



Media Contact:

Michael Choo

General Manager, Overseas PR Team

Tel: +82-2-3464-5663 E-mail: mjc@kia.com

NEWS

FOR IMMEDIATE RELEASE

Kia Motors posts 8.1% global sales growth in November

- **257,487 Kia vehicles sold globally in November for 8.1% year-on-year gain**
- **November sales in China, Korea, General Markets and Europe post year-on-year sales growth of 16.2%, 14.2%, 7.7% and 5.9% respectively**
- **Kia's bestselling model in overseas markets for month of November was B-segment Rio (K2) with 46,106 units sold**

(SEOUL) December 8, 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 November 2014, recording a total of 257,487 units sold. This figure represents a 8.1% year-on-year increase.

In November, Kia posted year-on-year sales increases in China, Korea, General Markets* and Europe* of 16.2% (64,915 units sold), 14.2% (44,500 units sold), 7.7% (46,580 units sold) and 5.9% (52,096 units sold), respectively.

Cumulatively, through the first eleven months of 2014, Kia's global sales have increased by 4.6% year-on-year, reaching 2,655,365 units. China, North America and General Markets have experienced cumulative gains to date in 2014 of 15.7% (609,085 units sold), 5.3% (601,302 units sold) and 1.4% (482,996 units sold), respectively.

Kia's bestselling model in overseas markets for the month of November was the B-segment Rio (known as 'K2' in China) with 46,106 units sold. The Sportage compact CUV was the second bestseller with 37,296 units delivered, while the C-segment Cerato (known as 'Forte' or 'K3' in some markets), Optima D-segment sedan and Sorento CUV followed with 35,945, 28,712 and 15,945 units sold, respectively.

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	November 2014	November 2013	Year-on-Year Change		Year to Date 2014	Year to Date 2013	Cumulative Year-on-Year Change
Global Sales	257,487	238,167	8.1%	Global Sales	2,655,365	2,537,466	4.6%
Overseas Sales	212,987	199,215	6.9%	Overseas Sales	2,238,183	2,120,487	5.6%
By Vehicle Category (Overseas Sales)							
Passenger	135,848	118,273	14.9%	Passenger	1,393,394	1,330,251	4.7%
<i>Passenger</i>	64%	59%		<i>Passenger</i>	62%	63%	
RV	74,152	77,155	-3.9%	RV	803,683	744,674	7.9%
<i>RV</i>	35%	39%		<i>RV</i>	36%	35%	
Commercial	2,987	3,787	-21.1%	Commercial	41,106	45,562	-9.8%
<i>Commercial</i>	1%	2%		<i>Commercial</i>	2%	2%	
By Region							
North America	49,396	50,921	-3.0%	North America	601,302	571,172	5.3%
Europe*	52,096	49,179	5.9%	Europe*	544,800	546,298	-0.3%
China	64,915	55,874	16.2%	China	609,085	526,525	15.7%
General Markets*	46,580	43,241	7.7%	General Markets	482,996	476,492	1.4%
Domestic / Korea	44,500	38,952	14.2%	Domestic / Korea	417,182	416,979	0.0%
Rank	Model	November 2014 Sales Units	Year To Date	Model	Year to Date Sales Units		
1	Rio/K2	46,106		Rio/K2	449,833		
2	Sportage	37,296		Cerato/Forte/K3	394,524		
3	Cerato/Forte/K3	35,945		Sportage	381,755		
4	Optima	28,712		Optima	271,728		
5	Sorento	15,945		Soul	180,511		

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.