society _ Customers | **75** Society _ Employees |
78 Society _ Partner Companies / Local Communities |
80 Environment | **90** About This Report |
92 Independent Assurance Statement | **94** GRI (G3) Index |
97 Contact Us

Sustainability Management

UN Global Compact

Kia Motors joined the UN Global Compact (UNGC) in July 2008. The UNGC is a strategic policy initiative proposed in 2000 by the former UN Secretary-General Kofi Annan to encourage businesses to carry out their social responsibility. The UNGC consists of ten principles in the areas of human rights, labor, environment, and anti-corruption. Some 6,200 businesses and organizations around the world have joined. Kia Motors supports the ten principles of UNGC and strives to observe them in all our business activities. We detail our progress and commitment to UNGC in this report (MOVE).

UNGC Index

Areas	Ten UNGC principles	Relevant page(s)
Human rights	Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and	58-61, 62-63
	Principle 2: make sure they are not complicit in human rights abuses.	58-61, 62-63
Labor	Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	58-61
	Principle 4: the elimination of all forms of forced and compulsory labour;	75-77
	Principle 5: the effective abolition of child labour; and	75-77
	Principle 6: the elimination of discrimination in respect of employment and occupation.	58-61
Environment	Principle 7: Businesses are asked to support a precautionary approach to environmental challenges;	22-25, 85
	Principle 8: undertake initiatives to promote greater environmental responsibility; and	80-89
	Principle 9: encourage the development and diffusion of environmentally friendly technologies.	30-33, 34-37, 38-41, 42-43, 44-53
Anti-corruption	Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.	78-79

Membership to associations and organizations

Organization/Association	Purpose of membership
Federation of Korean Industries (FKI)	Exchange information on business activities; cooperate on social outreach activities
Korea Automobile Manufacturers Association (KAMA)	Promote the automotive industry; pursue inter-sectoral joint projects
Korea Chamber of Commerce & Industry (Seoul, Gwangmyeong, Hwaseong, Gwangju)	Mandatory membership as per the Chamber of Commerce and Industry Act
Korea Auto Industries Coop. Association	Cooperate with relevant businesses for the advancement of the automotive industry
Korea Management Association	Acquire business information
The Korea Fair Trade Competition Federation	Acquire information to uphold fair trade regulations; exchange information with the government
BEST(Business Ethics in the Source of Top Performance) Forum	Conduct projects and exchanges related to ethical management
Korea Business Council for Sustainable Development	Acquire and share information on sustainability management
UNGC Korea Network	Uphold the ten UNGC principles to strengthen socially responsible management
Emergency Planning Network, Ministry of Knowledge Economy	Research, undertake education/training programs, and cooperate on security-related matters
Defense Industry and Security Association of Gwangju, Jeollanam-do	Cooperate and share information with other businesses on security-related matters
The Korean Association for Industrial Technology Security (kaitS)	Promote projects for securing industrial technologies
Quality Management Research Association of Gyeonggi-do	Exchange information and case studies on quality management
Korea Economic Research Institute	Undertake comprehensive research on short- and long-term development projects for the Korean economy and businesses

Efficient security system

The technology-intensive automotive industry is working more closely than ever before with the IT industry. As such, effective technology security has become just as important as developing cutting-edging technologies. It is estimated that technology leaks can lead to a loss of up to tens of trillions of won. Kia Motors has built and operates a powerful security portal system certified by the International Organization for Standardization (ISO 27001). Managers as well as employees in charge of security-related work receive annual education and training on corporate security. We have in place an authentication/security system for electronic documents as well as control systems to prevent information/data leaks via portable storage devices and the internet.

Business performance

(units: vehicles, million won)

	2005	2006	2007	2008	2009
Production volume (vehicles)	1,105,431	1,150,397	1,118,582	1,055,408	1,137,191
Sales volume (vehicles)	1,105,841	1,140,734	1,114,451	1,056,400	1,142,038
Sales revenue	15,999,356	17,439,910	15,948,542	16,382,231	18,415,739
Operating profit	74,002	(125,291)	(55,404)	308,533	1,144,473
Cash flow	438,760	(231,550)	28,240	697,181	2,499,220
Ordinary income	689,405	73,213	24,968	67,772	1,699,577
Net income	680,904	39,337	13,563	113,784	1,450,260

Financial status

(unit: million won)

	2005	2006	2007	2008	2009
Total assets	16,034,491	12,106,605	12,853,763	15,452,278	16,941,596
Current assets	7,080,938	3,122,252	3,232,967	3,538,455	4,308,703
No-current assets	8,953,553	8,984,353	9,620,796	11,913,823	12,632,893
Liabilities	5,989,417	6,858,849	7,778,421	9,710,996	9,565,201
Current liabilities	3,479,435	4,103,104	4,196,287	5,194,364	5,845,626
Non-current liabilities	2,509,982	2,755,745	3,582,134	4,516,632	3,719,575
Equity	4,960,285	5,247,756	5,075,342	5,741,282	7,376,395
Equity ratio (capital/assets)	32.76%	43.35%	39.49%	37.15%	43.54%
Debt/equity ratio (liabilities/equity)	114.03%	130.70%	153.26%	169.14%	129.67%

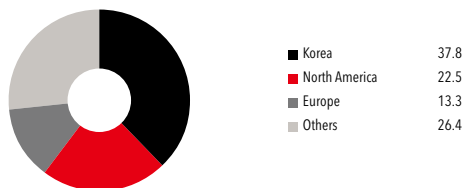
Sales by region

(unit: million won)

	2005	2006	2007	2008	2009
Total sales revenue	15,999,356	17,439,910	15,948,542	16,382,231	18,415,739
Korea	4,471,757	4,867,129	4,852,075	5,014,792	6,952,834
Overseas	11,527,599	12,572,781	11,096,467	11,367,439	11,462,905
North America	4,297,325	5,144,229	4,879,604	4,878,179	4,136,258
Europe	4,492,756	4,295,839	2,860,028	2,019,347	2,456,025
Others	2,737,518	3,132,713	3,356,835	4,469,913	4,870,622

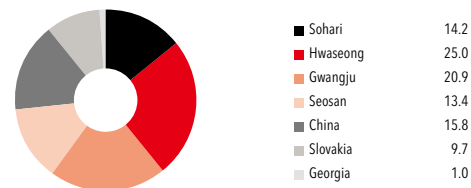
Share of total sales by region

(unit: %)



Share of total production by production facility

(unit: %)



Economy

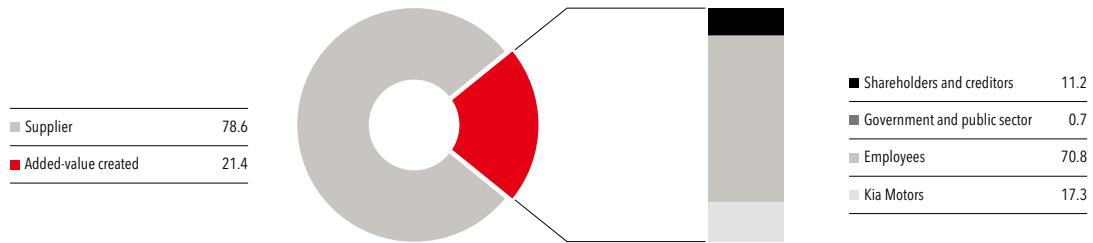
Stakeholder value creation

(unit: million won)

	2007	2008	2009
Sales	15,948,542	16,382,231	18,415,739
Product and service expenses	12,572,988	12,570,504	14,474,293
Added-value created	3,375,554	3,811,727	3,941,446
Wages & benefits	2,452,226	2,739,961	2,792,297
Taxes & duties	26,299	29,340	24,754
Interests	220,633	327,226	343,960
Dividends	-	-	96,999
Depreciation expenses & intangible depreciable asset expenses	676,396	715,200	683,436

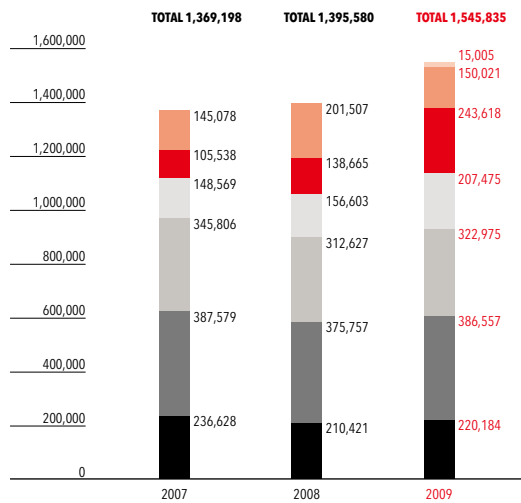
Creation and distribution of economic value

(unit: %)



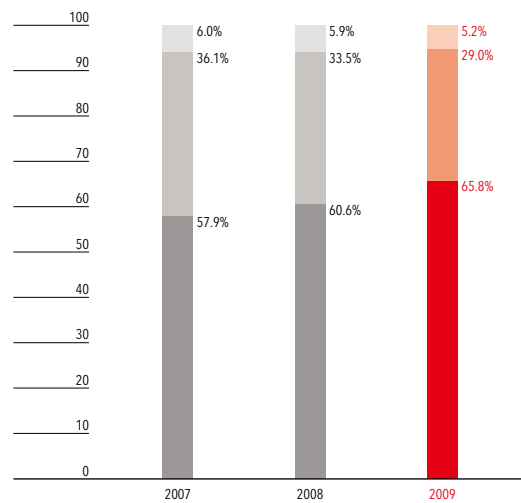
Production output by production facility

■ Sohari ■ Hwaseong ■ Gwangju ■ Seosan ■ China ■ Slovakia ■ Georgia (unit: vehicles)



Share of total sales by product

■ Passenger cars ■ RV ■ Commercial & special vehicles



* Sales and production shares are based on the total Korean and overseas production and sales, respectively

Society _ Customers

Customer service (CS) accomplishments

[Tops KS-SQI survey six years running]

Kia Motors was selected as the number one CS company by the Korean Standard-Service Quality Index (KS-SQI) survey overseen by the Korea Standards Association. KS-SQI CS assessment is based on customer surveys in eight categories, including service benefits, satisfaction of customer needs, and creative service. Kia Motors received high scores across the board.

