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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors global sales rise by 3.0 percent in March**

* **Kia records year-on-year sales growth in China (11.3%), Korea (8.5%) and North America (7.9%) in March**
* **Kia’s best-selling car in overseas markets in March is the Rio (K2) B-segment sedan**

**(SEOUL) April 07, 2015** – Kia Motors Corporation announced today its March 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 269,749 units sold. This figure represents 3.0% year-on-year growth compared to the same month of 2014.

In March, Kia posted year-on-year sales increases in China (11.3% growth with 61,431 units sold), the domestic Korean market (8.5% growth with 42,305 units sold) and North America (7.9% growth with 65,426 units sold).

Cumulatively through the first three months of 2015, Kia’s global sales totalled 690,775 units for a year-on-year increase of 0.5%. Korea (114,512 units sold), North America (155,659 units sold) and China (166,641 units sold) have seen a 6.0%, 5.8% and 2.0% rise in sales, respectively.

Kia's bestselling model in overseas markets in March 2015 was the B-segment Rio (known as 'K2' in China) with 39,934 units sold. The Sportage compact CUV was the second best seller with 38,165 units sold, while the C-segment Cerato (known as 'Forte' or ‘K3’ in some markets), Optima D-segment sedan and mid-size Sorento CUV followed with 35,698, 22,479 and 19,060 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.*