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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors global sales rise 5.9% in 2014**

* **2,907,757 Kia vehicles sold globally in 2014 for 5.9% year-on-year gain**
* **Full-year sales in China, North America, general markets, Korea and Europe post year-on-year growth of 17.5%, 7.0%, 2.1%, 1.6% and -0.1%, respectively**
* **Subcompact Rio was top selling Kia vehicle in overseas markets in 2014**

**(SEOUL) January 8, 2015** -- Kia Motors Corporation announced today its 2014 full-year global sales figures (export sales, domestic sales and sales from overseas plants) for passenger cars, recreational vehicles (RVs) and commercial vehicles, recording a total of 2,907,757 units sold. This figure represents a 5.9% cumulative year-on-year increase compared to 2013.

In 2014, Kia posted a year-on-year sale increase in China, North America, general markets\* and Korea of 17.5% (678,196 units sold), 7.0% (650,241 units sold), 2.1% (524,345 units sold) and 1.6% (465,200 units sold), respectively. Meanwhile, 2014 sales in Europe\* experienced a slight drop of 0.1% (589,775 units sold).

For the month of December 2014, global sales of Kia vehicles grew by 20.7% with all major regions experiencing year-on-year growth. Sales in China, North America, Korea, general markets and Europe grew by 35.9% (69,111 units sold), 34.2% (48,939 units sold), 17.1% (48,018 units sold), 12.0% (41,349 units sold) and 2.4% (44,975 units sold), respectively in December.

Kia’s bestselling model in overseas markets during 2014 was the B-segment Rio (known as ‘K2’ in China) with 491,613 units sold. The C-segment Cerato (known as ‘Forte’ or ‘K3’ in some markets) was the second best seller with 432,420 units delivered, while the Sportage compact CUV, Optima D-segment sedan and Soul urban crossover followed with 416,856, 300,685 and 194,572 units sold, respectively.





**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.*