**KIA MOTORS AMERICA ANNOUNCES RECORD APRIL SALES;**

**SELLS FIVE MILLIONTH VEHICLE IN THE U.S.**

*K900 Flagship Sedan Sales Grow as Vehicles Continue Arriving in Select Showrooms*

* Kia Soul, totally transformed for 2014, marks all-time single-month sales record
* All-new 2015 Sedona makes global debut in conjunction with New York International Auto Show

**IRVINE, Calif., May 1, 2014** – With Kia Motors America (KMA) celebrating its 20th anniversary, the company’s first-quarter momentum continued into April with record sales of 53,676 vehicles, a 12.9-percent increase over the same month in 2013. Record monthly sales were led by the U.S.-built\* Optima midsize sedan with 14,589 units sold, while the Soul urban passenger vehicle achieved an all-time single-month sales record of 14,403 units sold. In addition, Kia marked the sale of its five millionth vehicle in the U.S. in April and entered into the top 10 among mass-market brands in J.D. Power’s latest Customer Service Index (CSI) Survey.

“The Kia brand has grown and matured in this market for two decades, and we reached another significant milestone in April by selling our five millionth vehicle in the U.S., which is a testament to our philosophy of advancing value to new levels of sophistication with world-class design, advanced technology and outstanding quality in every segment in which we compete, from sub-compact to luxury,” said Michael Sprague, executive vice president of sales and marketing, KMA.

Kia’s aggressive product launch cadence continued in April with the world debut of the completely redesigned 2015 Sedona at the New York International Auto Show. Scheduled to arrive in showrooms in October of this year, the all-new Sedona will join the K900 flagship sedan – which continues to arrive in select showrooms – in supporting Kia’s long-term strategy to concentrate on quality, strengthen the brand, elevate the ownership experience and identify and enter new segments for growth.

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**\*The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

**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 rear-drive K900 flagship sedan[[1]](#endnote-1), 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 midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at [www.kia.com](http://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 [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

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|  | **MONTH OF APRIL** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 3,214 | 4,531 | 12,780 | 14,349 |
| Forte | 7,624 | 5,212 | 24,909 | 20,554 |
| Optima | 14,589 | 14,678 | 52,104 | 53,491 |
| Cadenza | 895 | 61 | 3,390 | 61 |
| K900 | 260 | -- | 365 | -- |
| Sportage | 3,530 | 2,845 | 12,357 | 10,281 |
| Sorento | 8,536 | 8,909 | 31,542 | 34,864 |
| Sedona | 625 | 9 | 2,164 | 564 |
| Soul | 14,403 | 11,311 | 47,071 | 40,324 |
| **Total** | **53,676** | **47,556** | **186,682** | **174,488** |

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1. **\*The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

   2015 K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)