

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 0.3% rise in 2015 global sales**

* **2,916,118 Kia vehicles sold globally in 2015 for 0.3% year-on-year gain**
* **3 million units annual sales (shipment basis) mark reached for second consecutive year**
* **Full-year sales in Korea and North America post year-on-year growth of 13.4% and 6.7%, respectively**
* **Subcompact Rio was top selling Kia vehicle in overseas markets in 2015**

**(SEOUL) January 7, 2016** -- Kia Motors Corporation announced today its 2015 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 -2,916,118 units sold. This figure represents a 0.3% cumulative year-on-year increase compared to 2014.

In 2015, Kia posted a year-on-year sale increase in Korea and North America of 13.4% (527,500 units sold) and 6.7% (693,732 units sold), respectively.

For the month of December 2015, global sales of Kia vehicles grew by 10.5%. Sales in China, North America and Korea grew by 28.1% (88,531 units sold), 18.2% (57,843 units sold) and 11.1% (53,330 units sold), respectively, in December.

Kia’s bestselling model in overseas markets during 2015 was the B-segment Rio (known as ‘K2’ in China) with 466,573 units sold. The Sportage compact SUV was the second best seller with 399,969 units delivered, while the C-segment Cerato (known as ‘Forte’ or ‘K3’ in some markets), Optima D-segment sedan and Soul urban crossover followed with 357,796, 308,683 and 203,518 units sold, respectively.

On a shipment basis, Kia surpassed the 3 million vehicle sales mark for the second consecutive year with 3,050,908 vehicles sold in 2015 versus 3,041,685 units sold in 2014.

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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.*

*For more information about Kia Motors and our products, please visit our Global Media Center at* [www.kianewscenter.com](http://www.kianewscenter.com)**.**