[Named KSQI Excellent Call Center six years running]

Kia Motors' customer service center has been selected as an Excellent Call Center six years in a row by the Call Center KSQI overseen by the Korea Management Association. Every year, the Call Center KSQI ranks 179 call centers from 31 industries in 16 categories, including accessibility, attitude, and professionalism.

2009 internal & external customer satisfaction assessments

[Customer call center (tel: 080-200-2000)]

Total no. of calls 553,403 (phone: 525,471; online: 27,488; others: 444)

- Complaints/grievances 27,893 (year-on-year decrease: 7,376) Request improvement measures by complaint/grievance area

[Voice of the customer (VOC) surveys] Carry out surveys to assess the level of satisfaction in the early after-sale period (3 months after purchase)

and collect customer opinions and suggestions (monthly)

Sent out surveys to 167,853 customers ▶ 31,220 customers responded//Comprehensive CS level 71.8 points

- CS by area (sales, service, quality), Provide feedback on the analysis of complaints/grievances (monthly)
- Key feedback distributed to all departments

[Operate customer assistance centers on the Kia Motors website and the Q membership website]

Process online requests and operate FAQ section: Online requests processed (27,488)

Customer privacy protection

In 2009, Kia Motors did not receive any complaints/grievances regarding the violation of customer privacy. In order to protect customer privacy, Kia Motors receives customer consent on our privacy protection policy from all customers every time they access the online customer service center. All our customer service employees are required to sign confidentiality & nondisclosure agreement and a security agreement upon entering and leaving the company.

Product labeling

A new regulation issued by the Korean government, effective since August 2008, stipulates fuel economy grade and CO₂ emissions information labeling on vehicles. Along with the existing fuel economy grade labeling, Kia Motors has included CO₂ emissions labeling on all of its vehicles since August 2008.

Customer marketing communication

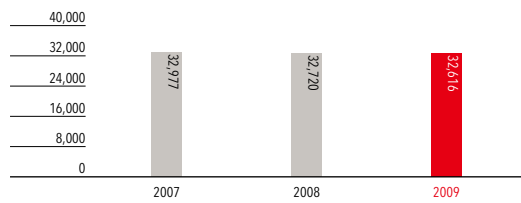
Kia Motors pursues diverse marketing events and other marketing communication activities that do not infringe upon customer privacy, do not apply double standards, do not exercise undue influence on children, and conform to generally-accepted cultural and ethical norms. Kia Motors undertakes prior research and canvasses local opinions so that our marketing activities overseas conform to local sensibilities. In 2009, there were no instances of regulatory violation or fines incurred related to marketing communication.

Society _ Employees

* As of December 31, 2009

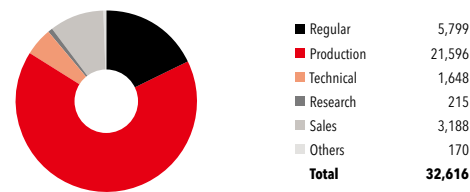
Total no. of employees

(unit: persons)



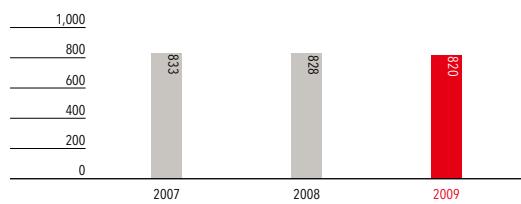
Employees in Korea by job area

(unit: persons)



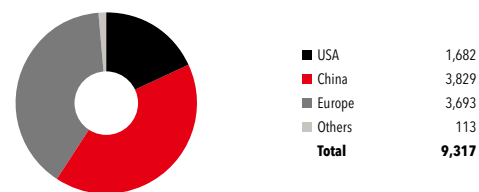
Women employees in Korea

(unit: persons)



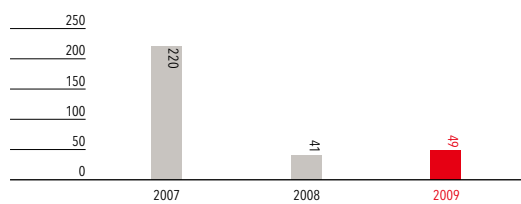
Overseas employees by region

(unit: persons)



Job creation

(unit: persons)



Employee wages

(unit: million won)

	2007	2008	2009
Total no. of employees (persons)	32,977	32,720	32,616
Average duration of continuous service (years)	13.47	14.40	15.6
Annual wages	2,119,226	2,386,481	2,422,458
Per-person wage	64.3	72.2	74.3
Entry-level employee wages	39.7	44.8	47.2

* Wages include retirement allowance. The average per-person wage for entry-level employees in was 333% higher than the legal minimum wage.

Job creation by region

(unit: persons)

	2007	2008	2009
Corporate headquarters	38	16	27
Sohari	26	5	3
Hwaseong	122	13	12
Gwangju	19	4	6
R&D centers	11	2	-
Others	4	1	1
Total	220	41	49

Retirement and resignation

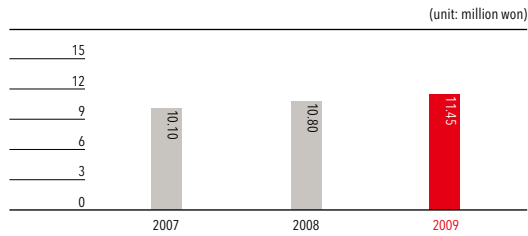
(unit: persons)

	2007	2008	2009
Corporate headquarters	70	31	25
Sohari	59	7	51
Hwaseong	47	48	37
Gwangju	67	17	30
R&D centers	4	1	-
Others	60	30	39
Total	307	134	182

Benefits

Kia Motors provides the same welfare benefits to full-time and temporary (or part-time) employees. We provide diverse benefits in addition to those that are legally mandated in order to raise our employees' quality of life. In 2009, Kia Motors spent 373.5 billion won in employee benefits.

Per-person benefits



Benefits by item

(unit: million won)

	금액
National Pension	63,449
National Health Insurance	59,036
Industrial Accident Compensation Insurance	44,230
Services and convenience measures	23,808
Employment insurance	130,573
Others	52,379
Total	373,475

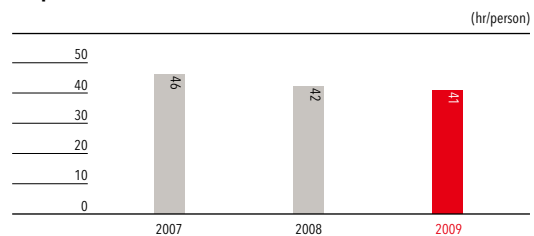
2009 educational policy

Every year, Kia Motors sets a new education policy, establishes new areas of focus, and reorganizes our training programs in accordance with the company's business objectives for the year. Kia Motors' 2009 educational policy focused on the following four areas: building an advanced organizational culture, providing support for global business management, strengthening capacity-building education, and raising the effectiveness of our education/training programs. Kia Motors has our own educational and training facilities through which endeavor to enhance employee competencies in a systematic manner. In order to motivate employees to complete their training and educational programs, Kia Motors runs the mandatory Educational Completion System, which is organized by job position and level. Kia Motors has developed an education evaluation index to assess the efficacy of our educational programs and make necessary improvements. In addition to the basic educational programs provided to all employees, Kia Motors runs a character education program for our production workers and auto mechanics. In 2009, 4,949 employees completed the program. We also provide support for the education of exceptional talent through industry-academia collaboration.

Education

	2007	2008	2009
Total educational expenses (100 million won)	71	63	62
Per-person educational expense (10,000 won/person)	22	19	19
Per-person education hours (hr/person)	46	42	41

Per-person education hours



Announcement of management changes

Article 17 of the Collective Agreement provides that Kia Motors must announce any management changes. Changes that need to be disclosed include those that affect the conditions and status of employees, the appointment and dismissal of executives, changes to the job duties of executives, audit reports, business performance, and the decisions of the Board of Directors. Such changes are announced in writing. We disclose our business performance to the labor union in order to enhance mutual understanding and cooperation.

Protection of employee human rights

Kia Motors also strives to protect the basic human rights of our employees. We run a semi-annual educational program for the entire workforce to promote human rights protection and prevent sexual harassment. The program goes over sexual harassment laws and Kia Motors' regulations, procedures, and standards concerning sexual harassment. The Sexual Harassment Counseling Center within the Employee Counseling Center works to prevent and resolve sexual harassment issues in the workplace. The Committee for Women Employee Counseling is dedicated to resolving problems that women employees face.

Ban on child labor and forced labor

It is stipulated in Kia Motors' employment regulations that we only hire workers who are aged 18 years or older. As per Article 62 of the Collective Agreement, Kia Motors does not force our employees to take holidays or work overtime nor do we unfairly treat our employees for not taking holidays or not working overtime.

