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News

FOR IMMEDIATE RELEASE

Kia Motors posts 23.1% global sales growth in April

- 214,817 Kia vehicles sold globally in April for 23.1% year-on-year growth
- April sales in North America, China, Europe, general markets and Korea post year-on-year sales growth of 53.5%, 23.0%, 19.9%, 11.2% and 10.4%, respectively

(SEOUL) May 11, 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 April 2011, recording a total of 214,817 units sold. This figure represents a year-on-year increase of 23.1%.

In April, Kia posted strong double digit year-on-year sales increases in all regions of the world – 53.5% in North America (53,851 units sold), 23.0% in China (34,538 units sold), 19.9% in Europe* (40,648 units sold), 11.2% in general markets* (43,278 units sold), and 10.4% in Korea (42,502 units sold).

Cumulatively, through the first four months of 2011, Kia's global sales have increased by 20.9% year-on-year to reach 780,172 units. North America has experienced the highest gain to date in 2011 of 40.5% (170,938 units sold) while the remaining regions have all showed strong cumulative double digit year-on-year sales increases: 18.3% in general markets (162,465 units sold), 17.0% in Korea (168,133 units sold), 15.1% in China (136,067 units sold) and 14.4% in Europe (142,569 units sold).

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Kia's best selling model in overseas markets for the month of March was the C-segment Cerato (known as 'Forte' in some markets) with 39,936 units sold. The Sportage compact CUV and B-segment Rio follow with 27,956 and 19,237 units sold, respectively. The Sorento mid-size CUV was Kia's fourth best seller overseas with 18,659 units sold and the Soul urban crossover vehicle rounds out the top five with 17,645 units sold.

Senior Executive Vice President & COO of Kia Motors Corporation, Thomas Oh, said, "The U.S. market has been a pleasant surprise for Kia in 2011 as we continue to record consecutive best-ever sales months. Meanwhile, Europe posted its best monthly year-on-year sales increase so far in 2011 and we expect both of these regions to continue to drive our global sales growth as new fuel efficient models like the all-new Rio and Picanto commence full-fledged sales in the coming months."

	April 2011	April 2010	Year-on-Year Change		Year to Date 2011	Year to Date 2010	Cumulative Year-on-Year Change
Global Sales	214,817	174,505	23.1%	Global Sales	780,172	645,515	20.9%
Overseas Sales	172,315	135,992	26.7%	Overseas Sales	612,039	501,771	22.0%
By Vehicle Category							
Passenger	96,356	81,880	17.7%	Passenger	343,618	302,705	13.5%
<i>Passenger</i>	56%	60%		<i>Passenger</i>	56%	60%	
RV	71,988	50,044	43.8%	RV	250,617	184,068	36.2%
<i>RV</i>	42%	37%		<i>RV</i>	41%	37%	
Commerical	3,971	4,068	-2.4%	Commercial	17,804	14,998	18.7%
<i>Commerical</i>	2%	3%		<i>Commercial</i>	3%	3%	
By Region							
North America	53,851	35,093	53.5%	North America	170,938	121,643	40.5%
Europe*	40,648	33,891	19.9%	Europe*	142,569	124,570	14.4%
China	34,538	28,082	23.0%	China	136,067	118,213	15.1%
General Markets*	43,278	38,926	11.2%	General Markets*	162,465	137,345	18.3%
Domestic / Korea	42,502	38,513	10.4%	Domestic / Korea	168,133	143,744	17.0%

Top 5 Selling Cars Overseas					
Rank	Model	April 2011 Sales Units	Year To Date	Model	Year to Date Sales Units
1	Cerato/Forte	39,936		Cerato/Forte	146,262
2	Sportage	27,956		Sportage	100,385
3	Rio	19,237		Rio	73,620
4	Sorento	18,659		Sorento	65,063
5	Soul	17,645		Soul	58,397

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.

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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.

