**KIA MOTORS AMERICA ANNOUNCES OCTOBER SALES**

***Soul and Forte Post Best-Ever October Totals; Year-to-Date Sales Up 2.8%***

**IRVINE, Calif., November 1, 2016** – In a month that saw Kia Motors ranked in the top five in the U.S. auto industry for reliability in the largest independent survey of its kind – and rise five spots to become the world’s 69th most valuable brand in Interbrand’s 17th annual Best Global Brands report – Kia Motors America (KMA) sold 48,977 units, highlighted by best-ever October sales for the Soul urban passenger vehicle and the Forte family of compact cars.

“Despite industry-wide challenges, the second-best October performance in company history helped Kia outpace the overall industry once again,” said Michael Sprague, chief operating officer and EVP, KMA. “Over the last ten years the ‘New Kia’ has transformed into a recognized leader in design, quality and technology, and Interbrand’s recent report details the ‘spectacular growth’ that has led to a seven-fold increase in Kia’s estimated brand value since 2006.”

**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.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **MONTH OF OCTOBER** | | **YEAR-TO-DATE** | |
| **Model** | **2016** | **2015** | **2016** | **2015** |
| Rio | 1,826 | 1,571 | 25,991 | 21,847 |
| Forte | 8,013 | 5,198 | 87,621 | 68,498 |
| Optima | 9,974 | 14,381 | 99,301 | 132,684 |
| Cadenza | 289 | 1,018 | 4,042 | 5,898 |
| K900 | 81 | 229 | 702 | 2,134 |
| Sportage | 5,741 | 4,476 | 69,251 | 43,484 |
| Sorento | 7,651 | 8,593 | 93,253 | 94,354 |
| Sedona | 2,366 | 2,332 | 39,721 | 32,196 |
| Soul | 13,036 | 12,246 | 120,859 | 124,929 |
| **Total** | **48,977** | **50,044** | **540,741** | **526,024** |

# # #

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)