**KIA MOTORS AMERICA ANNOUNCES FEBRUARY SALES**

*Optima and Soul Lead Sales;*

*All-New K900 Flagship Sedan to Begin Arriving in Showrooms Soon*

**IRVINE, Calif., March 3, 2014** – Kia Motors America (KMA) today reported February sales of 41,218 vehicles, led by the U.S.-built\* Optima midsize sedan and the totally transformed Soul, with 11,226 and 10,584 units sold, respectively.

February also saw the continuation of the marketing campaign to introduce the all-new 2015 K900[[1]](#endnote-1) flagship sedan as well as the largest showcase of the company’s Clean Mobility program at the Chicago Auto Show with the global debut of the brand’s first-ever electric vehicle for the U.S. market – the Soul EV[[2]](#endnote-2) – and the refreshed 2014 Optima Hybrid. The K900 is scheduled to arrive in select dealer showrooms beginning this month. Optima Hybrid is on sale now, and the Soul EV will arrive in the fall.

**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.

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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**\* The 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.**

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|  | **MONTH OF FEBRUARY** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 2,833 | 3,339 | 5,995 | 5,809 |
| Forte | 5,513 | 5,003 | 10,237 | 9,411 |
| Optima | 11,226 | 13,195 | 21,205 | 24,447 |
| Cadenza | 700 | -- | 1,627 | -- |
| Sportage | 2,669 | 2,334 | 5,256 | 4,756 |
| Sorento | 7,237 | 7,945 | 14,335 | 15,950 |
| Sedona | 456 | 138 | 898 | 501 |
| Soul | 10,584 | 9,551 | 18,676 | 16,933 |
| **Total** | **41,218** | **41,505** | **78,229** | **77,807** |

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1. K900 V6 expected Summer 2014. Initially available in certain markets with limited availability. [↑](#endnote-ref-1)
2. Initially only available in select markets with limited availability. [↑](#endnote-ref-2)