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News Release

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KIA MOTORS AMERICA POSTS TENTH CONSECUTIVE MONTHLY SALES RECORD

Double Digit Gains for Five Models Push Year-To-Date Sales up 6.9 Percent

IRVINE, Calif., March 1, 2016 – Kia Motors America (KMA) today announced best-ever February sales of 49,737 vehicles, a 13 percent increase over the same period last year. The brand's tenth consecutive monthly sales record was led by the Soul and Optima, with 11,842 and 9,630 units sold, respectively.

"With our Super Bowl ad, Presidents' Day Sales Event and prominent role in the NBA All-Star Game, February was a huge month for Kia as we extended our monthly record streak to double digits," said Michael Sprague, chief operating officer and EVP, KMA. "Positive economic indicators, low gas prices and mild weather nationwide also drove consumers into Kia showrooms at a record pace, where they discovered the 'New Kia's' line-up of world-class products."

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 2015, surpassing the 600,000 unit mark for the first time in company history. KMA offers a complete line of vehicles, including the rear-drive K900¹ 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.

* 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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Model	<u>MONTH OF FEBRUARY</u>		<u>YEAR-TO-DATE</u>	
	2016	2015	2016	2015
Rio	1,461	1,943	2,891	3,515
Forte	8,187	5,549	13,516	11,971
Optima	9,630	11,584	18,043	20,978
Cadenza	585	640	959	1,023
K900	83	62	151	181
Sportage	5,860	3,407	10,663	6,461
Sorento	8,101	8,518	14,796	16,061
Sedona	3,988	2,362	5,990	4,032
Soul	11,842	9,965	21,033	18,107
Total	49,737	44,030	88,042	82,329

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

² Soul EV in select markets with limited availability.