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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors posts global sales of 230,227 vehicles in July**

* **Kia records year-on-year sales growth in Korea (13.9%) and North America (5.8%) in July**
* **Kia’s July sales in Mexico set all-time record for first-month sales in local market**

**(SEOUL) August 7, 2015** – Kia Motors Corporation announced today its July 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 230,227 units sold.

In July, Kia posted year-on-year sales increases in the domestic Korean market (13.9% growth with 48,202 units sold) and North America (5.8% growth with 62,013 units sold).

Cumulatively through the first seven months of 2015, Kia’s global sales totalled 1,667,575 units for a -0.9% year-on-year decrease. Korea (290,784 units sold) and North America (408,750 units sold) have seen an 11.4% and 4.0% rise in sales, respectively, through July 2015.

Kia's bestselling model in overseas markets during July 2015 was the B-segment Rio (known as 'K2' in China) with 38,500 units sold. The Sportage compact CUV was the second best seller with 28,993 units sold, while the C-segment Cerato (known as 'Forte' or ‘K3’ in some markets), Optima D-segment sedan and Soul urban crossover followed with 22,691, 20,325 and 18,760 units sold, respectively.

Meanwhile, Kia kicked off official retail sales in Mexico in July with 1,499 units sold through its initial network of 21 dealerships. This figure is more than double the previous sales mark achieved by any other automaker in its fist month of sales in the country, according to data from Urban Science, a company specializing in data analysis for the automotive sector. Kia plans to add an additional 25 dealerships in Mexico by the end of 2015 to bring the total number dealerships to 46.

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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 180 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.*