

Media Contact:

Michael Choo

General Manager, Overseas PR Team

Tel: +82-2-3464-5663 E-mail: mjc@kia.com

**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors posts global sales of 208,700 vehicles in February**

* **Kia records year-on-year sales growth in North America (5.8%), China (3.3%) and Korea (1.2%) in February**
* **Kia’s best-selling car in overseas markets in February is the Rio (K2) B-segment sedan**

**(SEOUL) March 09, 2015** – Kia Motors Corporation announced today its February 2015 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 208,700 units sold. This figure represents 0.0% year-on-year growth compared to the same month of 2014.

In February, Kia posted year-on-year sales increases in North America (5.8% growth with 48,230 units sold), China (3.3% growth with 47,211 units sold) and the domestic Korean market (1.2% growth with 35,405 units sold).

Cumulatively through the first two months of 2015, Kia’s global sales totalled 420,891 units for a year-on-year decrease of 1.0%. North America (90,233 units sold) and Korea (72,072 units sold) have seen a 4.3% and 4.5% rise in sales, respectively.

Kia's bestselling model in overseas markets during February 2015 was the B-segment Rio (known as 'K2' in China) with 32,719 units sold. The C-segment Cerato (known as 'Forte' or ‘K3’ in some markets) was the second best seller with 28,711 units sold, while the Sportage compact CUV, Optima D-segment sedan and mid-size Sorento CUV followed with 27,128, 17,721 and 14,280 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.

**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 3 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 49,000 employees worldwide and annual revenues of nearly US$45 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.*