**KIA MOTORS AMERICA ANNOUNCES JANUARY SALES**

***All-New Niro Crossover Begins Arriving in Select Showrooms***

**IRVINE, Calif., February 1, 2017** – Kia Motors America today announced January sales of 35,626units, led by the Optima and Soul with 7,849 and 7,792 units sold, respectively. The first month of the year also marks the first retail deliveries of the all-new Niro crossover.

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. Recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand, Kia proudly serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and crossovers built at North American manufacturing plants in West Point, Georgia\* and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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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.**

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|  | **MONTH OF JANUARY** | | **YEAR-TO-DATE** | |
| **Model** | **2017** | **2016** | **2017** | **2016** |
| Rio | 986 | 1,430 | 986 | 1,430 |
| Forte | 6,267 | 5,329 | 6,267 | 5,329 |
| Optima | 7,849 | 8,413 | 7,849 | 8,413 |
| Cadenza | 316 | 374 | 316 | 374 |
| K900 | 34 | 68 | 34 | 68 |
| Niro | 42 | N/A | 42 | N?A |
| Sportage | 4,623 | 4,803 | 4,623 | 4,803 |
| Sorento | 6,179 | 6,695 | 6,179 | 6,695 |
| Sedona | 1,538 | 2,002 | 1,538 | 2,002 |
| Soul | 7,792 | 9,191 | 7,792 | 9,191 |
| **Total** | **35,626** | **38,305** | **35,626** | **38,305** |

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