

Media Contact:

Michael Choo

General Manager

Kia Motors Corporation

Overseas PR Team

Tel: +82-2-3464-5663

E-mail: mjc@kia.com

**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors posts 4.3% global sales growth in first half of 2014**

* **1,442,851 Kia vehicles sold globally in first half of 2014 for 4.3% year-on-year gain**
* **2014 first half sales in China, North America, General Markets and Europe post year-on-year sales growth of 12.0%, 6.5%, 2.9% and 1.3%, respectively**
* **Kia’s bestselling model in overseas markets in first half of 2014 was B-segment Rio (K2) with 247,388 units sold**

**(SEOUL) July 7, 2014** – 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 the first six months of 2014, recording a total of 1,442,851 units sold. This figure represents a 4.3% increase over the same period of 2013.

Cumulatively through the first six months of 2014, China, North America, General Markets\* and Europe\* have experienced gains of 12.0% (326,108 units sold), 6.5% (334,357 units sold), 2.9% (263,239 units sold) and 1.3% (300,383 units sold), respectively.

Kia’s bestselling model in overseas markets for the first six months of 2014 was the B-segment Rio (known as ‘K2’ in China) with 247,388 units sold. The C-segment Cerato (known as ‘Forte’ or ‘K3’ in some markets) was the second bestseller with 219,484 units delivered, while the Sportage compact CUV, Optima D-segment sedan and Soul urban crossover followed with 209,045, 133,370 and 97,114 units sold, respectively.

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**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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**About Kia Motors Corporation**

*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. Over 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US$43 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.*

*For more Kia news, photography and video, please visit our global media center at* [*http://kia.synapticdigital.com/Home*](http://kia.synapticdigital.com/Home)*.*

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