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## News Release

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### **RECORD DECEMBER POWERS KIA MOTORS AMERICA TO BEST-EVER ANNUAL SALES TOTAL**

#### ***Year-Over-Year Sales Up 7.9 Percent as Kia Surpasses 600,000 Units for the First Time***

**IRVINE, Calif., January 5, 2016** – On the strength of eight consecutive monthly sales records – including December – Kia Motors America (KMA) today announced all-time best annual sales of 625,818 vehicles in 2015, up 7.9 percent year-over-year. The record-setting December total of 54,241 vehicles increased 19 percent over the same period last year and pushed Kia over the 600,000-unit mark for the first time in company history.

Kia's historic year included a number of standout performances, including:

- Optima establishing a new single nameplate record of 159,414 units
- Soul sales increasing for the sixth straight year
- Best-ever sales of the Forte, Forte5 and Forte Koup family of compact cars
- K900 sales nearly doubling and Sedona sales increasing more than 150 percent
- Combined year-over-year CUV sales – Sportage and Sorento – climbing 16.9 percent
- The sale of Kia's six millionth vehicle in the U.S. since 1994

“Even without the benefit of a truck in our lineup, Kia began 2015 as one of Yahoo!’s ‘hottest brands’ and it only got better from there as we outperformed the record-setting industry and posted big gains in several passenger car and CUV segments,” said Michael Sprague, chief operating officer and EVP, KMA. “The new Kia is a recognized leader in design, quality, advanced technology and value, and with three all-new products scheduled to launch in 2016, we will continue challenging everything people think they know about this brand and our world-class products.”

#### **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 2015, surpassing the 600,000 unit mark for the first time in company history. KMA offers a complete line of vehicles, including the rear-drive K900<sup>1</sup> flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle<sup>2</sup>, 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

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

<b>Model</b>	<b><u>MONTH OF DECEMBER</u></b>		<b><u>YEAR-TO-DATE</u></b>	
	<b>2015</b>	<b>2014</b>	<b>2015</b>	<b>2014</b>
Rio	997	1,924	23,742	35,933
Forte	5,411	5,306	78,919	69,336
Optima	13,682	11,827	159,414	159,020
Cadenza	598	548	7,343	9,267
K900	162	93	2,524	1,330
Sportage	6,044	3,298	53,739	42,945
Sorento	12,872	9,688	116,249	102,520
Sedona	2,316	2,997	36,755	14,567
Soul	12,159	9,906	147,133	145,316
<b>Total</b>	<b>54,241</b>	<b>45,587</b>	<b>625,818</b>	<b>580,234</b>

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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.

<sup>1</sup> K900 available in select trims and in select markets with limited availability.

<sup>2</sup> Soul EV in select markets with limited availability.