Prevention of and response to industrial accidents

Kia Motors considers our top priority to be the prevention of industrial accidents in order to safeguard our employees' health and welfare. This is a priority shared by labor and management, and is stipulated in Article 76 of the Collective Agreement. Every plant has an Industrial Safety and Health Committee, composed of seven representatives each from labor and management. The committee works to promote a safe and pleasant work environment. When needed, a Comprehensive Industrial Safety and Health Committee—made up of the head of each plant—is called into session to decide on major health and safety issues based on a mutual agreement between labor and management. Kia Motors has also set up an industrial safety and health system (Sohari plant: KOSHA 18001 certified, Hwaseong plant: OHSAS 18001/KOSHA 18001 certified). Managers responsible for our production workers' health and safety as well as musculoskeletal system experts receive regular specialized training. Every three years, we undertake a worksite inspection to look for potential causes of musculoskeletal disorders. We rectify work processes, arrangements, and other factors that exert stress on the musculoskeletal system. Kia Motors also operates a hearing loss prevention program and conducts regular, special, periodic and pre-employment health checkups. We also provide customized rehabilitation care for our employees who return to the workplace after a work injury or accident.

Industrial accidents and leave

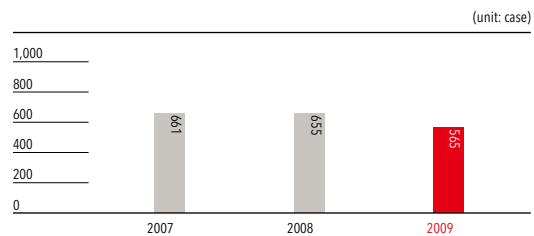
In 2009, the combined industrial accident leave at our Korean worksites, including corporate headquarters, sales, and maintenance & services, amounted to 68,048 days, 26,999 days fewer than in 2008. There were no cases of leave due to disease. Kia Motors is on a collective insurance plan that provides our employees with medical expenses in the event of an accident that occurs in everyday life. Kia maintains a computerized management system of the results of physical examinations so that they can be accessed for the purposes of medical treatments.

Industrial accidents

	2007	2008	2009
	(unit: %)		
Kia Motors	2.00	2.00	1.73
Manufacturing industry average	1.1	1.15	n/a
Transport vehicle manufacturing industry average	1.33	1.6	n/a

* Industrial accidents are tabulated by accident type for the relevant reporting period based on the data reported by the Ministry of Labor. Data on 2009 averages not yet compiled for general manufacturing and transport vehicle manufacturing industries will be included in next year's report.

No. of industrial accidents



System for environment, safety, and health

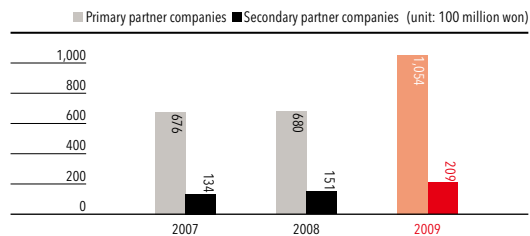
Kia Motors developed the Integrated System on the Environment, Safety, and Health (i-ESH) so that our employees can have easy access to information and educational materials on environmental, safety, and health topics. Kia Motors also runs the Kia Safety Academy (KSA) that offers courses on the legal aspects of safety and health issues as well as a program geared toward developing internal safety and health inspectors. In 2009, 1,150 employees completed 6 courses.

Society _ Partner Companies / Local Communities

2009 support and assistance to the Foundation of Korea automotive Parts Industry Promotion

Support measures	Technological support (Quality Technology Volunteer Team)	Business management instruction (Partner Companies Support Team)	Practical training for secondary partner companies	Academic seminar	Others
Beneficiaries	122 companies	31 companies	422 companies	2 times/yr	Operate automotive parts industry database; donate used machinery and equipment

Bulk buying by year



Payments for goods received

	Payment type	Payment cycle
Parts for export	Cash	1 time/month
Parts for domestic use	SME	Cash
	Conglomerate	Bill of exchange

Key education areas of the 2009 program to foster exceptional workers in partner companies

	Key educational areas
CEO training (3,500 persons)	Quality enhancement education, CEO seminar
Professional training (95,000 persons)	Job training
	Others
	Tariff reimbursement education / Education for employees of partner companies of overseas plants / Environment, security, ethics, and work education / Education for automotive repair and maintenance service providers / Practical training on integrated parts distribution system

Environmental education programs for partner companies

Date	Location	Topic(s)	Partner companies
May 20-26, 2009	Asan, Ulsan, Gwangju	Green car distribution policy Green growth and green partnership Global environmental regulations Response to EU ban on lead solders in newly released vehicles Measures to strengthen green procurement	367 companies 675 persons
November 10-12, 2009 (4 sessions)	Ulsan, Cheonan, Gwangju	Trends in global environmental regulations and response measures	446 companies 776 persons

Anti-corruption programs and ethical management system

In 2001, Kia Motors announced the Code of Ethics and enacted the Regulation of Workplace Ethics to become a business trusted by society. We run an employee cyber corporate ethics program for heightened ethical awareness. In 2002, Kia Motors adopted the Korea Fair Trade Commission's Compliance Program (CP) and set up the Cyber Audit Office to ensure the proper implementation and oversight of our ethical management practices. The Compliance Program is a preventive program to induce businesses to voluntarily comply with laws and regulations related to fair trade. Since our adoption of the Compliance Program, Kia Motors has concluded the Win-Win Cooperation Agreement with our partner companies. We have run fair trade educational programs for employees and distributed an employee manual on voluntary compliance. In 2009, we strove to eradicate unfair trade practices, taking advantage of the changes in corporate awareness and organizational culture that

Society _ Partner Companies / Local Communities

have taken place over the past several years. We focused on promoting a culture of fair trade and turning it into one of our core competencies. In May 2005, the CEO rearticulated his commitment to observing fair trade regulations via our internal groupware in order to heighten employee awareness. We established an internal Voluntary Compliance Committee and ran a relevant education program for the employees of the sales and procurement headquarters; 22 managers and 1,015 employees completed the program.

Anti-corruption education

Topic(s)	Understanding fair trade, prevention of unfair trade
Program hours	20 hrs
No. of employees who completed the program in 2009	36 persons (new recruits)

※ All Kia Motors employees have completed the educational program on the Fair Trade Act (cyber education)

Transparent procurement education

Topic(s)	Upholding transparent procurement principles and procurement ethics
Frequency	At least 1 session/quarter
No. of employees who completed the program	Total of 2,885 persons (all Procurement Headquarters employees)

Thanks to these efforts, Kia Motors' CP received an A-rating from the Korea Fair Trade Commission (KFTC) in 2009, a marked improvement from the BBB-rating in 2008. The A rating comes with the benefit of a 10% reduction in fines and a one-year waiver on misfeasance investigations. Among the seven cases that had been subject to KFTC investigation in 2009, Kia Motors was cleared on four cases, received an order for correction in one case, and received warnings on two cases. The order for correction was issued on December 23, 2009 over a matter that occurred between July 2003 and June 2008. Kia Motors had already resolved the matter by September 2008. The two warnings were over omitted text; Kia Motors promptly addresses the matter. We imposed disciplinary measures appropriate for the severity of the respective violations on fifteen employees detected for corruption by the Cyber Audit Office and other anti-corruption programs. The nine employees involved in instances of misappropriation of company funds have received reprimands, pay cuts, suspensions, and/or recommendations for resignation. The six employees involved in instances of inappropriate financial transactions with partner companies have been advised to resign. Kia Motors will be even more vigilant in monitoring those business areas especially at risk for legal violations. We will strengthen our preventive efforts so that our business activities are conducted in a fair and transparent manner.

Social contribution expenditure

(unit: won)

	2007	2008	2009	Total
Social welfare	2,199,906,634	1,563,154,304	4,786,108,975	8,549,169,913
Health & medical care	-	100,000,000	16,860,000	116,860,000
Educations, schools, and academic research	1,825,054,000	2,892,589,000	1,102,180,554	5,819,823,554
Arts & culture and sports	2,072,912,000	2,407,134,000	2,385,713,000	6,865,759,000
Environment	302,760,000	339,820,000	291,493,000	934,073,000
Emergency and disaster relief	52,000,800	-	-	52,000,800
International activities	360,524,210	743,826,063	1,108,631,203	2,212,981,476
Others	597,026,830	512,604,670	1,389,121,210	2,498,752,710
Total by year	7,410,184,474	8,559,128,037	11,080,107,942	27,049,420,453

※ Only expenditures that qualify as charitable donations as per the legal tax system and only expenditures for public campaigns and sponsorships of academic, arts & culture, and sports events are included. Based on data from domestic worksites.

Social outreach participation and hours

	2007	2008	2009
Total no. of participants (persons)	5,403	16,756	9,998
Total no. of hours (hr)	32,580	100,536	52,466
Per-person hours (hr)	1.0	3.1	1.6

※ Per-person hours equals the total number of hours for the year divided the total number of employees.

※ There was a temporary decline in the number of participants and hours in our volunteer activities in 2009 due to the H1N1 influenza.

