**BEST-EVER SEPTEMBER SALES PROPEL KIA MOTORS AMERICA**

**TO RECORD THIRD QUARTER PERFORMANCE**

***Kia Announces Fifth Consecutive Monthly Sales Record;***

***Year-To-Date Sales Up 7.0 Percent***

**IRVINE, Calif., October 1, 2015** – Following the best first half performance in company history, Kia Motors America’s (KMA) momentum continued with record third quarter sales, including a September sales record of 49,820 units, a 22.6-percent increase over the same period last year. The brand’s fifth consecutive monthly sales record was powered by the Soul and Optima with 13,614 and 11,719 units sold, respectively. Sorento sales increased 42-percent over the same period last year, and Sedona sales also were strong in the month which saw Cars.com name it the winner of its Ultimate Minivan Challenge.

“In addition to the Labor Day weekend and strong consumer confidence, our sustained growth stems from buyers who are entering the market for the first time in years and discovering the transformed Kia brand,” said Michael Sprague, chief operating officer and EVP, KMA. “We’re on a mission to elevate brand perception to match the reality of our world-class products, and with the all-new 2016 Optima set to arrive in showrooms soon, we will continue to invite consumers to discover the new Kia.”

**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 SEPTEMBER** | | **YEAR-TO-DATE** | |
| **Model** | **2015** | **2014** | **2015** | **2014** |
| Rio | 1,480 | 2,240 | 20,276 | 29,387 |
| Forte | 5,388 | 4,517 | 63,300 | 53,793 |
| Optima | 11,719 | 10,908 | 118,301 | 122,646 |
| Cadenza | 859 | 1,105 | 4,880 | 7,629 |
| K900 | 329 | 56 | 1,905 | 1,106 |
| Sportage | 4,012 | 3,781 | 39,008 | 32,643 |
| Sorento | 9,380 | 6,606 | 85,761 | 76,578 |
| Sedona | 3,039 | 613 | 29,864 | 5,656 |
| Soul | 13,614 | 10,802 | 112,683 | 115,579 |
| **Total** | **49,820** | **40,628** | **475,978** | **445,017** |

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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)