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NEWS

FOR IMMEDIATE RELEASE

Kia Motors global sales up 3.7% in October

- **Kia records year-on-year sales growth in North America (10.6%) and Korea (25.9%) in October**

(SEOUL) November 9, 2015 – Kia Motors Corporation announced today its October 2015 global sales figures (export sales, domestic sales and sales from overseas plants) for passenger cars, recreational vehicles (RVs) and commercial vehicles, recording a total of 251,439 units sold for a year-on-year increase of 3.7%.

In October, Kia posted year-on-year sales increases in North America (10.6% growth with 56,061 units sold) and domestic Korean market (25.9% growth with 46,605 units sold).

Cumulatively through the first ten months of 2015, Kia's global sales totalled 2,377,284 units for a 0.9% year-on-year decrease. Korea (424,139 units sold) and North America (585,735 units sold) have seen a 13.8% and 6.1% rise in sales, respectively, through October 2015.

Kia's bestselling model in overseas markets during October 2015 was the B-segment Rio (known as 'K2' in China) with 41,318 units sold. The Sportage compact CUV was the second best seller with 34,924 units sold, while the C-segment Cerato (known as 'Forte' or 'K3' in some markets), Optima D-segment sedan and Soul urban crossover followed with 31,152, 25,766 and 17,845 units sold, respectively.

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	October 2015	October 2014	Year-on-Year Change		Year to Date 2015	Year to Date 2014	Cumulative Year-on-Year Change
Global Sales	251,439	242,362	3.7%	Global Sales	2,377,284	2,397,878	-0.9%
Overseas Sales	204,834	205,357	-0.3%	Overseas Sales	1,953,145	2,025,196	-3.6%
By Vehicle Category (Overseas Sales)							
Passenger	121,208	117,548	3.1%	Passenger	1,154,687	1,247,210	-7.4%
<i>Passenger</i>	59%	57%		<i>Passenger</i>	59%	62%	
RV	79,848	84,163	-5.1%	RV	760,640	739,867	2.8%
<i>RV</i>	39%	41%		<i>RV</i>	39%	37%	
Commercial	3,778	3,646	3.6%	Commercial	37,818	38,119	-0.8%
<i>Commercial</i>	2%	2%		<i>Commercial</i>	2%	2%	
By Region							
North America	56,061	50,704	10.6%	North America	585,735	551,906	6.1%
Europe*	48,933	51,255	-4.5%	Europe*	481,205	492,704	-2.3%
China	57,913	58,960	-1.8%	China	475,141	544,170	-12.7%
General Markets*	41,927	44,438	-5.7%	General Markets*	411,064	436,416	-5.8%
Domestic / Korea	46,605	37,005	25.9%	Domestic / Korea	424,139	372,682	13.8%
Top 5 Selling Cars Overseas							
Rank	Model	October 2015 Sales Units	Year To Date	Model	Year to Date Sales Units		
1	Rio/K2	41,318		Rio/K2	381,966		
2	Sportage	34,924		Sportage	321,797		
3	Cerato/Forte/K3	31,152		Cerato/Forte/K3	286,054		
4	Optima	25,766		Optima	249,188		
5	Soul	17,845		Soul	170,969		

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 3 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 180 countries. Kia today has around 49,000 employees worldwide and annual revenues of nearly US\$45 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.