



News

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Kia Motors posts 3.1% global sales growth in October

- 228,146 Kia vehicles sold in October for 3.1% year-on-year growth

(SEOUL) November 8, 2012 – Kia Motors Corporation announced today its global sales figures (export sales, domestic sales and sales from overseas plants) for passenger cars, recreational vehicles (RVs) and commercial vehicles for October 2012, recording a total of 228,146 units sold. This figure represents a year-on-year increase of 3.1%.

In October, Kia posted a year-on-year sales increases of 14.0% in North America (48,880 units sold) and 7.4% in Europe* (49,168 units sold). Meanwhile, October sales in general markets*, Korea and China decreased by 1.5% (41,989 units sold); 1.7% (40,600 units sold); and 2.6% (47,509 units sold) respectively.

Cumulatively through the first ten months of 2012, Kia's global sales have increased by 10.7% year-on-year to reach 2,262,933 units. Europe, North America and China have experienced the highest cumulative gains to date in 2012 of 22.0% (482,335 units sold), 18.1% (545,487 units sold), and 10.4% (403,656 units sold), respectively.

Kia's best selling model in overseas markets for the month of October was the B-segment Rio (known as 'K2' in China) with 37,618 units sold. The Sportage compact CUV was the second best seller with 32,013 units delivered, while the C-segment Cerato (known as 'Forte' in some markets), D-segment Optima sedan and Sorento mid-size CUV followed with 30,885; 21,932; and 18,424 units sold, respectively.

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	October 2012	October 2011	Year-on-Year Change		Year to Date 2012	Year to Date 2011	Cumulative Year-on-Year Change
Global Sales	228,146	221,363	3.1%	Global Sales	2,262,933	2,044,225	10.7%
Overseas Sales	187,546	180,061	4.2%	Overseas Sales	1,871,787	1,635,309	14.5%
By Vehicle Category (Overseas Sales)							
Passenger	115,566	105,743	9.3%	Passenger	1,150,544	910,011	26.4%
<i>Passenger</i>	62%	59%		<i>Passenger</i>	61%	56%	
RV	67,483	70,516	-4.3%	RV	680,325	683,299	-0.4%
<i>RV</i>	36%	39%		<i>RV</i>	36%	42%	
Commerical	4,497	3,802	18.3%	Commercial	40,918	41,999	-2.6%
<i>Commerical</i>	2%	2%		<i>Commercial</i>	2%	3%	
By Region							
North America	48,880	42,870	14.0%	North America	545,487	461,945	18.1%
Europe*	49,168	45,774	7.4%	Europe*	482,335	395,325	22.0%
China	47,509	48,769	-2.6%	China	403,656	365,786	10.4%
General Markets*	41,989	42,648	-1.5%	General Markets*	440,309	412,253	6.8%
Domestic / Korea	40,600	41,302	-1.7%	Domestic / Korea	391,146	408,916	-4.3%

Top 5 Selling Cars Overseas					
Rank	Model	October 2012 Sales Units	Year To Date	Model	Year to Date Sales Units
1	Rio/K2	37,618		Rio/K2	396,760
2	Sportage	32,013		Sportage	301,931
3	Cerato/Forte	30,885		Cerato/Forte	288,567
4	Optima	21,932		Optima	218,021
5	Sorento	18,424		Sorento	182,096

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.kiamotors.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 149 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 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 surprise the world by providing exciting and inspiring experiences that go beyond expectations.

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