**KIA MOTORS AMERICA ANNOUNCES LARGEST MONTHLY SALES TOTAL IN COMPANY HISTORY**

***May Sales Surpass 60,000 Units in a Single Month for the First Time; Record-Setting Performances by Optima and Soul; Annual Sales Up 8.8 Percent***

**IRVINE, Calif., June 3, 2014** – Kia Motors America (KMA) is celebrating its 20th anniversary in the U.S., and the brand’s momentum reached historic new heights in May with an all-time best monthly sales total of 60,087, a 14.8-percent increase over the same period in 2013 and the first time KMA has achieved more than 60,000 sales in a single month. Kia’s unsurpassed May performance was driven by record demand for the U.S.-built\* Optima midsize sedan, which set an all-time single-month record for Kia of 16,843 units, while the iconic Soul delivered the best performance in its five-year history with 15,606 vehicles sold.

“As part of our long-term strategy, Kia launched seven all-new or significantly redesigned vehicles in 2013, including the redesigned Optima and totally transformed Soul, which laid the foundation for the record-breaking success we’ve enjoyed so far this year, including our best-ever monthly performance in May,” said Michael Sprague, executive vice president of sales and marketing, KMA. “We continue to attract more consumers to our showrooms with a comprehensive lineup that spans from subcompact to luxury and delivers the world-class design, advanced technology and outstanding quality Kia has become known for.”

**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[[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.

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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**\*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.**

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| --- | --- | --- | --- | --- |
|  | **MONTH OF MAY** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 3,929 | 5,142 | 16,709 | 19,491 |
| Forte | 7,196 | 7,177 | 32,105 | 27,731 |
| Optima | 16,843 | 15,368 | 68,947 | 68,859 |
| Cadenza | 990 | 466 | 4,380 | 527 |
| K900 | 227 | -- | 592 | -- |
| Sportage | 4,009 | 2,688 | 16,366 | 12,969 |
| Sorento | 10,548 | 9,182 | 42,090 | 44,046 |
| Sedona | 739 | 884 | 2,903 | 1,448 |
| Soul | 15,606 | 11,420 | 62,677 | 51,744 |
| **Total** | **60,087** | **52,327** | **246,769** | **226,815** |

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1. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)