Environment

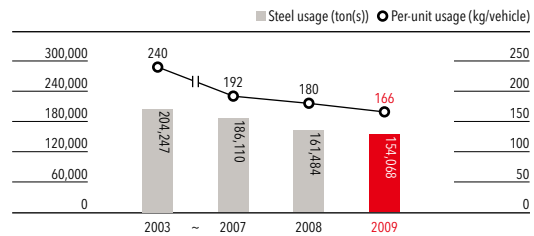
2010 environmental targets (based on data from domestic worksites)

Environmental aspect	Category	2010 target (per unit)		Measure(s)
		Reduction (increase) from base year		
Energy (greenhouse gases)	TOE	14.6% (compared to 2008)		<ul style="list-style-type: none"> - Introduce high-efficiency machinery and establish management systems - Implement response measures—e.g., reducing standby power
Environmental load	Air	Particulate matter	52% (compared to 2003)	<ul style="list-style-type: none"> - Designate and manage targets for each worksite - Inspect and raise efficiency of filtration systems
		SO _x	19% (compared to 2003)	
		NO _x	20% (compared to 2003)	
	Water quality	BOD	26% (compared to 2003)	<ul style="list-style-type: none"> - Implement measures to lower concentration and volume of wastewater - Raise efficacy of each wastewater treatment process
		COD	26% (compared to 2003)	
		SS	45% (compared to 2003)	
Resource circulation	Harmful chemicals	Consumption volume	14% (compared to 2005)	<ul style="list-style-type: none"> - Seek alternatives and implement measures to minimize damage
		Waste	Recycling rate	
	Landfill disposal rate	0.8% (compared to total waste generated) * Sohari and Hwaseong generate zero landfill waste		
	Incineration rate	5.4% (Compared to total waste generated)		
	VOC	Emission	22% (compared to 2005)	<ul style="list-style-type: none"> - Expand use of water-based paints - Implement measure to minimize thinner loss
Thinner recovery rate		31% increase (compared to 2005)		

Raw material consumption

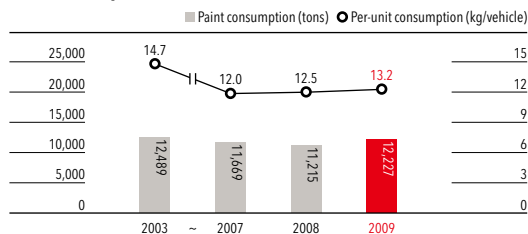
01. Steel In order to reduce the consumption of steel—the key material of automotive steel sheets—Kia Motors is seeking ways to raise the material yield of the press process and maximize the utilization of recycled materials. The total amount of steel consumption (exclusive of partner companies' consumption) in 2009 was 154,068 tons, a 24.6% decrease from 2003, and the per-unit consumption (hereafter, based on the number of vehicles produced) declined by 30.9%.

Steel usage

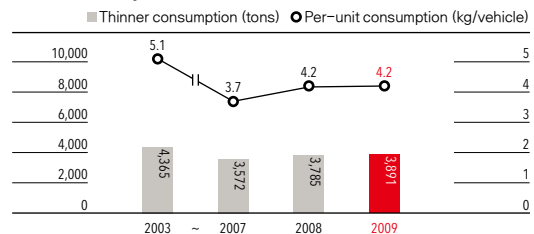


02. Paints and thinners In order to reduce the consumption of paints and thinners in the automotive paint process, Kia Motors has installed automated painting systems called Robobells, which enhance paint transfer efficiency. As for used cleaning thinners, a recycling company collects the entire amount for regeneration and reuse. At Hwaseong and Gwangju plants, we have replaced oil-based paints with water-based paints in some parts of the paint process, tackling VOC emission at its very source. Per-unit paint consumption dropped by 10.3% from 2003, while the total thinner consumption decreased by 10.9% and the per-unit consumption declined by 18.3%.

Paint consumption



Thinner consumption

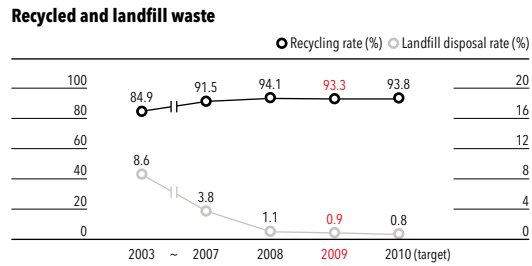
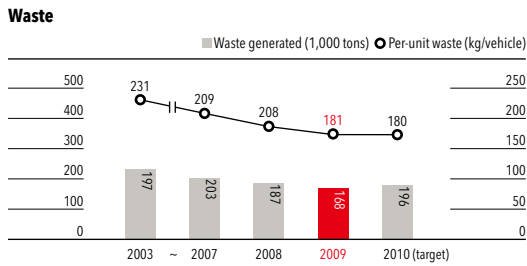


* Paint and thinner consumption figures are from the following painting and treatment processes: electrodeposition, surface and top coat

Environment

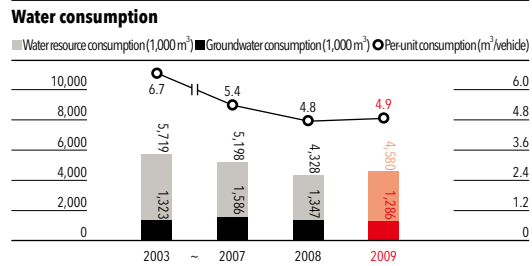
Waste reduction and improvement in recycling rate

The total volume of waste generated at the three domestic worksites (Sohari, Hwaseong and Gwangju plants) in 2009 was 168,070 tons, 93.3% of which was recycled. The volume of waste generated per vehicle decreased by 22% to 181 kg from 231 kg in 2003.



Water resources

Since 2000, Kia Motors has made facilities investments to improve cooling tower overflow, increase the recovery rate of water from condensed steam, and conserve water in lavatories. We have also engaged in internal campaigns. As a result, in 2009, we cut our water consumption by 19.9% from 2003.

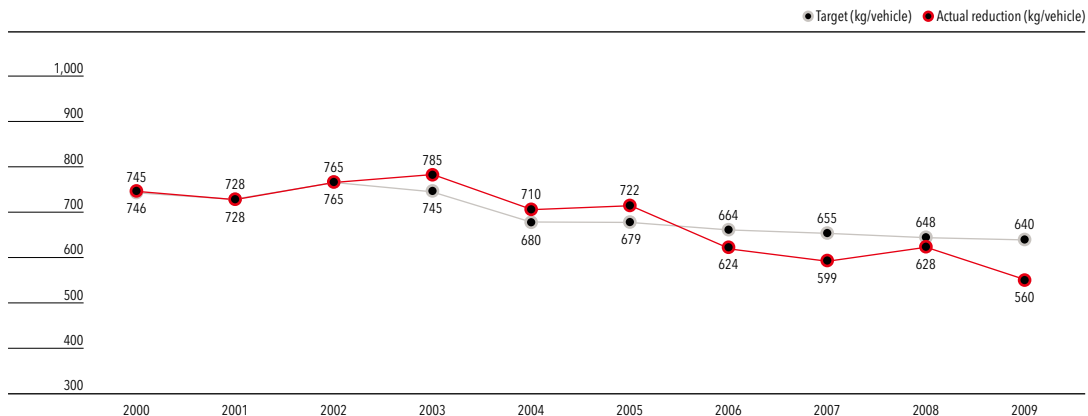


* Water resource consumption includes groundwater consumption.
(Based on data from three domestic worksites: Sohari, Hwaseong, Gwangju plants)

Energy consumption and greenhouse gas emission reduction

Thanks to our consistent greenhouse gas emission reduction efforts since 2000, Kia Motors has exceeded our reduction target in 2009. Our 2020 reduction target for our Korean worksites has been set at 30% of 2005 BAU level. We are working on formulating a mid- to long-term plan to attain this target. We have expanded the third-party assurance of greenhouse gas emissions to our overseas worksites and disclosed the results of the assurance engagements.

Greenhouse gas emissions at domestic worksites (per unit)



* BAU (Business As Usual): Indicates emissions, energy consumption, and per-unit trends if no additional measures have been taken after the 2005 emissions reduction plan went into effect 2006
* Criteria for calculating emissions: Based on lower heating value (LHV); Scopes 1, 2

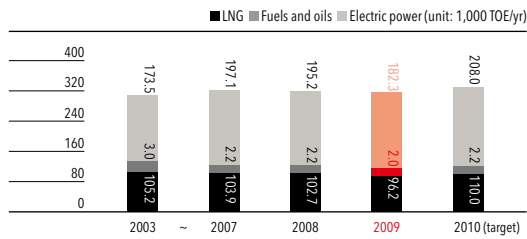
Environment

Efforts to cut energy consumption and greenhouse gas emissions Kia Motors signed a voluntary agreement (VA) for energy conservation in 2000 and has worked hard toward cutting our energy consumption. In 2009, we replaced the existing light fixtures with induction lamps—high-efficiency lighting systems that have a semi-permanent lifespan and cut power consumption by 30%—at the Gwangju Plant. We are also investing in a computerized system for effective energy management. At the Hwaseong Plant, we have reset the robots so that they go into energy-saving mode after a set period of inactivity. As a result, the Hwaseong Plant reduced its power consumption and cut CO₂ emissions by 116 tons. The success of the measure has been shared with all worksites and its implementation has been expanded to other worksites.

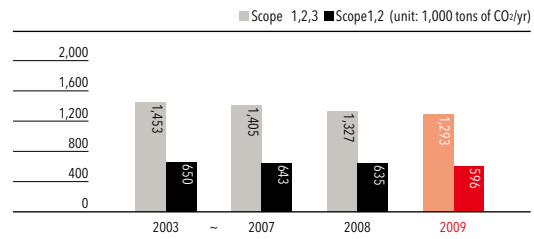
Kia Motors strives to cut fossil fuel consumption and increase the use of alternative renewable energy sources. At our service centers in Korea, we have installed solar power generator systems (Gwangju, Incheon, Changwon, Cheongju, Wonju, Suwon, Jeonju, Daegu, Busan) and solar hot water systems (Gangneung). This is expected to cut around 38 million won in energy expenditure and reduce 15 tons of greenhouse gas emissions every year.

Electric power (65%) and LNG (34%) accounted for 99% of Kia Motors' total energy consumption in 2009. Most of the greenhouse gases emitted by Kia worksites are attributable to the use of these energy sources. The total greenhouse gas emissions (based on scope 1, 2 emissions categories) at Kia's Korean worksites have shown a steady decline since 2005. This is the result of the precision monitoring of our greenhouse gas emissions trends, rigorous analysis of potentially reducible emissions, creation of greenhouse gas inventories, and consistent reduction efforts. In 2009, we completed the third-party assurance of the greenhouse gas emissions at our Slovakia Plant and China Plants 1-2. We will continue with our steadfast efforts to tackle the challenges of climate change.

