**KIA MOTORS AMERICA REPORTS RECORD NOVEMBER SALES**

***Soul Sales Soar with the Totally Transformed 2014MY Urban Passenger Vehicle in Showrooms;***

***Annual Sales Surpass 500,000 Units for Second Straight Year***

**IRVINE, Calif., Dec. 3, 2013** – Kia Motors America (KMA) today reported record November sales of 45,411 units as the brand made good on its promise to deliver seven all-new or significantly redesigned vehicles this calendar year with the 2014 Forte Koup and Forte5 now in showrooms. The all-new second-generation Soul and the refreshed 2014 model year Optima midsize sedan led the way with 12,870 and 10,871 units sold, respectively. Year-to-date sales crossed the 500,000 unit mark for the second time in company history.

Kia’s aggressive new vehicle launch cadence will continue throughout 2014 with the scheduled Spring arrival of the all-new 2015 K900[[1]](#footnote-1) rear-wheel-drive flagship sedan, which was recently unveiled at the Los Angeles Auto Show. A long-awaited all-new minivan and the company’s first-ever electric vehicle also are scheduled to launch in 2014.

**Kia: One of the World’s Fastest Moving Global Automotive Brands**

Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time. With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and one of the lowest costs of ownership in the industry. Kia recently moved up in the exclusive ranking of Interbrand’s “Top 100 Best Global Brands” after joining the list for the first time last year, and the company is poised to continue its momentum after delivering seven all-new or significantly redesigned vehicles to showrooms in 2013. Over the past decade, Kia Motors has invested more than $1.4 billion in the U.S., including the company’s first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 14,000 plant and supplier jobs. The success of the U.S.-built\* Optima and Sorento in two of the industry’s largest segments has fueled Kia’s rapid growth and is complemented by Kia’s comprehensive lineup which includes the Cadenza flagship sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, Forte sedan, Forte5, and Forte Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

**About Kia Motors America**

Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA and LPGA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – 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 <http://www.kiamedia.com/us/en/newsalert>.

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|  | **MONTH OF NOVEMBER** | | **YEAR-TO-DATE** | |
| **Model** | **2013** | **2012** | **2013** | **2012** |
| Rio | 2,474 | 2,494 | 38,586 | 37,932 |
| Forte | 4,423 | 4,266 | 61,844 | 71,405 |
| Optima | 10,871 | 12,715 | 146,419 | 140,391 |
| Cadenza | 913 | n/a | 7,782 | n/a |
| Sportage | 4,693 | 2,269 | 30,438 | 34,661 |
| Sorento | 8,645 | 10,851 | 98,167 | 108,630 |
| Sedona | 522 | 1,203 | 6,578 | 16,801 |
| Soul | 12,870 | 7,257 | 111,734 | 108,601 |
| **Total** | **45,411** | **41,055** | **501,548** | **518,421** |
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1. **\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

   2015 K900 expected February 2014. Initially only available in certain markets with limited availability. [↑](#footnote-ref-1)