**KIA MOTORS AMERICA ANNOUNCES RECORD MARCH SALES**

*Kia Posts Best-Ever First Quarter Performance; Year-to-Date Sales Up 6.1 Percent*

**IRVINE, Calif., April 1, 2015** – Kia Motors America (KMA) today reported record March sales of 58,771 vehicles, up 7.3 percent over the same period last year. Kia’s best-ever first quarter performance was led by the U.S.-built\* Optima midsize sedan, iconic Soul, and the all-new 2016 Sorento with 15,485, 12,731 and 10,842 units sold, respectively, while the all-new Sedona continued its sales momentum.

“Our record-setting performance in March contributed to the company’s best-ever first quarter and despite difficult weather in some parts of the country, significant consumer traffic and the popularity of key vehicles like the Optima, Soul and all-new Sorento propelled Kia sales,” said Michael Sprague, executive vice president, sales & marketing, KMA. “Today at the New York International Auto Show, the company will continue to enhance its product lineup with the global debut of the all-new, passionately designed and obsessively crafted 2016 Optima, which is scheduled to arrive in showrooms later this year.”

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea, and in 2014 was the #1 ranked mainstream brand according to Strategic Vision’s Total Quality Index. 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 MARCH** | | **YEAR-TO-DATE** | |
| **Model** | **2015** | **2014** | **2015** | **2014** |
| Rio | 2,483 | 3,571 | 5,998 | 9,566 |
| Forte | 7,537 | 7,048 | 19,508 | 17,285 |
| Optima | 15,485 | 16,310 | 36,463 | 37,515 |
| Cadenza | 783 | 868 | 1,806 | 2,495 |
| K900 | 88 | 105 | 269 | 105 |
| Sportage | 5,184 | 3,571 | 11,645 | 8,827 |
| Sorento | 10,842 | 8,671 | 26,903 | 23,006 |
| Sedona | 3,638 | 641 | 7,670 | 1,539 |
| Soul | 12,731 | 13,992 | 30,838 | 32,668 |
| **Total** | **58,771** | **54,777** | **141,100** | **133,006** |

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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)