Total energy consumption



Total greenhouse gas emission



* Solar power generator system at the Suwon Service Center

* Sohari, Hwaseong, Gwangju plants

Direct emissions

- Scope1 (stationary combustion): LNG, LPG (butane), LPG (propane), gasoline, diesel, kerosene (mobile combustion): LPG (butane), LPG (propane), gasoline, diesel (fugitive emissions): refrigerants (HFC-134a) for freezers, substations (SF6), fugitive emissions generated when charging vehicles with refrigerants (process emissions): CO₂ welding, detergents Indirect emissions
- Scope2 (indirection emissions): electric power
- Scope3 (indirect emissions): LPG (butane), gasoline, diesel, refrigerants (HFC-134a) charged into vehicles

* There may be partial changes to the data after the annual assurance of greenhouse gas emissions.

Environmental impact of employee mobility

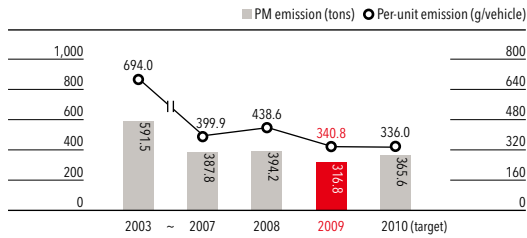
Energy consumption and greenhouse gas emissions from employee commutes and business travel also impact the environment. Currently, around 45 commuter shuttles are in operation for Kia Motors' corporate headquarters and around 310 commuter shuttles for our domestic production facilities. We restrict the issuance of parking permits to encourage the use of public transportation and other more environmentally-friendly modes of commute. We will work on collecting data on the modes of transport used by our domestic and overseas employees for the purposes of business trips and commutes so that we can quantify the environmental impact of employee mobility and include it in our future sustainability reports.

Environment

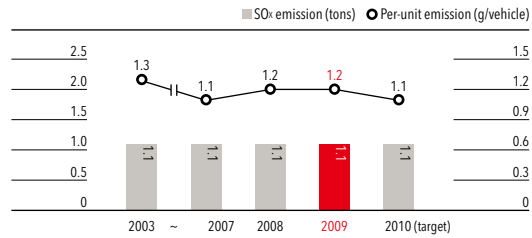
Reduction of environmental pollutants

01. Atmospheric pollutants In 2009, Kia Motors invested 500 million won to replace the air filtration systems at our worksites in order to reduce the emission of atmospheric pollutants. At the Sohari and Hwaseong plants, we installed telemetry monitoring systems (TMS) for round-the-clock monitoring of boilers and other high pollutant-emitting systems. In 2009, our worksites emitted 690 tons of atmospheric pollutants, a 13% year-on-year decrease. NO_x, SO_x, and PM emissions recorded a 6.4%, 6.1%, and 16.9% year-on-year decline, respectively.

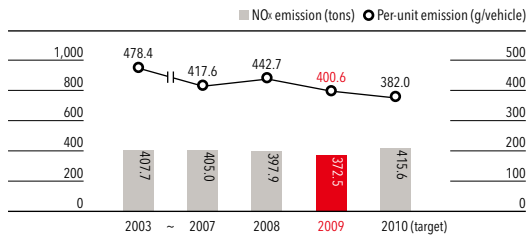
PM emission



SO_x emission



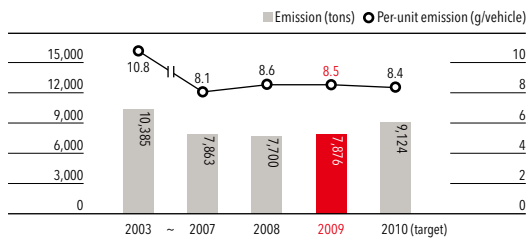
NO_x emission



* 2007 and 2008 figures were revised after a reexamination of our calculation methods.

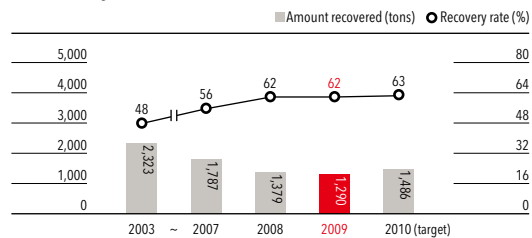
02. VOCs (volatile organic compounds) VOCs contribute to global warming, destroy the stratospheric ozone layer, and emit foul odors. Kia Motors strives to minimize the use of VOCs. In 2009, our domestic worksites emitted 7,876 tons of VOCs and recorded a recovery rate of 62%.

VOC emission of worksites (Korea)



* Figures were revised after a reexamination of our calculation methods.

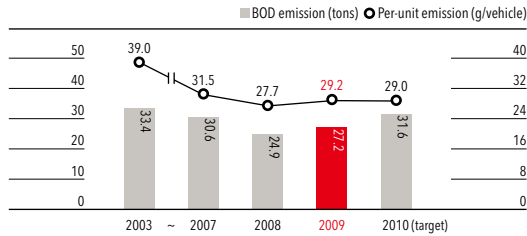
VOC recovery rate of worksites



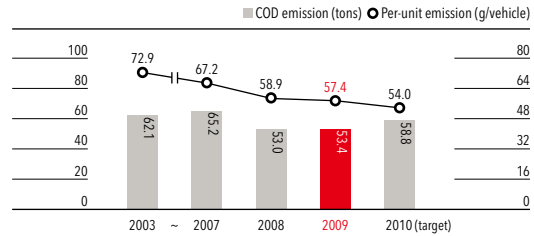
Environment

03. Water pollutants and toxic chemicals In 2009, 3,763 million m3 of wastewater was discharged from our domestic worksites (Sohari, Hwaseong, Gwangju). BOD and SS emissions were cut by 11% and 11.8% from 2003 levels. The per-unit emission of BOD, COD, and SS relative to the total number of vehicles produced decreased by 25.5%, 21.5%, and 39.5%, respectively, from 2003. The total volume of toxic chemicals used at our domestic worksites in 2009 declined by 2,285 tons from 2008. The per-unit toxic chemical consumption in 2009 recorded a 4.3% year-on-year decrease.

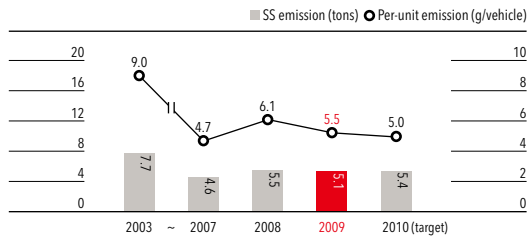
BOD emission



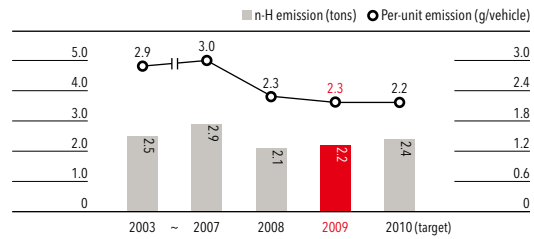
COD emission



SS emission

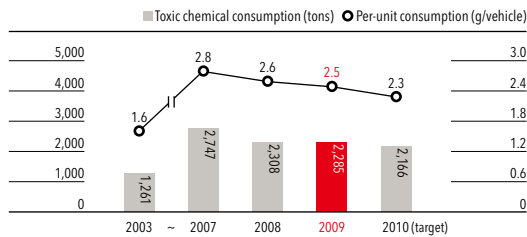


n-H emission



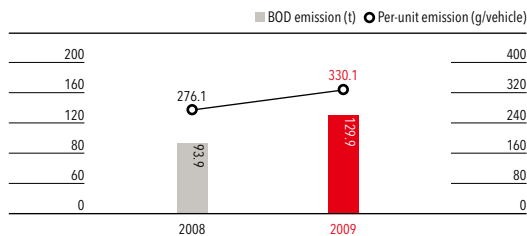
* n-H (normal hexane extracts): n-H organic solvent is used to extract oil components from wastewater. The solvent is evaporated and the remaining residue is then weighed.

Toxic chemical consumption

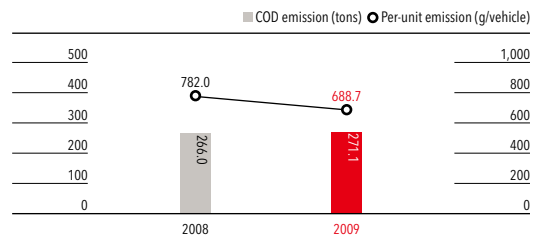


04. Overseas worksites

BOD emission



COD emission



Environment

Environmental management system

To raise economic value and improve environmental sustainability, Kia Motors set up a comprehensive environmental management system that serves as the foundation of our efforts to minimize the environmental impact of our production processes. All Kia Motors' domestic and overseas worksites are ISO 14001-certified. Every year, certification authorities assess the level of our adherence to environmental laws and regulations and our pollution prevention efforts. In addition to an annual external evaluation, Kia Motors' runs an internal evaluation and an environmental audit to identify problem areas and assess the efficacy of our environmental management system. We offer educational programs to relevant employees and trains potential certification agents. Rewards are also given to departments that outperform on the environmental management front. As a result, not a single case of environmental regulation violation was reported at our three Korean worksites (Sohari, Hwaseong, and Gwangju plants). In 2010, we plan to apply for the ISO 14001 certification of the Georgia Plant (USA), which began operations in 2009, and also undertake an environmental audit of the plant. .

Environmental expenditure

Kia Motors uses five categories to organize and tabulate our annual environmental expenditure. Through the Investment Evaluation System implemented in 2004, Kia Motors has systematized our investment system and evaluates the cost-saving benefits and returns of our environmental investments by type. The data and information thus gathered are used to draw up environmental investment plans for the following year. In 2009, we included the environmental investment expenditure under direct costs. The total environmental expenditure of our Korean worksites and the Slovakia Plant was some 16.7 billion won, a year-on-year decrease due to lower waste processing costs.

