**KIA MOTORS AMERICA SETS THIRD CONSECUTIVE MONTHLY SALES RECORD**

**WITH BEST-EVER JULY PERFORMANCE**

***Year-To-Date Sales Up 7.7 Percent;***

***Forte Compacts Up 41 Percent in July***

**IRVINE, Calif., August 3, 2015** – After outpacing the industry with the best first-half sales performance in company history, Kia Motors America’s (KMA) momentum continued in July with a record 56,311 vehicles sold. Kia is up 5.0 percent year-to-date, and the best-ever July sales total came in a month that saw:

* The K900 earn the highest-ever overall score in AutoPacific’s® Vehicle Satisfaction Awards as well as Cadenza, Soul and Sportage topping their respective segments;
* Soul EV availability expand to Oregon and Washington; and
* The Sedona win the J.D. Power Automotive Performance, Execution and Layout (APEALsm) award in the Minivan segment.

“SUVs continue to push the industry, and while Sportage and Sorento were part of that trend, the big news for Kia is that our car line continues to make gains as demonstrated by the Forte compacts’ sharp increase in July,” said Michael Sprague, Chief Operating Officer and EVP, KMA. “Consumer confidence remains high, and with Kia's standing as a proven quality leader we are seeing customers shopping the brand in increasing numbers as our summer sales event continues."

**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 Vehicle2, 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 15,000 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 JULY** | | **YEAR-TO-DATE** | |
| **Model** | **2015** | **2014** | **2015** | **2014** |
| Rio | 2,227 | 3,791 | 17,062 | 23,757 |
| Forte | 7,868 | 5,566 | 51,050 | 43,517 |
| Optima | 12,638 | 13,588 | 92,604 | 96,401 |
| Cadenza | 410 | 587 | 3,699 | 6,002 |
| K900 | 480 | 132 | 1,190 | 948 |
| Sportage | 5,292 | 4,412 | 29,247 | 24,368 |
| Sorento | 9,749 | 8,749 | 66,170 | 60,670 |
| Sedona | 3,672 | 775 | 24,280 | 4,351 |
| Soul | 13,975 | 14,709 | 81,961 | 89,708 |
| **Total** | **56,311** | **52,309** | **367,263** | **349,722** |

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1. 2015 K900 V8 available in select trims and in select markets with limited availability.

   2 Soul EV in select markets with limited availability. [↑](#endnote-ref-1)