**KIA MOTORS AMERICA ANNOUNCES BEST-EVER FIRST HALF   
CERTIFIED PRE-OWNED VEHICLE SALES**

***Record June CPO Program Sales Power Kia’s 0.4-Percent Increase Year-to-Date***

* Double-digit gains for Sportage and Forte boost Kia’s sales
* Strong brand appeal coupled with an outstanding warranty continue to drive Kia’s CPO momentum

**IRVINE, Calif., July 16, 2018** – Kia Motors America announces record first half Certified Pre-Owned (CPO) monthly sales with 39,954 vehicles sold. This achievement is an indication that Kia’s wide variety of stylish and fun-to-drive vehicles coupled with the brand’s industry-leading warranty, provide consumers the models they want and the added peace of mind they need when shopping for a CPO car. Kia’s popular Sportage and Forte helped drive the brand’s sales with double-digit gains.

“Strong sales gains for Sportage and Forte reflect the broad scope and mass appeal of Kia’s world-class model lineup and our CPO program,” said Bill Peffer, vice president, sales operations, Kia Motors America. “The program continues to attract new customers to the Kia brand and positively shape perception.”

Autodata’s June[[1]](#endnote-1) CPO retail sales report confirms that when it comes to pre-owned vehicles Kia continues to attract attention with record monthly sales total of 7,225, a 13.2-percent increase year-over-year.

“Kia’s CPO Program is among the best in the industry, offering coverage terms and benefits that resonate with value-oriented shoppers,” said Karl Brauer, executive publisher of Kelley Blue Book and Autotrader. “Now roll in the advanced features and appealing style found across the Kia model line and you’ve got a recipe for sales growth and customer satisfaction.”

KMA’s CPO program accepts only Kia vehicles that are five years or newer with fewer than 60,000 miles on the odometer, and requires a meticulous 164-point Quality Assurance inspection by certified Kia technicians. CPO vehicles also come with a 10-year /100,000-mile limited powertrain warranty[[2]](#endnote-2) and 12-month /12,000 mile-Platinum Coverage[[3]](#endnote-3). Whether it’s the midsize Optima sedan, iconic Soul or the Sorento SUV that drivers dream of, customers get a great price matched with superb quality, bypassing the stress, risk and uncertainty that typically comes with buying a previously owned vehicle.

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand. Kia 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 SUVs proudly built in West Point, Georgia.\*

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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**

1. Autodata Corporation June 2018 Certified Pre-Owned Retail Sales. [↑](#endnote-ref-1)
2. The Kia CPO 10-year/100,000-mile limited warranty program begins on the original in-service date of vehicle and odometer mile “0.” The limited warranty program includes the remainder of roadside assistance, powertrain coverage and the New Vehicle Limited Warranty (Basic). See retailer for details or go to kia.com. [↑](#endnote-ref-2)
3. Platinum Coverage begins on the vehicle purchase date and odometer reading on purchase date. Platinum Coverage is limited; for exact coverages, exclusions and limitations, please review CPO contract or see retailer for details. [↑](#endnote-ref-3)