2009 domestic and overseas environmental expenditure

(unit: 1,000 won)

Classification	Type		2008	2009
Environmental expenditure	Direct cost for reducing environmental load	(Investment and maintenance of environmental equipment and facilities)	11,258,878	11,357,527
	Indirect cost for reducing environmental load	(Employee environmental education and environmental assessments)	1,419,721	1,784,157
	Environmental risk management cost	(Compliance with environmental regulations and accident prevention)	159,242	82,528
	Waste processing and recycling cost	(Waste management outsourcing)	4,204,188	3,271,516
	Costs associated with social outreach activities for environmental protection	(Environmental cleanup and afforestation)	253,326	226,756
Total environmental expenditure			17,295,355	16,722,484

* Environmental expenditure: Excludes A/S centers, China Plant, Georgia Plant (USA) * Investment: Excludes R&D centers

Afforestation

In line with the expansion of building areas of Kia Motors' worksites, we strive to also expand green areas in order to enhance the eco-friendliness of our production facilities. Since 2000, we have been managing and inspecting facilities that may emit soil pollutants. So far, there has not been a single case of soil contamination.

Afforestation status

(as of December 31 2009)

	Sohari	Hwaseong	Gwangju	Slovakia (KMS)	China (DYK)
Site area (m ²)	498,908	3,251,923	1,014,877	1,660,000	1,885,901
Building area (m ²)	213,144	987,538	414,206	234,084	393,252
Green area (m ²)	24,374	637,000	90,135	1,137,300	348,437
Green rate (%)	8.5	28.1	14.4	79.8	23.3
Afforestation (trees)	38,643	238,331	114,948	2,848	2,236,694

Green achievements by worksite



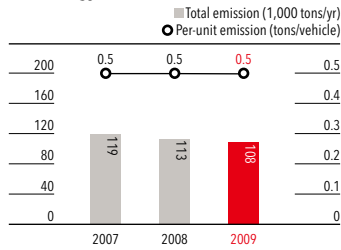
Sohari Plant

Location 781-1 Soha-dong, Gwangmyeong, Gyeonggi-do
Employees 5,280
Establishment July 1973
Flagship products Grand Carnival (Carnival/ Sedona), Oprius, Pride (Rio), engines
Site area 498,908 m²
Building area 213,144 m²
ISO 14001 certification December 2003



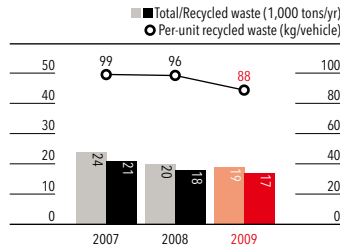
Environmental Director & Executive Vice President
Jin-Dong Wee
 Plant Superintendant

CO₂ (energy) reduction



* Based on scope 1, 2 standards

Waste reduction



Community outreach



Community engagement The Sohari Plant organizes meal deliveries and birthday parties for senior citizens who live alone. It also provides coal briquettes and rice as well as volunteer home repair services to low-income families. The employees of the Sohari Plant also do volunteer work at facilities for persons with disabilities. They provide free facilities repair services at local study rooms and organize blood drives. In so doing, the Sohari Plant maintains a close relationship with its local community.

Environmental accidents and lawsuits None



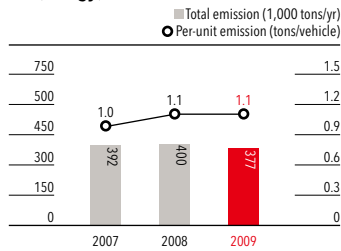
Hwaseong Plant

Location 1714 Ihwa-ri, Ujeong-eup, Hwaseong, Gyeonggi-do
Employees 10,946
Establishment April 1989
Flagship Lotze (Optima/ Magentis), Sorento, Forte (New Cerato), Opirus, K7, Mohave
Site area 3,251,923 m²
Building area 987,538 m²
ISO 14001 April 2003



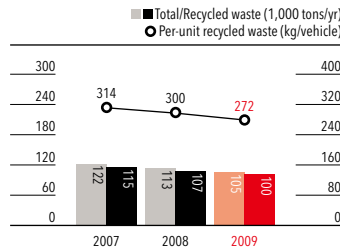
Environmental Director & Vice President
Sung-Hoon Kang
 Plant Superintendant

CO₂ (energy) reduction



* Based on scope 1, 2 standards

Waste reduction



* Some of last year's data have been revised

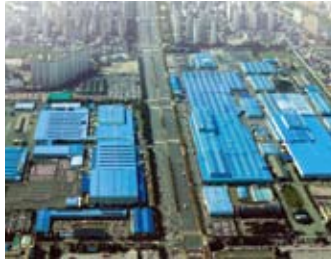
Community outreach



Community engagement The Hwaseong Plant carries out environmental cleanup and preservation activities—e.g. scattering feed for wildlife—around the worksite. In 2009, it joined forces with the city of Hwaseong to pilot the Adopt-a-Highway program for highway cleanup.

Environmental accidents and lawsuits None

Environment



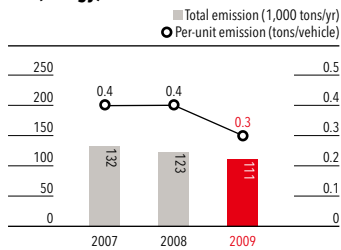
Gwangju Plant

Location 700 Naebang-dong, Seo-gu, Gwangju
Employees 6,111
Establishment July 1965
Flagship Soul, New Carens (Rondo), Sportage, Bongo III (K Series trucks), buses, military vehicles
Site area 1,014,877 m²
Building area 414,206 m²
ISO 14001 November 2003

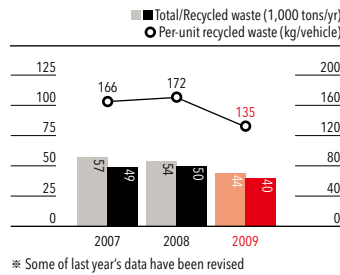


Environmental Director
 Senior Vice President
Cheon-Gwon Song
 Plant Superintendent

CO₂ (energy) reduction



Waste reduction



Community outreach



Community engagement The Gwangju Plant engages the local community by regularly offering plant tours for area residents, disclosing pertinent information, and actively engaging in exchanges of ideas and opinions. In 2009, the Gwangju Plant undertook twelve area road cleanup activities with employee volunteers.

Environmental accidents and lawsuits None



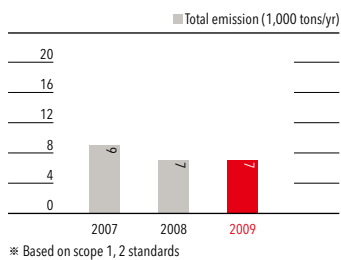
Service centers

Location 996-3 Siheung-dong, Geumcheon-gu, Seoul & 19 other locations
Employees 1,945
Establishment 1958
Main areas of responsibility Kia vehicle warranty and maintenance services
Site area 220,301 m²
Building area 175,997 m²
ISO 14001 December 2003



Environmental Director &
 Executive Vice President
Mun-Su Yun

CO₂ (energy) reduction



Introduction of new and renewable energy systems



Community outreach



Community engagement In order to engage local communities, Kia Motors' service center employees throughout Korea undertake regular volunteer and support activities, including environmental cleanups and visits to old people's homes and other facilities for the underprivileged segments of the society.

Environmental accidents and lawsuits None

Environment



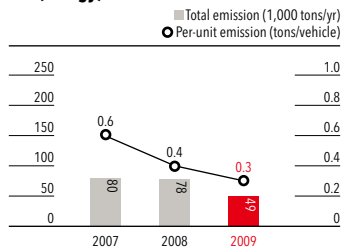
Slovakia Plant

Location Teplicka n/Vahom, Slovakia
Employees 2,884
Establishment March 2004
Flagship ce'e'd, Sportage, engines
Site area 1,660,000 m²
Building area 234,084 m²
ISO 14001 November 2007

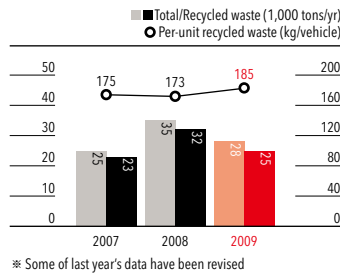


Environmental Director and President & CEO
In-Kyu Bae
 Plant Superintendant

CO₂ (energy) reduction



Waste reduction



Community outreach



Community engagement The Slovakia Plant regularly offers plant tours to area residents and journalists. It also engages with the local community by providing cars for high school practical training classes.

Environmental accidents and lawsuits None



Georgia Plant

Location West Point, GA, USA
Employees 1,164
Establishment October 2006
Flagship New Sorento
Site area 2,612,000 m²
Building area 202,400 m²
ISO 14001 2010 (expected)



Environmental Director & Executive Vice President
Jun-Mo Yun
 Plant Superintendant

2010 plans

Business goals

Strengthen environmental management system

Energy/greenhouse gas reduction efforts

Build environmental management system

Planned measures

Get ISO14001 certification to set up environmental management system ▶ establish body for environmental management, foster consulting and other relevant professionals

Set up greenhouse gas emissions tabulation and management system ▶ Create greenhouse gas inventory and foster relevant professionals Pursue low-carbon energy reduction efforts ▶ Cut energy expenditure by 2 million dollars through energy-saving technologies and activities

Comprehensive management through an environmental services provider and clean waterway in Kia Parkway

Georgia Plant history



Environment



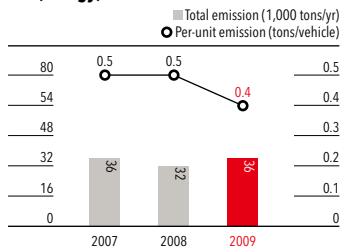
China (Yangcheng) Plant 1

Location Development Zone, Yangcheng, Jiangsu Province, China
Employees 1,781
Establishment July 2002
Flagship Soul, Sportage, Optima, Rio
Site area 415,821 m²
Building area 109,374 m²
ISO 14001 June 2007



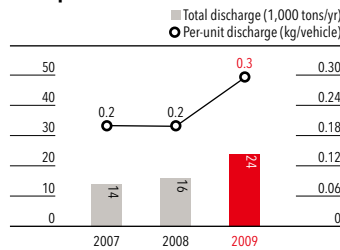
Environmental Director & CEO
Jong-Oak Park

CO₂ (energy) reduction



* Based on scope 1, 2 standards

Water pollutant reduction



Community outreach



Community engagement China Plant 1 works with local residents for the betterment of the community. It has donated earthquake relief vehicles, supplies engines to a transport technology school, and visits welfare facilities.

