**KIA MOTORS AMERICA ANNOUNCES RECORD JULY SALES**

***Year-to-Date Sales Up 7.2 Percent Over 2013***

**IRVINE, Calif., August 1, 2014** – Coming off the best first half sales performance in company history, Kia Motors America (KMA) today announced record July sales of 52,309 units, a 6.7 percent increase over the same period last year. After launching seven all-new or significantly redesigned vehicles in 2013, Kia’s year-to-date sales are up 7.2 percent, and the brand’s aggressive new product cadence will continue this quarter with the scheduled launches of the all-new Sedona and Soul EV. Since arriving in 2009, U.S. sales of the iconic Soul have exceeded the 500,000 unit mark, and the wildly popular urban passenger vehicle recently topped the Compact MPV segment in the J.D. Power APEAL Study for the third straight year.

“Kia’s 20th anniversary in the U.S. has included a number of historic milestones and achievements resulting from one of the freshest and most wide-ranging lineups in the industry as well as our unyielding commitment to delivering world-class quality,” said Michael Sprague, executive vice president of sales and marketing, KMA. “As Kia’s units-in-operation count continues to grow, so does the level of recognition from highly regarded industry experts and consumers who have experienced the extraordinary design, technology, safety and value we offer, 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[[1]](#endnote-1), 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 midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

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**\*The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

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 JULY** | | **YEAR-TO-DATE** | |
| **Model** | **2014** | **2013** | **2014** | **2013** |
| Rio | 3,791 | 3,021 | 23,757 | 26,681 |
| Forte | 5,566 | 7,277 | 43,517 | 41,628 |
| Optima | 13,588 | 13,752 | 96,401 | 97,210 |
| Cadenza | 587 | 1,627 | 6,002 | 3,155 |
| K900 | 132 | -- | 948 | -- |
| Sportage | 4,412 | 2,523 | 24,368 | 17,897 |
| Sorento | 8,749 | 9,576 | 60,670 | 62,963 |
| Sedona | 775 | 1,068 | 4,351 | 3,630 |
| Soul | 14,709 | 10,160 | 89,708 | 73,191 |
| **Total** | **52,309** | **49,004** | **349,722** | **326,355** |

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1. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)