**KIA MOTORS AMERICA ANNOUNCES RECORD JANUARY SALES**

***Double Digit Gains for Soul, Sportage and Sedona Despite Severe Winter Weather***

**IRVINE, Calif., February 2, 2016** – After setting an all-time annual sales record in 2015, Kia Motors America (KMA) recorded best-ever January sales of 38,305 vehicles. Kia’s ninth consecutive monthly sales record was driven by sharp increases over the same period last year for the Soul urban passenger vehicle, Sportage CUV and Sedona minivan.

“Despite fewer selling days and record snowfall up and down the East Coast, our dealers worked diligently with customers who continue to discover the world-class products and ownership experience that encompasses the ‘New Kia,’” said Michael Sprague, chief operating officer and EVP, KMA.

**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[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-2), 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 JANUARY** | | **YEAR-TO-DATE** | |
| **Model** | **2016** | **2015** | **2016** | **2015** |
| Rio | 1,430 | 1,572 | 1,430 | 1,572 |
| Forte | 5,329 | 6,422 | 5,329 | 6,422 |
| Optima | 8,413 | 9,394 | 8,413 | 9,394 |
| Cadenza | 374 | 383 | 374 | 383 |
| K900 | 68 | 119 | 68 | 119 |
| Sportage | 4,803 | 3,054 | 4,803 | 3,054 |
| Sorento | 6,695 | 7,543 | 6,695 | 7,543 |
| Sedona | 2,002 | 1,670 | 2,002 | 1,670 |
| Soul | 9,191 | 8,142 | 9,191 | 8,142 |
| **Total** | **38,305** | **38,299** | **38,305** | **38,299** |

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1. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)
2. Soul EV in select markets with limited availability. [↑](#endnote-ref-2)