**KIA MOTORS AMERICA ANNOUNCES APRIL SALES**

*Sharp CUV and Minivan Increases Drive Year-to-Date Sales Up 4.1 Percent; Soul EV Now Available Outside of California*

**IRVINE, Calif., May 1, 2015** – Kia Motors America (KMA) today announced April sales of 53,282 vehicles, led by the U.S.-built\* Optima midsize sedan and all-new 2016 Sorento CUV, as well as the iconic Soul. Combined sales of the Sorento and Sportage crossovers are up 19.8 percent year-to-date.

“The all-new Sorento is Kia’s most capable and refined CUV ever, and its early-2015 launch has aligned perfectly with the incredible rise in crossover demand,” said Michael Sprague, Chief Operating Officer and EVP, KMA. “And after winning MotorTrend’s minivan comparison test, earning a 5-star overall safety rating from NHTSA and being named to Ward’s 10 Best Interiors List, sales of the completely redesigned Sedona have taken off and are up more than 400 percent year-to-date.”

Included in the second-best April total in company history are the first retail deliveries of the Soul EV in the state of Georgia.

**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.

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).

**\* 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 APRIL** | | **YEAR-TO-DATE** | |
| **Model** | **2015** | **2014** | **2015** | **2014** |
| Rio | 2,802 | 3,214 | 8,800 | 12,780 |
| Forte | 7,183 | 7,624 | 26,691 | 24,909 |
| Optima | 13,666 | 14,589 | 50,129 | 52,104 |
| Cadenza | 598 | 895 | 2,404 | 3,390 |
| K900 | 140 | 260 | 409 | 365 |
| Sportage | 4,273 | 3,530 | 15,918 | 12,357 |
| Sorento | 9,808 | 8,536 | 36,711 | 31,542 |
| Sedona | 3,394 | 625 | 11,064 | 2,164 |
| Soul | 11,418 | 14,403 | 42,256 | 47,071 |
| **Total** | **53,282** | **53,676** | **194,382** | **186,682** |

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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)