



Kia Motors Media Contact:

Michael Choo

General Manager

Overseas Communication

Tel: +82-2-3464-5663

E-mail: mjc@kia.co.kr

News

FOR IMMEDIATE RELEASE

Kia Motors posts 18.5% global sales growth in February

- **169,727 Kia vehicles sold globally in February for 18.5% year-on-year growth**
- **February sales in North America, Europe, Korea, general markets and China post year-on-year sales growth of 35.6%, 18.6%, 17.5%, 15.3% and 5.4%, respectively**

(SEOUL) March 8, 2011 -- Kia Motors Corporation announced today its global sales figures for passenger cars (export sales, domestic sales and sales from overseas plants), recreational vehicles (RVs) and commercial vehicles for February 2011, recording a total of 169,727 units sold. This figure represents a year-on-year increase of 18.5%.

In February, Kia posted year-on-year sales increases in all regions of the world – 35.6% in North America (36,676 units sold), 18.6% in Europe* (29,644 units sold), 17.5% in Korea (39,029 units sold), 15.3% in general markets* (37,576 units sold), and 5.4% in China (26,802 units sold).

Cumulatively, through the first two months of 2011, Kia's global sales have increased by 18.9% year-on-year to reach 349,136 units. North America and general markets have experienced the highest gains to date in 2011 of 30.9% (67,514 units sold) and 23.1% (77,950 units sold), respectively.

The remaining regions have all showed strong cumulative double digit year-on-year sales increases: 18.3% in Korea (79,531 units sold), 12.7% in Europe (56,563 units sold) and 10.2% in China (67,578 units sold).

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Kia's best selling model in overseas markets for the month of February was the C-segment Cerato (known as 'Forte' in some markets) with 30,688 units sold. The Sportage compact CUV and B-segment Rio follow with 22,275 and 15,851 units sold, respectively. The Sorento mid-size CUV comes in fourth with 14,460 units sold and the Soul urban crossover vehicle rounds out the top five with 12,722 units sold.

Senior Executive Vice President & COO of Kia Motors Corporation, Thomas Oh, said, "Although the global auto market outlook for 2011 appears uncertain due to rising oil prices, we at Kia are confident that our completely redesigned and re-engineered A-segment Picanto and B-segment Rio, which premiered last week at the Geneva Motor Show, will enable us to maintain strong positive growth in all regions thanks to their distinctively stylish new designs and fuel efficient powertrains."

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	February 2011	February 2010	Year-on-Year Change		Year to Date 2011	Year to Date 2010	Cumulative Year-on-Year Change
Global Sales	169,727	143,267	18.5%	Global Sales	349,136	293,659	18.9%
Overseas Sales	130,698	110,058	18.8%	Overseas Sales	269,605	226,443	19.1%
By Vehicle Category							
Passenger	71,075	64,895	9.5%	Passenger	151,322	137,569	10.0%
Passenger	54%	59%		Passenger	56%	61%	
RV	55,356	41,615	33.0%	RV	109,228	81,680	33.7%
RV	42%	38%		RV	41%	36%	
Commercial	4,267	3,548	20.3%	Commercial	9,055	7,194	25.9%
Commercial	3%	3%		Commercial	3%	3%	
By Region							
North America	36,676	27,053	35.6%	North America	67,514	51,591	30.9%
Europe*	29,644	24,992	18.6%	Europe*	56,563	50,208	12.7%
China	26,802	25,435	5.4%	China	67,578	61,339	10.2%
General Markets*	37,576	32,578	15.3%	General Markets*	77,950	63,305	23.1%
Domestic / Korea	39,029	33,209	17.5%	Domestic / Korea	79,531	67,216	18.3%

Top 5 Selling Cars Overseas					
Rank	Model	February 2011 Sales Units	Year To Date	Model	Year to Date Sales Units
1	Cerato/Forte	30,688		Cerato/Forte	70,356
2	Sportage	22,275		Sportage	45,460
3	Rio	15,851		Rio	33,199
4	Sorento	14,460		Sorento	28,234
5	Soul	12,722		Soul	23,613

Editor's notes:

* 'General markets' include the regions of Central and South America, the Caribbean, Asia (excluding China and Korea), the Pacific, Middle East and Africa. 'Europe' includes both Western and Eastern European markets.

Kia Motors related video *in broadcast-standard or streaming-quality (for Web use), print-quality stills and other press material are available at Kia Motors' Multimedia Library (www.kiamotors.com), powered by Synaptic Digital's distribution portal (www.thenewsmarket.com/kiamotors). Delivery options include digital FTP transfer and streaming download in a variety of file types including Flash, MPEG-2, QuickTime and Windows Media. Registration and content is free to the media.*

Kia Motors Corporation (www.kia.com) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Over 2.1 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 44,000 employees worldwide and annual revenues of over US\$20 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

