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## **NEWS**

### **FOR IMMEDIATE RELEASE**

#### **Kia Motors posts global sales of 214,323 vehicles in August**

- **Kia records year-on-year sales growth in Korea (15.9%), North America (5.4%) and Europe\* (2.1%) in August**

**(SEOUL) September 7, 2015** – Kia Motors Corporation announced today its August 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 214,323 units sold.

In August, Kia posted year-on-year sales increases in the domestic Korean market (15.9% growth with 41,740 units sold), North America (5.4% growth with 65,162 units sold) and Europe\* (2.1% growth with 39,158 units sold).

Cumulatively through the first eight months of 2015, Kia's global sales totalled 1,881,898 units for a -1.5% year-on-year decrease. Korea (332,524 units sold) and North America (473,912 units sold) have seen an 11.9% and 4.2% rise in sales, respectively, through August 2015.

Kia's bestselling model in overseas markets during August 2015 was the B-segment Rio (known as 'K2' in China) with 33,322 units sold. The Sportage compact CUV was the second best seller with 28,215 units sold, while the Optima D-segment sedan, Soul urban crossover and C-segment Cerato (known as 'Forte' or 'K3' in some markets) followed with 22,092, 21,642 and 19,800 units sold, respectively.

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	August 2015	August 2014	Year-on-Year Change		Year to Date 2015	Year to Date 2014	Cumulative Year-on-Year Change
<b>Global Sales</b>	<b>214,323</b>	<b>228,277</b>	<b>-6.1%</b>	<b>Global Sales</b>	<b>1,881,898</b>	<b>1,910,969</b>	<b>-1.5%</b>
<b>Overseas Sales</b>	<b>172,583</b>	<b>192,274</b>	<b>-10.2%</b>	<b>Overseas Sales</b>	<b>1,549,374</b>	<b>1,613,897</b>	<b>-4.0%</b>
<b>By Vehicle Category (Overseas Sales)</b>							
Passenger	94,434	118,406	-20.2%	Passenger	919,772	999,291	-8.0%
<i>Passenger</i>	55%	62%		<i>Passenger</i>	59%	62%	
RV	74,246	70,285	5.6%	RV	599,009	583,516	2.7%
<i>RV</i>	43%	37%		<i>RV</i>	39%	36%	
Commercial	3,903	3,583	8.9%	Commercial	30,593	31,090	-1.6%
<i>Commercial</i>	2%	2%		<i>Commercial</i>	2%	2%	
<b>By Region</b>							
North America	65,162	61,820	5.4%	North America	473,912	454,791	4.2%
Europe*	39,158	38,369	2.1%	Europe*	373,712	386,806	-3.4%
China	26,008	47,012	-44.7%	China	359,173	402,749	-10.8%
General Markets*	42,255	45,073	-6.3%	General Markets*	342,577	369,551	-7.3%
Domestic / Korea	41,740	36,003	15.9%	Domestic / Korea	332,524	297,072	11.9%
<b>Top 5 Selling Cars Overseas</b>							
Rank	Model	August 2015 Sales Units	Year To Date	Model	Year to Date Sales Units		
1	Rio/K2	33,322		Rio/K2	297,564		
2	Sportage	28,215		Sportage	250,606		
3	Optima	22,092		Cerato/Forte/K3	232,565		
4	Soul	21,642		Optima	201,524		
5	Cerato/Forte/K3	19,800		Soul	133,812		

**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.*