**KIA MOTORS AMERICA ANNOUNCES BEST FIRST-HALF SALES PERFORMANCE**

**IN COMPANY HISTORY**

***Year-to-Date Sales of 297,413 Units Up 7.2 Percent Over 2013***

**IRVINE, Calif., July 1, 2014** – On the heels of its highest-ever J.D. Power Initial Quality Study (IQS) ranking – sixth among all automakers – Kia Motors America (KMA) today announced June sales of 50,644 units, contributing to the company’s best-ever first-half performance with 297,413 vehicles sold thus far in 2014. With Kia’s year-to-date sales up 7.2 percent, the brand’s aggressive new product cadence continues in the third quarter with the scheduled launches of the all-new Sedona midsize multi-purpose vehicle and Soul EV.

“Kia is celebrating its 20th anniversary in the U.S. this year, and our record-setting first half is a testament to how far the brand has come in an extremely short period of time,” said Michael Sprague, executive vice president of sales and marketing, KMA. “Over the last two decades, Kia has earned a reputation for delivering world-class design and cutting-edge technology as well as outstanding safety, quality and value across our entire range, from subcompact to luxury. With more exciting new products on the horizon, we are poised to continue our momentum into the second half of the year and beyond.”

In addition to its climb in the IQS rankings – with Cadenza and Sportage topping their respective segments – Kia also moved up two positions on Interbrand’s annual list of the Top 50 Global Green Brands, which was published in June and highlights the brand’s commitment to providing clean mobility options for consumers.

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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 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. 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 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 JUNE** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 3,257 | 4,169 | 19,966 | 23,660 |
| Forte | 5,846 | 6,620 | 37,951 | 34,351 |
| Optima | 13,866 | 14,599 | 82,813 | 83,458 |
| Cadenza | 1,035 | 1,001 | 5,415 | 1,528 |
| K900 | 224 | -- | 816 | -- |
| Sportage | 3,590 | 2,405 | 19,956 | 15,374 |
| Sorento | 9,831 | 9,341 | 51,921 | 53,387 |
| Sedona | 673 | 1,114 | 3,576 | 2,562 |
| Soul | 12,322 | 11,287 | 74,999 | 63,031 |
| **Total** | **50,644** | **50,536** | **297,413** | **277,351** |

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