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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors posts 4.8% rise in global sales in August**

* **Global sales reach 224,533 units in August for 4.8% year-on-year growth**
* **Kia records monthly year-on-year sales growth in China (59.2%), Western Europe (16.1%) and general markets (3.3%) in August**
* **Kia’s best-selling car in overseas markets in August was the Sportage compact CUV**

**(SEOUL) September 9, 2016** – Kia Motors Corporation announced today its August 2016 global sales figures (export sales, domestic sales and sales from overseas plants) for passenger cars and commercial vehicles, recording a total of 224,533 units sold. This figure represents a 4.8% year-on-year increase compared to the same month of 2015.

In August, Kia posted year-on-year sales increases in China (59.2% growth with 43,091 units sold), Western Europe (16.1% growth with 26,820 units sold) and general markets (3.3% growth with 42,555 units sold).

Cumulatively through the first eight months of 2016, Kia’s global sales totalled 1,938,113 units for a year-on-year increase of 3.0%. Western Europe (293,371 units sold), Korea (358,160 units sold), North America (492,007 units sold) and China (376,530 units sold) have seen a 14.7%, 7.7% 3.8% and 1.2% rise in sales, respectively.

Kia's bestselling model in overseas markets during August 2016 was the Sportage compact CUV with 37,400 units sold. The B-segment Rio (known as 'K2' in China) was the second best seller with 33,762 units sold, while the C-segment Cerato (Known as ‘Forte’ or ‘K3’ in some markets), Optima midsized sedan and Soul urban crossover followed with 30,399, 19,804 and 16,635 units sold, respectively.

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**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 world-class 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 14 Kia 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*](http://www.kianewscenter.com)*.*