**KIA MOTORS AMERICA ANNOUNCES MARCH SALES**

*Optima and Soul Nameplates Achieve Record Monthly Sales*

*All-New K900 Flagship Sedan Begins to Arrive in Select Showrooms*

**IRVINE, Calif., April 1, 2014** – Kia Motors America (KMA) today reported March sales of 54,777 vehicles, a 11.5-percent increase over the same period in 2013 and led by record monthly sales of the U.S.-built\* Optima midsize sedan the and Soul, with 16,310 and 13,992 units sold, respectively. Included in the second-best March total in company history are the first retail deliveries of the all-new K900 luxury sedan, which began arriving in select showrooms in limited supply last month.

“2014 marks Kia’s 20th anniversary in the U.S. and our performance in March helped first quarter sales rise 4.8-percent over last year, thanks to strong consumer traffic and the ongoing popularity of the Optima and Soul,” said Michael Sprague, executive vice president of sales and marketing, KMA. “With K900s now arriving in dealerships, Kia’s product portfolio is more refined than ever and offers world-class design, advanced technology and outstanding quality in every segment we compete in, from subcompact to luxury.”

**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 MARCH** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 3,571 | 4,009 | 9,566 | 9,818 |
| Forte | 7,048 | 5,931 | 17,285 | 15,342 |
| Optima | 16,310 | 14,366 | 37,515 | 38,813 |
| Cadenza | 868 | -- | 2,495 | -- |
| K900 | 105 | -- | 105 | -- |
| Sportage | 3,571 | 2,680 | 8,827 | 7,436 |
| Sorento | 8,671 | 10,005 | 23,006 | 25,955 |
| Sedona | 641 | 54 | 1,539 | 555 |
| Soul | 13,992 | 12,080 | 32,668 | 29,013 |
| **Total** | **54,777** | **49,125** | **133,006** | **126,932** |

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