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NEWS
FOR IMMEDIATE RELEASE

Kia Motors posts 7.7% global sales growth in October

- **242,362 Kia vehicles sold globally in October for 7.7% year-on-year gain**
- **October sales in China, North America, General Markets and Europe post year-on-year sales growth of 22.5%, 11.9%, 7.1% and 0.1% respectively**
- **Kia's bestselling model in overseas markets for month of October was B-segment Rio (K2) with 39,715 units sold**

(SEOUL) November 7, 2014 – 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 October 2014, recording a total of 242,362 units sold. This figure represents a 7.7% year-on-year increase.

In October, Kia posted year-on-year sales increases in China, North America, General Markets* and Europe* of 22.5% (58,960 units sold), 11.9% (50,704 units sold), 7.1% (44,438 units sold) and 0.1% (51,255 units sold), respectively.

Cumulatively, through the first ten months of 2014, Kia's global sales have increased by 4.3% year-on-year, reaching 2,397,878 units. China, North America and General Markets have experienced cumulative gains to date in 2014 of 15.6% (544,170 units sold), 6.1% (551,906 units sold) and 0.7% (436,416 units sold), respectively.

Kia's bestselling model in overseas markets for the month of October was the B-segment Rio (known as 'K2' in China) with 39,715 units sold. The Sportage compact CUV was the second bestseller with 37,079 units delivered, while the C-segment Cerato (known as 'Forte' or 'K3' in some markets), Optima D-segment sedan and Soul urban crossover followed with 35,950, 25,632 and 15,185 units sold, respectively.

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	October 2014	October 2013	Year-on-Year Change		Year to Date 2014	Year to Date 2013	Cumulative Year-on-Year Change
Global Sales	**242,362**	**225,103**	**7.7%**	**Global Sales**	**2,397,878**	**2,299,299**	**4.3%**
Overseas Sales	**205,357**	**186,103**	**10.3%**	**Overseas Sales**	**2,025,196**	**1,921,272**	**5.4%**
By Vehicle Category (Overseas Sales)							
Passenger	127,884	115,510	10.7%	Passenger	1,257,546	1,211,978	3.8%
Passenger	62%	62%		*Passenger*	62%	63%	
RV	73,827	67,308	9.7%	RV	729,531	667,519	9.3%
RV	36%	36%		*RV*	36%	35%	
Commercial	3,646	3,285	11.0%	Commercial	38,119	41,775	-8.8%
Commercial	2%	2%		*Commercial*	2%	2%	
By Region							
North America	50,704	45,292	11.9%	North America	551,906	520,251	6.1%
Europe*	51,255	51,203	0.1%	Europe*	492,704	497,119	-0.9%
China	58,960	48,116	22.5%	China	544,170	470,651	15.6%
General Markets*	44,438	41,492	7.1%	General Markets*	436,416	433,251	0.7%
Domestic / Korea	37,005	39,000	-5.1%	Domestic / Korea	372,682	378,027	-1.4%

Top 5 Selling Cars Overseas						
Rank	Model	October 2014 Sales Units	Year To Date	Model		Year to Date Sales Units
1	Rio/K2	39,715		Rio/K2		403,727
2	Sportage	37,079		Cerato/Forte/K3		358,579
3	Cerato/Forte/K3	35,950		Sportage		344,459
4	Optima	25,632		Optima		229,887
5	Soul	15,185		Soul		166,651

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.

About Kia Motors Corporation
Kia Motors Corporation (www.kia.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 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US$43 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.

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