



Kia Motors America, Inc.
111 Peters Canyon Road
Irvine, CA 92606
Kiamedia.com

Scott McKee
949.468.4813
smckee@kiausa.com

News Release

Amy Corsinita
Zeno Group for Kia Motors America
949.468.4818
amy.corsinita@zenogroup.com

KIA MOTORS AMERICA ANNOUNCES RECORD JANUARY SALES

Optima and Soul Lead Sales; All-New 2016 Sorento CUV Now in Showrooms

IRVINE, Calif., February 3, 2015 – Kia Motors America’s (KMA) record-setting momentum carried into 2015 with best-ever January sales of 38,299 vehicles, up 3.5 percent over the same period last year. Kia’s strong start was led by the U.S.-built* Optima and the iconic Soul urban passenger vehicle, and coincided with the arrival of the more capable and refined third generation of the popular U.S.-built* Sorento CUV.

“Yahoo called Kia one of the ‘hottest brands’ in the industry in early January, and as economic conditions continue to improve, our record-setting January performance proved them right as more and more customers entered the market and considered Kia for the first time,” said Michael Sprague, executive vice president, sales & marketing, KMA. “Kia has one of the youngest and best-looking lineups in the business, including the completely redesigned Sedona, which brings unmatched styling and amenities to the segment and sold nearly four times as many units as the outgoing model did in January 2014.”

To announce the arrival of the all-new 2016 Sorento, KMA aired a 60-second spot titled “Perfect Getaway” in the third quarter of Super Bowl XLIX, which replaced the usual action movie mayhem with the Sorento’s capability to handle any adventure-seeker’s lifestyle. A phased rollout of the multi-platform marketing campaign will incorporate TV, cinema, digital and social media.

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 set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900¹ flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle², Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts 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.

* 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 KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

Model	<u>MONTH OF JANUARY</u>		<u>YEAR-TO-DATE</u>	
	2015	2014	2015	2014
Rio	1,572	3,162	1,572	3,162
Forte	6,422	4,724	6,422	4,724
Optima	9,394	9,979	9,394	9,979
Cadenza	383	927	383	927
K900	119	--	119	--
Sportage	3,054	2,587	3,054	2,587
Sorento	7,543	7,098	7,543	7,098
Sedona	1,670	442	1,670	442
Soul	8,142	8,092	8,142	8,092
Total	38,299	37,011	38,299	37,011

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¹ 2015 K900 V8 available in select trims and in select markets with limited availability.
² 2015 Soul EV in select markets with limited availability.