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NEWS

FOR IMMEDIATE RELEASE

Kia Motors posts 11.4% rise in June global sales and achieves best-ever first half sales

- **Global sales reach 268,886 units in June for 11.4% year-on-year growth**
- **Kia achieves best-ever first half global sales of 1,470,822 units**
- **Kia records monthly year-on-year sales growth in China (17.4%), Korea (16.7%), North America (15.4%) and Western Europe (13.9%) and general markets* (0.4%) in June**
- **Kia's best-selling car in overseas markets in June was the Sportage compact CUV**

(SEOUL) July 6, 2016 – Kia Motors Corporation announced today its June 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 268,886 units sold. This figure represents an 11.4% year-on-year increase compared to the same month of 2015.

In June, Kia posted year-on-year sales increases in China (17.4% growth with 45,942 units sold) the domestic Korea market (16.7% growth with 52,506 units sold), North America (15.4% growth with 70,112 units sold), Western Europe (13.9% growth with 41,412 units sold) and general markets* (0.4% growth with 43,713 units sold).

Cumulatively through the first half of 2016, Kia achieved its best-ever first half global sales of 1,470,822 units for a year-on-year increase of 2.3%. Western Europe (307,742 units sold), Korea (276,750 units sold) and North America (364,645 units sold) have seen a 14.8%, 14.1% and 5.2% rise in sales, respectively.

Kia's bestselling model in overseas markets during June 2016 was the Sportage compact CUV with 50,076 units sold. The B-segment Rio (known as 'K2' in China) was the second best seller with 40,647 units sold, while the C-segment Cerato (Known as 'Forte' or 'K3' in some markets), Soul urban crossover and Sorento mid-sized CUV followed with 31,263, 18,432 and 16,560 units sold, respectively.

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	June 2016	June 2015	Year-on-Year Change		Year to Date 2016	Year to Date 2015	Cumulative Year-on-Year Change
Global Sales	268,886	241,275	11.4%	Global Sales	1,470,822	1,437,348	2.3%
Overseas Sales	216,380	196,265	10.2%	Overseas Sales	1,194,072	1,194,766	-0.1%
By Vehicle Category (Overseas Sales)							
Passenger	113,194	113,941	-0.7%	Passenger	634,799	721,570	-12.0%
<i>Passenger</i>	52%	58%		<i>Passenger</i>	53%	60%	
RV	100,382	78,320	28.2%	RV	542,165	450,158	20.4%
<i>RV</i>	46%	40%		<i>RV</i>	45%	38%	
Commercial	2,804	4,004	-30.0%	Commercial	17,108	23,038	-25.7%
<i>Commercial</i>	1%	2%		<i>Commercial</i>	1%	2%	
By Region							
North America	70,112	60,749	15.4%	North America	364,645	346,737	5.2%
Europe	56,613	52,839	7.1%	Europe	307,742	286,675	7.3%
<i>W. Europe</i>	41,412	36,365	13.9%	<i>W. Europe</i>	229,960	200,375	14.8%
<i>E. Europe</i>	15,201	16,474	-7.7%	<i>E. Europe</i>	77,782	86,300	-9.9%
China	45,942	39,121	17.4%	China	291,734	313,873	-7.1%
General Markets*	43,713	43,556	0.4%	General Markets*	229,951	247,481	-7.1%
Domestic / Korea	52,506	45,010	16.7%	Domestic / Korea	276,750	242,582	14.1%
Top 5 Selling Cars Overseas							
Rank	Model	June 2016 Sales Units	Year To Date	Model	Year to Date Sales Units		
1	Sportage	50,076		Sportage	267,239		
2	Rio/K2	40,647		Rio/K2	206,596		
3	Cerato/Forte/K3	31,263		Cerato/Forte/K3	173,724		
4	Sorento	18,432		Optima	107,481		
5	Soul	16,560		Soul	94,886		

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.

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 11 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.