**SEPTEMBER CAPS BEST-EVER SALES THROUGH THE FIRST NINE MONTHS OF THE YEAR FOR KIA MOTORS AMERICA**

***Sportage CUV Surpasses Previous All-Time Annual Sales Total; Year-to-Date Sales Up 3.3%***

**IRVINE, Calif., October 3, 2016** – With 49,220 units sold last month – including best-ever September performances by the Forte family of compact cars and the Sportage CUV – Kia Motors America (KMA) today announced the highest sales total through the first three quarters in company history. Year-to-date sales are up 3.3 percent as demand for the Sportage, Kia’s longest-running nameplate in the U.S, has surged to new heights.

“On the strength of double digit gains for the Rio, Forte, Sportage and Sedona nameplates through the first nine months of the year, Kia’s upward trajectory continues despite the industry showing signs of little growth,” 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. Kia offers a complete line of vehicles in the U.S., 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 minivan, through a network of more than 765 dealers across the United States.  Kia’s North American manufacturing operations include plants in West Point, Georgia\*, and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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).

**\* 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** | **2016** | **2015** | **2016** | **2015** |
| Rio | 2,141 | 1,480 | 24,165 | 20,276 |
| Forte | 8,256 | 5,388 | 79,608 | 63,300 |
| Optima | 9,010 | 11,719 | 89,327 | 118,303 |
| Cadenza | 390 | 859 | 3,753 | 4,880 |
| K900 | 68 | 329 | 621 | 1,905 |
| Sportage | 6,282 | 4,012 | 63,510 | 39,008 |
| Sorento | 8,137 | 9,380 | 85,602 | 85,761 |
| Sedona | 3,051 | 3,039 | 37,355 | 29,864 |
| Soul | 11,885 | 13,614 | 107,823 | 112,683 |
| **Total** | **49,220** | **49,820** | **491,764** | **475,980** |

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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)