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NEWS

FOR IMMEDIATE RELEASE

Kia Motors Mexico eclipses 3.0% national market share less than one year after entering local market

- **Kia reaches 3.1% market share in Mexico following cumulative sales of 18,280 units from January through May 2016**
- **The Korean automaker aims to reach 5.0% market share by 2020**

(SEOUL) June 13, 2016 – Kia Motors Mexico has garnered 3.1% of the domestic automotive market according to figures released by the Mexican Automobile Dealer Association (AMDA) and the Mexican Automotive Industry Association (AMIA), thereby exceeding its 2016 year-end market share target of 3.0%. This achievement comes only 11 months after the first Kia dealership in Mexico opened its doors.

According to the report released by both associations, Kia Motors Mexico is the ninth best-selling auto brand in Mexico, registering a total of 18,280 units sold from January to May 2016.

"I am extremely proud of the hard working staff of Kia Motors Mexico and our national dealer network who have enabled us to surpass our 2016 market share goal more than six months ahead of the original target date. We will continue to build on the current momentum as we aim for 45,000 units in 2016 annual sales and 5% market share by 2020," said Horacio Chávez, Managing Director of Kia Motors Mexico.

In May 2016, Kia Motors Mexico reported total sales of 4,610 vehicles for an increase 14.3% compared to the prior month of April. Kia's best-selling model in May was the Sportage CUV (1,552 units), followed by the subcompact Rio (1,282 units) and Forte (603 units).

Kia Motors Mexico will open a total of 22 new dealer outlets in 2016, bringing the total dealer count to 70 and giving the brand a sales presence that covers 94% of the national territory.

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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 over 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.

For more information about Kia Motors and our products, please visit our Global Media Center at www.kianewscenter.com.