**KIA MOTORS AMERICA POSTS BEST-EVER FULL-YEAR SALES IN 2014**

*Annual Sales Up 8.4 Percent as Kia Surpasses Half a Million Vehicles for Third Straight Year;*

*Optima Achieves All-time Single Nameplate Sales Record*

**IRVINE, Calif., Jan. 5, 2015** – Kia Motors America (KMA) capped a record-setting year with best-ever December sales of 45,587 vehicles – up 35.6 percent over the same period in 2013 – and the highest annual sales total in company history of 580,234 vehicles, up 8.4 percent year-over-year and 4.0 percent over the previous record set in 2012. Leading the historic performance were the U.S.-built\* Optima, which established a new single nameplate record of 159,020 units, and the iconic Soul, which saw sales increase for the fifth straight year.

“Kia’s momentum consistently outpaced the industry throughout 2014, and we finished strong with showroom traffic surging in December thanks to rising consumer confidence, historically low gas prices, and one of the youngest and best-looking lineups in the industry,” said Michael Sprague, executive vice president of sales and marketing, KMA. “More customers turned to Kia last year than ever before as we celebrated our 20th anniversary in the U.S., and our record-breaking performance demonstrates the speed at which our brand has transformed and matured into a proven leader in design, quality, technology and value.”

**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 set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-2), Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts 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.

**\* 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.**

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit 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 DECEMBER** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 1,924 | 2,156 | 35,933 | 40,742 |
| Forte | 5,306 | 4,302 | 69,336 | 66,146 |
| Optima | 11,827 | 9,474 | 159,020 | 155,893 |
| Cadenza | 548 | 844 | 9,267 | 8,626 |
| K900 | 93 | -- | 1,330 | -- |
| Sportage | 3,298 | 2,527 | 42,945 | 32,965 |
| Sorento | 9,688 | 7,482 | 102,520 | 105,649 |
| Sedona | 2,997 | 501 | 14,567 | 7,079 |
| Soul | 9,906 | 6,345 | 145,316 | 118,079 |
| **Total** | **45,587** | **33,631** | **580,234** | **535,179** |

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1. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)
2. 2015 Soul EV in select markets with limited availability. [↑](#endnote-ref-2)