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News Release

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KIA MOTORS AMERICA ANNOUNCES AUGUST SALES

***Year-To-Date Sales Up 3.8% for the Highest Scoring Nameplate
in the Industry for Initial Quality by J.D. Power***

IRVINE, Calif., September 1, 2016 – Kia Motors America (KMA) today announced August sales of 54,248 units, led by Soul and Optima. Sedona minivan sales more than doubled over the same period last year, and the Forte family of compact cars posted their best-ever August sales.

“Despite signs that industry-wide sales may have peaked in 2015, Kia is up nearly four percent through August on the strength of double digit year-over-year increases for Rio, Forte, Sportage and Sedona,” said Michael Sprague, chief operating officer and EVP, KMA.

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 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 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.

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 AUGUST</u>		<u>YEAR-TO-DATE</u>	
	2016	2015	2016	2015
Rio	3,325	1,734	22,024	18,796
Forte	8,307	6,862	71,352	57,912
Optima	9,470	13,980	80,317	106,584
Cadenza	272	322	3,363	4,021
K900	53	386	553	1,576
Sportage	6,888	5,749	57,228	34,996
Sorento	8,533	10,211	77,465	76,381
Sedona	5,147	2,545	34,304	26,825
Soul	12,253	17,108	95,938	99,069
Total	54,248	58,897	442,544	426,160

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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.