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**NEWS**

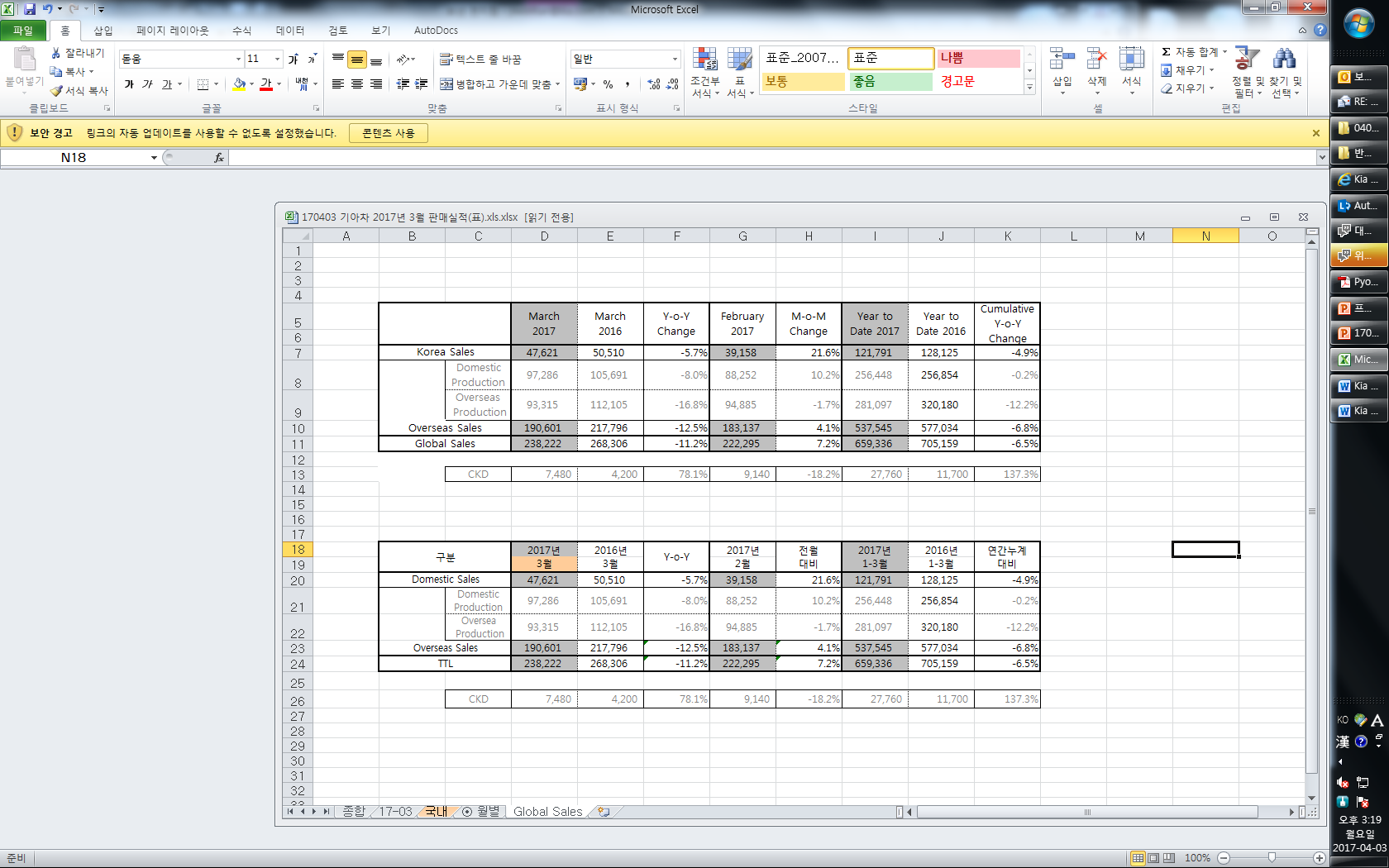
**FOR IMMEDIATE RELEASE**

**Kia Motors posts global sales of 238,222 vehicles in March**

**(SEOUL) April 3, 2017** – Kia Motors Corporation announced today its March 2017 global sales figures for passenger cars, recreational vehicles (RVs) and commercial vehicles, recording a total of 238,222 units sold.

In March, Kia posted month-on-month sales increases in domestic Korean market (21.6 % growth with 47,621 units sold) and overseas markets (4.1% growth with 190,601 units sold) as well.

Kia’s bestselling model in overseas markets during March 2017 was the Sportage compact CUV with 41,781 units sold. The C-segment Cerato (known as ‘Forte’ or ‘K3’ in some markets) was the second best seller with 25,720 units delivered, while the midsize CUV Sorento followed with 18,835 units sold.

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***Editor’s note:***

\* Domestic Sales (Sales in Korea) is based on retail sales while Overseas Sales (Global Sales excluding Korea) is based on shipment.

\* Monthly sales figures provided in this press release are unaudited and on a preliminary basis.

**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 51,000 employees worldwide and annual revenues of over 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).

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