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## **HARMAN Delivers Infinity Premium Audio System for All-New 2011 Kia Optima**

FARMINGTON HILLS, Michigan, September 20, 2010 – HARMAN, the premium global audio and infotainment group (NYSE:HAR), is expanding its longstanding 11-year relationship with Kia Motors by equipping the all-new 2011 Kia Optima with a purpose-built 12-speaker premium audio system from its Infinity brand. The stunning new midsize sedan goes on sale later this year.

With a powerful 550 Watt amplifier and advanced Digital Signal Processing (DSP), the Infinity audio system is designed to envelop the vehicle's occupants with authentic, uncolored sound reproduction from multiple sources and formats, including SIRIUS® Satellite Radio, plus iPod® and MP3 players using the built-in auxiliary and USB jacks.

The 12 Infinity speakers positioned in eight locations include two cloth-domed tweeters and two Metal Matrix Diaphragm midrange speakers for heightened sonic accuracy and highly dynamic response. The 100-mm center speaker enhances the sound stage and localizes the performers, while door-mounted loudspeakers provide the surround and augment the image presented to all occupants. A 200-mm dual voice coil subwoofer in the rear deck handles the low-frequency effects for tight, punchy bass.

"The ultimate benchmark of success for an automotive sound system is its ability to deliver a premium listening experience for both the driver and passengers," notes Michael Mauser, Co-President - HARMAN Automotive. "With the Infinity premium audio system in the 2011 Optima, we're confident of the result and look forward to delighting new Kia customers."

Infinity is world-renowned for delivering superior sound reproduction and unsurpassed clarity in a broad range of stylish and functional components. From the stunning Total Solutions™ home theater loudspeaker system, to specially engineered Wakeboard Tower audio for marine applications, to cutting-edge audio systems developed for a wide range of vehicles from Kia Motors Corporation, Infinity speakers and amplifier systems are designed to captivate the listener at home, at work, at play or on the road.

The next-generation Kia Optima joins a growing list of high-value, high-style Kia models available with Infinity audio systems, including the Kia Sorento and Borrego.

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HARMAN ([www.harman.com](http://www.harman.com)) designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets – supported by 15 leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon® and Mark Levinson®. The Company is admired by audiophiles across multiple generations and supports leading professional entertainers and the venues where they perform. More than 20 million automobiles on the road today are equipped with HARMAN audio and infotainment systems. HARMAN has a workforce of about 11,000 people across Americas, Europe and Asia, and reported sales of \$3.4 billion for its fiscal year ended June 30, 2010. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE: HAR.

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