

**NEWS**

**Kia Motors posts 3.2% rise in 2016 global sales**

* **3,007,976 Kia vehicles sold globally in 2016 for 3.2% year-on-year gain**
* **Full-year sales in Western Europe, China, North America and Korea post year-on-year growth of 13.1%, 4.4%, 3.7% and 1.4%, respectively**
* **Sportage compact CUV was top selling Kia vehicle in overseas markets in 2016**

**(SEOUL) January 6, 2017** -- Kia Motors Corporation announced today its 2016 full-year 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 3,007,976 units sold. This figure represents a 3.2% cumulative year-on-year increase compared to 2015.

In 2016, Kia posted a year-on-year sales increase in Western Europe, China, North America and Korea of 13.1% (436,006 units sold), 4.4% (663,070 units sold), 3.7% (719,268 units sold) and 1.4% (535,000 units sold), respectively.

For the month of December 2016, global sales of Kia vehicles fell by 3.3% year-on-year. Sales in Western Europe, General Markets\* and North America grew by 11.2% (29,336 units sold), 5.0% (38,009 units sold) and 1.2% (58,555 units sold), respectively, in December.

Kia’s bestselling model in overseas markets during 2016 was the Sportage compact SUV with 515,067 units sold. The B-segment Rio (known as ‘K2’ in China) was the second best seller with 445,404 units delivered, while the C-segment Cerato (known as ‘Forte’ or ‘K3’ in some markets), Optima D-segment sedan and Soul urban crossover followed with 400,010, 238,281 and 195,802 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.*

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