Environmental accidents and lawsuits None



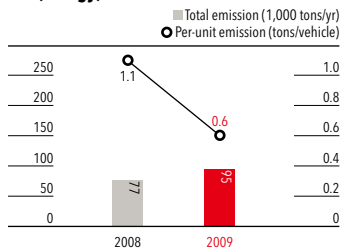
China (Yangcheng) Plant 2

Location Yangcheng, Jiangsu Province, China
Employees 1,831
Establishment December 2007
Flagship Cerato, Forte
Site area 1,470,080 m²
Building area 283,878 m²
ISO 14001 December 2009



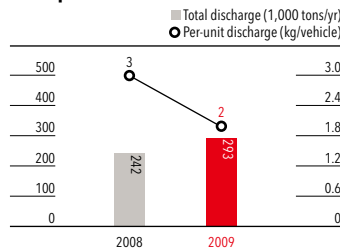
Environmental Director & CEO
Jong-Oak Park

CO₂ (energy) reduction



* Based on scope 1, 2 standards

Water pollutant reduction



Community outreach



Community engagement China Plant 1 works with local residents for the betterment of the community. It has donated earthquake relief vehicles, supplies engines to a transport technology school, and visits welfare facilities.

Environmental accidents and lawsuits None

About This Report

Since 2003, Kia Motors has been publishing a sustainability report every year to inform our stakeholders of the company's progress on sustainable growth and demonstrate our ongoing commitment to practicing and advancing sustainability management. We publish this report in the hopes of expanding our dialogue with our stakeholders around the world. We try to honestly and clearly articulate our vision for a sustainable future and the specific steps we are taking to realize this vision. This report is not about generalized statements of progress or vague promises about better things to come. It is made up of detailed accounts of our current programs and activities and specific plans for the future.

The annual publication of this report gives Kia Motors the opportunity to reflect upon our sustainability management practices and rectify any shortcomings. It also offers a chance for us to reaffirm our resolve to becoming a conscientious company that identifies and acts upon opportunities that enable the co-sustainability of humankind and the Earth.

REPORTING STANDARDS

Kia Motors *Sustainability Magazine 2010* follows the "GRI Sustainability Reporting Guidelines 2006 (G3)." Item-for-item ratings and relevant pages can be found in the "Appendices."

* GRI: Global Reporting Initiative (www.globalreporting.org)

REPORTING AND ASSURANCE

All information contained in this report is based on materials gathered by Kia Motors' Sustainability Reporting Committee, which was established to monitor Kia's sustainability management activities and record relevant progress in an impartial and fair manner. For enhanced reliability, this report has been verified by Solability, a third-party assurance agency. The assurance statement can be found in the "Appendices."

REPORTING SCOPE AND PERIOD

This report covers the period from 2006 to 2009. It contains quantitative performance data from the past three years to provide a convenient overview of positive and/or negative progress. The base year is listed for systems whose year of implementation or adoption is clear. As for qualitative performance, this report focuses on 2009 activities. The reporting period corresponds to Kia Motors' fiscal year (January 1 to December 31). There have not been any significant changes during the reporting period of Kia Motors' *Sustainability Magazine 2010*.



ACCOUNTING STANDARDS

The calculation of environmental and social investment and expenditure data included in this report are consistent with the financial accounting standards approved by the Board of Directors, the internal audit committee, and an external auditor. The said data have been calculated in accordance with the 2004 Investment Evaluation System, which incorporates a detailed breakdown by investment type. Please refer to the body of this report and the "Appendices" for more detailed information on environmental and social contribution expenditure.

REPORTING TARGETS

This report covers Kia Motors; subsidiaries that are joint stock companies in which Kia Motors owns 50% or more shares; and overseas subsidiaries that are overseas joint-venture corporations. It also covers Kia Motors' domestic worksites: corporate headquarters; Sohari, Hwaseong and Gwangju plants; R&D headquarters; and service centers, as well as China Plant 1-2, Georgia Plant, Slovakia Plant, overseas technical R&D centers, and the overseas worksites of overseas subsidiaries. Kia Motors' sustainability reports generally focus on the progress and performance of domestic worksites. This is because the corporate headquarters is located in Korea and new systems are first introduced to our Korean worksites. Moreover, our overseas worksites are not yet equipped with adequate data collection systems. Every year, we review the previous year's coverage of our overseas worksites to identify and work on areas that require improvement.

PUBLICATION SCHEDULE

The Korean version of the Kia Motors Sustainability Magazine 2010 (issue no. 8) was published on March 19, 2010 and distributed at the General Shareholders' Meeting. The English version is scheduled to be published on April 30. Kia Motors Sustainability Magazine (formerly, "Sustainability Report") is an annual publication.

ADDITIONAL INFORMATION

For additional information, please refer to the following resources:

Kia Motors website www.kia.co.kr / www.kmcir.com

Kia Motors business report dart.fss.or.kr (Repository of Korea's Corporate Filing of the Financial Supervisory Service) or www.kmcir.com

Department in charge Planning Division of Kia Motors, Sustainability Management Team (Refer to "Contact Us")



Independent Assurance Statement

To the Management and the Stakeholders of Kia Motors Corporation

Kia Motors Corporation (hereinafter "KIA MOTORS") Sustainability Report 2010 (hereinafter "The Report") was structured and prepared by the management of KIA MOTORS, who retains responsibility for the contents and data presented in the report. SolAbility (hereinafter "The Auditor") was assigned by the management of KIA MOTORS to conduct an independent third-party review of the full report. The objective of this review is to externally assure that statements and data presented in The Report are free of material misstatements and based on exact and accurate data collection systems.

Assurance Methodology

The Auditor's assurance work has been planned and performed in accordance with leading international assurance standards. The Report has been evaluated against the following criteria:

- Materiality, Responsiveness, Correctness
- Review of whether financial data has been derived adequately and correctly from the financial statement audited by an external third-party auditor
- Provision of assurance on whether non-financial data in The Report is presented in full and free of material misstatement

Assurance process and works undertaken

In order to provide assurance to the stakeholders, The Auditor undertook the following steps during the assurance engagement:

- Reviewed a selection of external media reports and selected group-level documents relating to safety, social, ethical and environmental aspects of KIA MOTORS, to test the coverage of topics within The Report against stakeholder information needs
- Reviewed stakeholder feedback
- Reviewed KIA MOTORS processes for determining material issues to be included in The Report
- Performed a peer review of global Sustainability Reports to benchmark disclosure levels
- Conducted interviews with senior managers of KIA MOTORS
- Reviewed relevant policies, guidelines and management systems related to the contents of The Report at site and corporate level
- Reviewed KIA MOTORS approach to data collection and data management at corporate and site level
- Reviewed internal performance documentation of non-financial data presented in The Report
- Conducted site visits at the Sohari and Hwasung factories, interviewing relevant operational Kia Motors managers and staff, and conducting sample data and equipment tests
- Reviewed site data collection and management systems for environmental, health and safety related data
- Reviewed environmental, health and safety related processes, data management and reporting systems at the corporate headquarters and the sites visited
- Reviewed environmental, health and safety related data from all operational sites (including overseas manufacturing facilities) to test whether they have been collected, consolidated and reported appropriately at corporate level
- Performed sample testing of raw data for main non-financial data indicators to verify whether site data have been collected and reported correctly

Limitations of this assurance engagement

The scope of this assurance engagement was limited to visits and sample data testing at two sites out of three KIA MOTORS manufacturing sites in Korea. The Auditor did not conduct any visits to overseas facilities or projects in which KIA MOTORS holds interests. Our review of data processes included the following data sets: environmental data, health & safety data, as well as sample social data. Our review of these data processes at operations level was limited to the KIA MOTORS-operated businesses visited.

Our conclusions

The Auditor reviewed and provided feedback of whether the Report and changes were made where necessary. On the basis of our review and in accordance with the terms of reference for our work we provide the following conclusions on The Report. Our conclusions should be read in conjunction with the above section on "Assurance process and works undertaken" and "Limitations of this assurance engagement".

Materiality: Has KIA MOTORS provided a balanced representation of material issues concerning KIA MOTORS' sustainability performance in its operations and business interests?

- We consider that the information contained in The Report covers the most relevant aspects of KIA MOTORS' sustainability management and performance according to KIA MOTORS business and operations.
- We are not aware of any material aspects concerning KIA MOTORS' sustainability performance which have been excluded from The Report.
- Nothing has come to our attention that causes us to believe that KIA MOTORS' management has not applied its processes for determining material issues to be included in The Report, as described in "Assurance Methodology".

Responsiveness: How does KIA MOTORS' Report respond to stakeholder concerns and information needs?

- We are not aware of any additional issues of stakeholder interest that are not currently included in the Report's scope and contents.
- However, it is recommended that KIA MOTORS extends and diversifies its communication channels to engage with relevant stakeholders to acquire more in-depth stakeholder opinions.

Correctness: Does KIA MOTORS have a complete set of information and data on which to base a judgement of what is material for inclusion in The Report? Is the data presented in The Report complete and free of material misstatements?

