**KIA MOTORS AMERICA ANNOUNCES RECORD JULY SALES**

***Year-to-Date Sales Up 5.7 Percent***

**IRVINE, Calif., August 2, 2016** – Following the best first half performance in company history, Kia Motors America (KMA) today reported best-ever July sales of 59,969 units, up 6.5 percent over the same period last year. The brand’s sixth monthly sales record in seven months included:

* The highest July sales totals for the Forte family of compact cars and Sportage compact CUV in company history
* Double digit increases for Rio, Forte, Sportage and Sedona over July 2015

“Showroom traffic and sales have shot up over the last six weeks since J.D. Power recognized Kia as the highest scoring nameplate in the industry for initial quality and bestowed four APEAL awards to our world-class offerings in some of the largest and most competitive segments,” said Michael Sprague, chief operating officer and EVP, KMA. “With the market cooling and customers looking for smart choices, these recent accolades reflect the satisfaction of our owners – many of whom are new to the Kia brand – and help strengthen our position as so much more than simply a value leader.”

**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. Kia offers a complete line of vehicles in the U.S., 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 minivan, through a network of more than 765 dealers across the United States.  Kia’s North American manufacturing operations include plants in West Point, Georgia\*, and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

**\* 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://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 JULY** | | **YEAR-TO-DATE** | |
| **Model** | **2016** | **2015** | **2016** | **2015** |
| Rio | 3,331 | 2,227 | 18,699 | 17,062 |
| Forte | 10,303 | 7,868 | 63,045 | 51,050 |
| Optima | 9,780 | 12,638 | 70,847 | 92,604 |
| Cadenza | 335 | 410 | 3,091 | 3,699 |
| K900 | 61 | 480 | 500 | 1,190 |
| Sportage | 8,111 | 5,292 | 50,340 | 29,247 |
| Sorento | 9,854 | 9,749 | 68,932 | 66,170 |
| Sedona | 5,037 | 3,672 | 29,157 | 24,280 |
| Soul | 13,157 | 13,975 | 83,685 | 81,961 |
| **Total** | **59,969** | **56,311** | **388,296** | **367,263** |

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