



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 5.4% rise in global sales in July

- **Global sales reach 242,758 units in July for 5.4% year-on-year growth**
- **Kia records monthly year-on-year sales growth in China (34.3%), Western Europe (13.6%), North America (7.2%) in July**
- **Kia's best-selling car in overseas markets in July was the Sportage compact CUV**

(SEOUL) August 5, 2016 – Kia Motors Corporation announced today its July 2016 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 242,758 units sold. This figure represents a 5.4% year-on-year increase compared to the same month of 2015.

In July, Kia posted year-on-year sales increases in China (34.3% growth with 41,705 units sold), Western Europe (13.6% growth with 36,591 units sold) and North America (7.2% growth with 66,496 units sold).

Cumulatively through the first seven months of 2016, Kia's global sales totalled 1,713,580 units for a year-on-year increase of 2.8%. Western Europe (266,551 units sold), Korea (320,757 units sold) and North America (431,141 units sold) have seen a 14.6%, 10.3% and 5.5% rise in sales, respectively.

Kia's bestselling model in overseas markets during July 2016 was the Sportage compact CUV with 44,792 units sold. The B-segment Rio (known as 'K2' in China) was the second best seller with 35,307 units sold, while the C-segment Cerato (Known as 'Forte' or 'K3' in some markets), Soul urban crossover and Optima mid-sized sedan followed with 31,569, 17,243 and 15,826 units sold, respectively.

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	July 2016	July 2015	Year-on-Year Change		Year to Date 2016	Year to Date 2015	Cumulative Year-on-Year Change
Global Sales	242,758	230,227	5.4%	Global Sales	1,713,580	1,667,575	2.8%
Overseas Sales	198,751	182,025	9.2%	Overseas Sales	1,392,823	1,376,791	1.2%
By Vehicle Category (Overseas Sales)							
Passenger	105,549	103,768	1.7%	Passenger	740,348	825,338	-10.3%
Passenger	53%	57%		Passenger	53%	60%	
RV	90,758	74,605	21.7%	RV	632,923	524,763	20.6%
RV	46%	41%		RV	45%	38%	
Commercial	2,444	3,652	-33.1%	Commercial	19,552	26,690	-26.7%
Commercial	1%	2%		Commercial	1%	2%	
By Region							
North America	66,496	62,013	7.2%	North America	431,141	408,750	5.5%
Europe	50,090	47,879	4.6%	Europe	357,832	334,554	7.0%
→ W. Europe	36,591	32,214	13.6%	→ W. Europe	266,551	232,589	14.6%
→ E. Europe	13,499	15,665	-13.8%	→ E. Europe	91,281	101,965	-10.5%
China	41,705	31,048	34.3%	China	333,439	344,921	-3.3%
General Markets*	40,460	41,085	-1.5%	General Markets*	270,411	288,566	-6.3%
Domestic / Korea	44,007	48,202	-8.7%	Domestic / Korea	320,757	290,784	10.3%

Top 5 Selling Cars Overseas

Rank	Model	July 2016 Sales Units	Year To Date	Model	Year to Date Sales Units
1	Sportage	44,792		Sportage	312,031
2	Rio/K2	35,307		Rio/K2	241,903
3	Cerato/Forte/K3	31,569		Cerato/Forte/K3	205,293
4	Soul	17,243		Optima	123,307
5	Optima	15,826		Soul	112,129

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.

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 at 11 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 over 50,000 employees worldwide and annual revenues of nearly US\$44 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.