

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 3.5% rise in global sales in September**

* **Global sales reach 252,586 units in September for 3.5% year-on-year growth**
* **Kia records monthly year-on-year sales growth in China (24.5%), Western Europe (11.8%) and general markets (6.6%) in September**
* **Kia’s best-selling car in overseas markets in September was the Sportage compact CUV**

**(SEOUL) October 10, 2016** – Kia Motors Corporation announced today its September 2016 global sales figures (export sales, domestic sales and sales from overseas plants) for passenger cars and commercial vehicles, recording a total of 252,586 units sold. This figure represents a 3.5% year-on-year increase compared to the same month of 2015.

In September, Kia posted year-on-year sales increases in China (24.5% growth with 56,318 units sold), Western Europe (11.8% growth with 44,700 units sold) and general markets\* (6.6% growth with 41,978 units sold).

Cumulatively through the first nine months of 2016, Kia’s global sales totalled 2,190,700 units for a year-on-year increase of 3.1%. Western Europe (338,071 units sold), Korea (396,460 units sold), China (432,849 units sold) and North America (547,845 units sold) have seen a 14.3%, 5.0% 3.7% and 3.4% rise in sales, respectively.

Kia's bestselling model in overseas markets during September 2016 was the Sportage compact CUV with 42,864 units sold. The B-segment Rio (known as 'K2' in China) was the second best seller with 39,215 units sold, while the C-segment Cerato (Known as ‘Forte’ or ‘K3’ in some markets), Optima midsized sedan and Soul urban crossover followed with 36,092, 19,871 and 16,468 units sold, respectively.

**\*\*\*more\*\*\***





**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 world-class 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 14 Kia 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*](http://www.kianewscenter.com)*.*