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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors posts 3.4% global sales growth in July**

* **239,841 Kia vehicles sold globally in July for 3.4% year-on-year gain**
* **July sales in China, North America and Korea post year-on-year sales growth of 17.7%, 3.5% and 1.9% respectively**
* **Kia’s bestselling model in overseas markets for month of July was B-segment Rio (K2) with 39,830 units sold**

**(SEOUL) August 12, 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 July 2014, recording a total of 239,841 units sold. This figure represents a 3.4% year-on-year increase.

In July, Kia posted year-on-year sales increases in China, North America and Korea of 17.7% (48,032 units sold) 3.5% (58,614 units sold) and 1.9% (42,305 units sold), respectively.

Cumulatively, through the first seven months of 2014, Kia’s global sales have increased by 4.1% year-on-year, reaching 1,682,692 units. China, North America, General Markets\* and Europe\* have experienced cumulative gains to date in 2014 of 12.7% (374,140 units sold), 6.0% (392,971 units sold), 2.3% (306,075 units sold) and 0.6% (348,437 units sold), respectively.

Kia’s bestselling model in overseas markets for the month of July was the B-segment Rio (known as ‘K2’ in China) with 39,830 units sold. The C-segment Cerato (known as ‘Forte’ or ‘K3’ in some markets) was the second bestseller with 33,137 units delivered, while the Sportage compact CUV, Optima D-segment sedan and Soul urban crossover followed with 32,837, 21,032 and 18,863 units sold, respectively.

Tae-Hyun (Thomas) Oh, Executive Vice President & COO of Kia Motors, said, “It is pleasant to see continuous positive figures, driven by the stellar performance of the brand in China and the U.S. market in July. With the third generation Sorento CUV scheduled to be launched later this year, we are confident that our current positive momentum will even further be strengthened.”

**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.

**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.*

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