**KIA MOTORS AMERICA ANNOUNCES BEST-EVER OCTOBER SALES**

***Sixth Consecutive Monthly Sales Record Pushes Year-To-Date Sales Up 7.4 Percent***

**IRVINE, Calif., November 3, 2015** – Kia Motors America (KMA) today announced best-ever October sales of 50,044 vehicles, a 12-percent increase over the same period last year. Led by the Optima and Soul with 14,381 and 12,246 units sold, respectively, October marked Kia’s sixth straight monthly sales record.

“Kia is a challenger brand, and our ability to outpace the industry without the benefit of a truck in our lineup speaks volumes about consumers discovering the new Kia,” said Michael Sprague, chief operating officer and EVP, KMA. “With the all-new 2016 Optima arriving in showrooms and the completely redesigned 2017 Sportage making its North American debut at the LA Auto Show this month, this is an exciting time for Kia as we push toward a strong finish to the year."

**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 OCTOBER** | | **YEAR-TO-DATE** | |
| **Model** | **2015** | **2014** | **2015** | **2014** |
| Rio | 1,571 | 2,534 | 21,847 | 31,921 |
| Forte | 5,198 | 5,190 | 68,498 | 58,983 |
| Optima | 14,381 | 11,840 | 132,684 | 134,486 |
| Cadenza | 1,018 | 608 | 5,898 | 8,237 |
| K900 | 229 | 62 | 2,134 | 1,168 |
| Sportage | 4,476 | 3,743 | 43,484 | 36,386 |
| Sorento | 8,593 | 7,656 | 94,354 | 84,234 |
| Sedona | 2,332 | 2,376 | 32,196 | 8,032 |
| Soul | 12,246 | 10,685 | 124,929 | 126,264 |
| **Total** | **50,044** | **44,694** | **526,024** | **489,711** |

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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)