



News

FOR IMMEDIATE RELEASE

Kia Motors Media Contact:
Michael Choo
General Manager
Overseas Communication
Tel: +82-2-3464-5663
E-mail: mjc@kia.co.kr

Kia Motors posts 6.4% global sales growth in November

- **234,069 Kia vehicles sold in November for 6.4% year-on-year growth**
- **November sales in Korea, China, North America and Europe post year-on-year sales growth of 13.8%, 13.6%, 11.7% and 0.8%, respectively**

(SEOUL) December 12, 2012 – Kia Motors Corporation announced today its global sales figures (export sales, domestic sales and sales from overseas plants) for passenger cars, recreational vehicles (RVs) and commercial vehicles for November 2012, recording a total of 234,069 units sold. This figure represents a year-on-year increase of 6.4%.

In November, Kia posted a year-on-year sales increases of 13.8% in Korea (44,400 units sold); 13.6% in China (55,300 units sold); 11.7% in North America (46,774 units sold); and 0.8% in Europe* (46,331 units sold). Meanwhile, November sales in general markets* decreased by 7.3% (41,264 units sold).

Cumulatively through the first 11 months of 2012, Kia's global sales have increased by 10.3% year-on-year to reach 2,497,002 units. Europe, North America and China have experienced the highest cumulative gains to date in 2012 of 19.8% (528,666 units sold), 17.6% (592,261 units sold), and 10.7% (458,956 units sold), respectively.

Kia's best selling model in overseas markets for the month of November was the B-segment Rio (known as 'K2' in China) with 37,651 units sold. The C-segment Cerato (known as 'Forte' in some markets) was the second best seller with 33,309 units delivered, while Sportage compact CUV, D-segment Optima sedan and Sorento mid-size CUV followed with 30,364; 22,153; and 19,107 units sold, respectively.

****more****

Tae-Hyun (Thomas) Oh, Executive Vice President & COO of Kia Motors Corporation, said, "The successful launch of the all-new Cerato (Forte / K3) in the local Korean market has propelled Korea to its highest year-on-year monthly sales gain for the first time in 2012. These results coupled with the successful North American premiere of the all-new Forte at the Los Angeles Auto Show, are tell-tale signs that we are headed in the right direction and can expect continued positive sales momentum as we approach 2013."

	November 2012	November 2011	Year-on-Year Change		Year to Date 2012	Year to Date 2011	Cumulative Year-on-Year Change
Global Sales	234,069	220,037	6.4%	Global Sales	2,497,002	2,264,262	10.3%
Overseas Sales	189,669	181,006	4.8%	Overseas Sales	2,061,456	1,816,315	13.5%
By Vehicle Category (Overseas Sales)							
Passenger	119,330	109,153	9.3%	Passenger	1,269,874	1,019,164	24.6%
<i>Passenger</i>	63%	60%		<i>Passenger</i>	62%	56%	
RV	66,040	68,256	-3.2%	RV	746,365	751,555	-0.7%
<i>RV</i>	35%	38%		<i>RV</i>	36%	41%	
Commercial	4,299	3,597	19.5%	Commercial	45,217	45,596	-0.8%
<i>Commercial</i>	2%	2%		<i>Commercial</i>	2%	3%	
By Region							
North America	46,774	41,861	11.7%	North America	592,261	503,806	17.6%
Europe*	46,331	45,947	0.8%	Europe*	528,666	441,272	19.8%
China	55,300	48,689	13.6%	China	458,956	414,475	10.7%
General Markets*	41,264	44,509	-7.3%	General Markets*	481,573	456,762	5.4%
Domestic / Korea	44,400	39,031	13.8%	Domestic / Korea	435,546	447,947	-2.8%
Top 5 Selling Cars Overseas							
Rank	Model	November 2012 Sales Units	Year To Date	Model	Year to Date Sales Units		
1	Rio/K2	37,651		Rio/K2	434,411		
2	Cerato/Forte/K3	33,309		Sportage	332,294		
3	Sportage	30,364		Cerato/Forte/K3	321,876		
4	Optima	22,153		Optima	240,174		
5	Sorento	19,107		Sorento	201,204		

Editor's notes:

* 'General markets' include the regions of Central and South America, the Caribbean, Asia (excluding China and Korea), the Pacific, Middle East and Africa. 'Europe' includes both Western and Eastern European markets.

Related video, stills and other press material are available at Kia Motors' Multimedia Library (<http://kia.synapticdigital.com>), powered by Synaptic Digital. Content is available in HD, broadcast, and streaming-quality formats, including PAL and NTSC, and can be downloaded utilizing the industry's fastest download technology.

###

Kia Motors Corporation (www.kiamotors.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 149 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

Visit our media center: kia.synapticdigital.com

Visit our corporate website : kiamotors.com

Join our Global Facebook : facebook.com/kiamotorsworldwide

Visit our official blog : kia-buzz.com

Follow us on Google+: plus.google.com/116940697436648352120/posts

View our Global YouTube Channel : youtube.com/kiabuzz