**KIA MOTORS AMERICA POSTS RECORD JANUARY SALES**

*Optima and Soul Lead Sales;*

*All-New K900 Flagship Sedan Arrives in Showrooms this Spring*

**IRVINE, Calif., February 3, 2014** – Kia Motors America (KMA) today reported record January sales of 37,011 vehicles, led by the U.S.-built\* Optima midsize sedan and the totally transformed Soul, with 9,979 and 8,092 units sold, respectively.

After delivering seven all-new or significantly redesigned vehicles in 2013, the brand’s aggressive new product cadence continues this year as part of a long-term strategy to concentrate on quality, strengthen the brand and elevate the ownership experience. The scheduled arrival of the all-new K900[[1]](#footnote-1) rear-wheel-drive flagship sedan this Spring symbolizes how far Kia has come over the last two decades and will usher in a new era for the brand. Kia’s first-ever electric vehicle – the Soul EV – and all-new Sedona minivan will also go on-sale this year.

The multi-platform marketing campaign for the K900 continued during Sunday’s Big Game with a 60-second spot titled “The Truth,” showcasing the luxury sedan as something modern and different for the growing number of people who don’t want to be confined by the traditional definitions of luxury. A phased rollout of additional elements, including broadcast, cinema, digital, print, experiential, social media and CRM components, will follow.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea.  KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch  of seven all-new or significantly redesigned vehicles.   KMA offers a complete line of vehicles, including the flagship K900 rear-drive sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona minivan, through a network of more than 765 dealers across the United States.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

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|  | **MONTH OF JANUARY** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 3,162 | 2,470 | 3,162 | 2,470 |
| Forte | 4,724 | 4,408 | 4,724 | 4,408 |
| Optima | 9,979 | 11,252 | 9,979 | 11,252 |
| Cadenza | 927 | -- | 927 | -- |
| Sportage | 2,587 | 2,422 | 2,587 | 2,422 |
| Sorento | 7,098 | 8,005 | 7,098 | 8,005 |
| Sedona | 442 | 363 | 442 | 363 |
| Soul | 8,092 | 7,382 | 8,092 | 7,382 |
| **Total** | **37,011** | **36,302** | 37,011 | **36,302** |

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1. **\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

   2015 K900 V8 expected Spring 2014. K900 V6 expected Summer 2014. Initially available in certain markets with limited availability. [↑](#footnote-ref-1)