**KIA MOTORS AMERICA ANNOUNCES SECOND BEST FULL-YEAR SALES IN COMPANY HISTORY**

*U.S. Sales Surpass Half a Million Vehicles for Second Straight Year;*

*Optima Achieves All-time Single Nameplate Sales Record with 155,893 Units Sold*

**IRVINE, Calif., January 3, 2014** – Kia Motors America (KMA) today reported the company’s second-best annual sales in 2013 of 535,179 vehicles following the delivery of seven all-new or significantly redesigned vehicles over the course of the year. For the second straight year the U.S.-built\* Optima was KMA’s best-seller and December’s total of 33,631 units helped the midsize sedan set an all-time single nameplate annual sales record for the brand at 155,893 vehicles. Since debuting in 2009, sales of the funky Soul urban passenger vehicle have increased each year and that trend continued with Kia’s iconic people mover surpassing the 118,000 unit mark following the arrival of the all-new, second generation vehicle in the fourth quarter.

With 2014 marking Kia’s 20th anniversary in the U.S. market, the company’s aggressive new vehicle launch cadence will continue with the scheduled Spring arrival of the all-new 2015 K900[[1]](#footnote-1) rear-wheel-drive flagship sedan, which was unveiled at the Los Angeles Auto Show. A long-awaited all-new minivan and the company’s first-ever electric vehicle also are scheduled to launch in 2014.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea.  KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch  of seven all-new or significantly redesigned vehicles.   KMA offers a complete line of vehicles, including the flagship K900 rear-drive sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona minivan, through a network of more than 765 dealers across the United States.

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Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

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|  | **MONTH OF DECEMBER** | | **YEAR-TO-DATE** | |
| **Model** | **2013** | **2012** | **2013** | **2012** |
| Rio | 2,156 | 2,343 | 40,742 | 40,275 |
| Forte | 4,302 | 4,276 | 66,146 | 75,681 |
| Optima | 9,474 | 12,008 | 155,893 | 152,399 |
| Cadenza | 844 | n/a | 8,626 | n/a |
| Sportage | 2,527 | 1,696 | 32,965 | 36,357 |
| Sorento | 7,482 | 10,967 | 105,649 | 119,597 |
| Sedona | 501 | 711 | 7,079 | 17,512 |
| Soul | 6,345 | 7,177 | 118,079 | 115,778 |
| **Total** | **33,631** | **39,178** | **535,179** | **557,599** |
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1. **\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

   2015 K900 expected February 2014. Initially only available in certain markets with limited availability. [↑](#footnote-ref-1)