**KIA MOTORS AMERICA ANNOUNCES RECORD AUGUST SALES**

***All-Time Best Soul Sales Power Kia to Fourth Consecutive Monthly Sales Record;***

***Year-To-Date Sales Up 5.4 Percent***

**IRVINE, Calif., September 1, 2015** – Continuing to gain momentum, Kia Motors America (KMA) today reported best-ever August sales of 58,897 vehicles, a 7.7-percent increase over the same period last year and the brand’s fourth straight monthly sales record. Soul sales spiked to an all-time high single nameplate monthly sales total of 17,108 units, while other top movers in August included Optima and Sorento with 13,980 and 10,211 units sold, respectively. Kia is up 5.4 percent year-to-date.

“Kia has outpaced the industry all year, and that trend continued in August as we set our fourth consecutive monthly sales record despite significant turbulence in the stock market and not having the benefit of Labor Day weekend sales,” said Michael Sprague, Chief Operating Officer and EVP, KMA. “Since its introduction in 2009, the wildly popular Soul has been one of the industry’s greatest success stories, and its record-setting August performance comes on the heels of being the highest ranked compact multi-purpose vehicle in initial quality by J.D. Power."

**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 K900[[1]](#endnote-1) 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 15,000 plant and supplier jobs.

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](http://www.kiamedia.com/us/en/newsalert).

**\* 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.**

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|  | **MONTH OF AUGUST** | | **YEAR-TO-DATE** | |
| **Model** | **2015** | **2014** | **2015** | **2014** |
| Rio | 1,734 | 3,390 | 18,796 | 27,147 |
| Forte | 6,862 | 5,759 | 57,912 | 49,276 |
| Optima | 13,980 | 15,337 | 106,584 | 111,738 |
| Cadenza | 322 | 522 | 4,021 | 6,524 |
| K900 | 386 | 102 | 1,576 | 1,050 |
| Sportage | 5,749 | 4,494 | 34,996 | 28,862 |
| Sorento | 10,211 | 9,302 | 76,381 | 69,972 |
| Sedona | 2,545 | 692 | 26,825 | 5,043 |
| Soul | 17,108 | 15,069 | 99,069 | 104,777 |
| **Total** | **58,897** | **54,667** | **426,160** | **404,389** |

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

   2 Soul EV in select markets with limited availability. [↑](#endnote-ref-1)