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NEWS

FOR IMMEDIATE RELEASE

Kia Motors reports global sales of 204, 662 vehicles in January

(SEOUL) February 5, 2016 – Kia Motors Corporation announced today its January 2016 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 204,662 units sold. This figure represents a 3.6% year-on-year decrease compared to the same month of 2015.

In January, Kia posted year-on-year sales increases in the domestic Korea market (4.6% growth with 38,505 units sold) and Europe* (2.3% growth with 38,446 units sold), while China, general markets* and North America experienced year-on-year decreases in January of 13.2% (50,361 units sold), 6.6% (35,444 units sold) and 0.2% (41,906 units sold), respectively.

Kia's bestselling model in overseas markets during January 2016 was the Sportage compact CUV with 36,989 units sold. The B-segment Rio (known as 'K2' in China) was the second best seller with 30,222 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 23,947, 16,696 and 12,186 units sold, respectively.

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	January 2016	January 2015	Year-on-Year Change
Global Sales	204,662	212,327	-3.6%
Overseas Sales	166,157	175,525	-5.3%
By Vehicle Category (Overseas Sales)			
Passenger	90,944	112,833	-19.4%
<i>Passenger</i>	55%	64%	
RV	72,121	59,534	21.1%
<i>RV</i>	43%	34%	
Commercial	3,092	3,158	-2.1%
<i>Commercial</i>	2%	2%	
By Region			
North America	41,906	42,003	-0.2%
Europe*	38,446	37,588	2.3%
China	50,361	58,000	-13.2%
General Markets*	35,444	37,934	-6.6%
Domestic / Korea	38,505	36,802	4.6%
Top 5 Selling Cars Overseas			
Rank	Model	January 2016 Sales Units	
1	Sportage	36,989	
2	Rio/K2	30,222	
3	Cerato/Forte/K3	23,947	
4	Optima	16,696	
5	Soul	12,186	

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 at 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 50,000 employees worldwide and annual revenues of nearly US\$44 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.