- We have reviewed internal and external information and explanation on the statements on KIA MOTORS' sustainability activities presented in The Report. Based on these reviews, we are not aware of any misstatements in the assertions made.
- Nothing has come to our attention that causes us to believe that health, safety or environmental data and information presented in The Report has not been properly collected and reported at operations level, or amendments have been made to the data reported where needed.
- We are therefore not aware of any errors at site and corporate level that would materially affect KIA MOTORS health, safety, environmental or social related data as presented in The Report.

Issued for further consideration by the management of KIA MOTORS

- The Auditor recommends that KIA MOTORS keeps refining and developing its sustainability management systems and structure across all operations, particular in light of planned overseas operations and exploration activities.
- Automates data management and tracking for environmental, health and safety performance
- Defines long-term sustainability key performance indicators and targets on corporate level

Our independence

Apart from this auditing mandate, The Auditor has no other affiliation with KIA MOTORS that might compromise our independence or autonomy or place The Auditor under KIA MOTORS' influence, therefore ruling out any possible conflicts of interest.

March 9, 2010



Andy Gebhardt

Director, SolAbility Ltd.



GRI (G3) Index

● Fully Reported ● Partially Reported ○ Not Reported ● Not Applicable

		Profile	
Strategy and analysis	1.1	Statement from the most senior decision-maker/ of the organization (e.g., CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and its strategy.	● 5-6
	1.2	Description of key impacts, risks, and opportunities.	● 12-13
Organizational profile	2.1	Name of the organization.	● 3-4
	2.2	Primary brands, products, and/ or services.	● 3-4
	2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	● 3-4
	2.4	Location of organization's headquarters.	● 3-4
	2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	● 3-4
	2.6	Nature of ownership and legal form.	● 9-10
	2.7	Markets served (including geographic breakdown, sectors served, and types of customers/ beneficiaries).	● 3-4
	2.8	Scale of the reporting organization.	● 3-4, 16-20
	2.9	Significant changes during the reporting period regarding size, structure, or ownership.	● 18-20
	2.10	Awards received in the reporting period.	● 14-15
Report parameters	3.1	Reporting period (e.g., fiscal/ calendar year) for information provided.	● 90-91
	3.2	Date of most recent previous report (if any).	● 90-91
	3.3	Reporting cycle (annual, biennial, etc.)	● 90-91
	3.4	Contact point for questions regarding the report or its contents.	● 90-91
	3.5	Process for defining report content	● 10-11
	3.6	Boundary of the report	● 90-91
	3.7	State any specific limitations on the scope or boundary of the report.	● 90-91
	3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/ or between organizations.	○
	3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report.	● 90-91
	3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement.	● 90-91
	3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	● 90-91
	3.12	Table identifying the location of the Standard Disclosures in the report.	● 94-96
	3.13	Policy and current practice with regard to seeking external assurance for the report.	● 92-93
Governance, commitments, and engagement	4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	● 9-10
	4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	● 9
	4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/ or non-executive members.	● 10
	4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	○
	4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives, and the organization's performance.	● 9
	4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	○
	4.7	Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization's strategy on economic, environmental, and social topics.	○
	4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	● 7-8
	4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	○
	4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	○
	4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	○
	4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	● 15, 51, 62, 71, 78, 82
	4.13	Memberships in associations and/ or national/ international advocacy organizations.	● 71
	4.14	List of stakeholder groups engaged by the organization.	● 10
	4.15	Basis for identification and selection of stakeholders with whom to engage.	● 11
	4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	● 11
	4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	● 11

Economic Performance				
Economic performance	EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	●	72-73
	EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	●	4, 12, 15, 49, 82
	EC3	Coverage of the organization's defined benefit plan obligations.	●	60, 76
	EC4	Significant financial assistance received from government.	●	23, 51-53
Market presence	EC5	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	●	75
	EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	●	19, 23, 33, 35, 47, 85
	EC7	Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.	○	
Indirect economic impacts	EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	●	64-69
	EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	●	23
Environment Performance				
Materials	EN1	Materials used by weight or volume.	●	48-49, 80
	EN2	Percentage of materials used that are recycled input materials.	●	48-52, 80-81
Energy	EN3	Direct energy consumption by primary energy source.	●	81-82
	EN4	Indirect energy consumption by primary source.	●	81-82
	EN5	Energy saved due to conservation and efficiency improvements.	●	82
	EN6	Initiatives to provide energy-efficient or renewable energy-based products and services, and reductions in energy requirements as a result of these initiatives.	●	48-49, 81-82
	EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	●	82
	Water	EN8	Total water withdrawal by source.	●
EN9		Water sources significantly affected by withdrawal of water.	○	
EN10		Percentage and total volume of water recycled and reused.	○	
Biodiversity	EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	●	85
	EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	○	
	EN13	Habitats protected or restored.	○	
	EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	○	
	EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	○	
Emissions, effluents, and waste	EN16	Total direct and indirect greenhouse gas emissions by weight.	●	49-50, 81-82
	EN17	Other relevant indirect greenhouse gas emissions by weight.	●	49-50, 81-82
	EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	●	49-50, 81-82
	EN19	Emissions of ozone-depleting substances by weight.	●	83
	EN20	NOx, SOx, and other significant air emissions by type and weight.	●	83
	EN21	Total water discharge by quality and destination.	●	84
	EN22	Total weight of waste by type and disposal method.	●	81
	EN23	Total number and volume of significant spills.	●	85
	EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	○	
	EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	○	
Products and services	EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	●	34-37, 45-53
	EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	●	53
Compliance	EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	●	85
Transport	EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	●	51-53
Overall	EN30	Total environmental protection expenditures and investments by type.	●	85

GRI (G3) Index

● Fully Reported ● Partially Reported ○ Not Reported ● Not Applicable

Labor Practices & Decent Work Performance

Employment	LA1	Total workforce by employment type, employment contract, and region.	●	75
	LA2	Total number and rate of employee turnover by age group, gender, and region.	●	58, 75
	LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	●	58~61, 76~77
Labor/ management relations	LA4	Percentage of employees covered by collective bargaining agreements.	●	58
	LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	●	76
Occupational health and safety	LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	●	77
	LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related fatalities by region.	●	77
	LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	●	61
	LA9	Health and safety topics covered in formal agreements with trade unions.	●	77
Training and education	LA10	Average hours of training per year per employee by employee category.	●	76
	LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	●	60
	LA12	Percentage of employees receiving regular performance and career development reviews.	●	75
Diversity and equal opportunity	LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	●	58, 75
	LA14	Ratio of basic salary of men to women by employee category.	○	

Human Rights Performance

Investment and procurement practices	HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	○	
	HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	○	
	HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	●	77
	HR4	Total number of incidents of discrimination and actions taken.	●	58
Freedom of association and collective bargaining	HR5	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	●	58
Child labor	HR6	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	●	77
Forced and compulsory labor	HR7	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures taken to contribute to the elimination of forced or compulsory labor.	●	77
Security practices	HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	○	
Indigenous rights	HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	○	

Society Performance

Community	S01	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.	●	86~89
	S02	Percentage and total number of business units analyzed for risks related to corruption.	●	79
	S03	Percentage of employees trained in organization's anti-corruption policies and procedures.	●	78~79
	S04	Actions taken in response to incidents of corruption.	●	79
Corruption	S05	Public policy positions and participation in public policy development and lobbying.	○	
Public policy	S06	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	○	
Anti-competitive behavior	S07	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	●	78~79
Compliance	S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	●	79

Product Responsibility Performance

Customer health and safety	PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	●	54~57
	PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services, by type of outcomes.	○	
Product and service labeling	PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	●	38~41
	PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	●	74
	PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	●	74
Marketing communications	PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	●	74
	PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by type of outcomes.	●	74
Customer privacy	PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	●	74
	PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	●	74

Contact Us



Supervisory Board of the Sustainability Reporting Committee

Director, Business Strategy ☞	김 건 상무	지속가능경영팀장	신관수 부장	지속가능경영팀	방극진 차장
지속가능경영팀	최창목 차장	지속가능경영팀	노계환 과장	지속가능경영팀	조혜진 사원



Economy

글로벌기획팀	백석기 부장
브랜드경영팀	정철희 과장
비전추진팀	차경일 차장
경영전략팀	황지영 사원
주식관리팀	유필선 대리
주식관리팀	이경완 과장
품질기획팀	한신규 과장
수출시장지원팀	홍정주 대리



Environment

청정기술개발팀	고대영 대리
환경기술기획지원팀	황윤동 과장
생산기획지원팀	김종태 차장
소)안전환경팀	강혁준 대리
화)안전환경팀	임기동 대리
광)안전환경팀	최동근 차장



Society

인사운영팀	박철현 과장
인사지원팀	지병근 대리
교육기획팀	정희식 사원
구매기획팀	김기범 대리
상생협력추진팀	강성호 차장
CS추진팀	이종복 과장
품질전략팀	정명곤 차장
정책조정팀	최철신 대리
산업안전기획팀	김용식 과장



Reference materials

문화홍보팀	김재우 과장
국내커뮤니케이션팀	서범준 대리
해외프로모션팀	위정욱 사원
연구개발전략팀	김완승 대리



Design supervision

브랜드경영팀	조혜진 사원
--------	--------



GRI Application Level

Kia Motors' Sustainability Magazine 2010 was prepared in accordance with the "GRI G3 Guidelines." Kia Motors rated itself A+ as per the "GRI application level table." The rating was verified by Solability, a third-party assurance agency.

Publication Information

Publication date May 10, 2010 (annual) | **Publisher** Kia Motors +82-2-3646-1114 | **Publications director** Sung-Eun Chung | **Planning & design** Intonation +82-2-3144-0133 | **Printer** Young-Eun Printing +82-2-2274-9250