



## NEWS

### Kia Motors reports global sales of 190,002 vehicles in January

(SEOUL) February 8, 2017 – Kia Motors Corporation announced today its January 2017 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 190,002 units sold.

In January, Kia posted year-on-year sales increases in the Western Europe (20.1% growth with 35,250 units sold) and General Markets\* (10.5% growth with 39,165 units sold).

Kia's bestselling model in overseas markets during January 2017 was the Sportage compact CUV with 30,672 units sold. The C-segment Cerato (known as 'Forte' or 'K3' in some markets) was the second best seller with 29,038 units sold, while the B-segment Rio (known as 'K2' in China), Optima D-segment sedan and Sorento midsize CUV followed with 23,626, 17,233 and 11,376 units sold, respectively.

	January 2017	January 2016	Year-on-Year Change
<b>Global Sales</b>	<b>190,002</b>	<b>204,661</b>	<b>-7.2%</b>
<b>Overseas Sales</b>	<b>154,990</b>	<b>166,156</b>	<b>-6.7%</b>
<b>By Vehicle Category (Overseas Sales)</b>			
Passenger	90,586	90,898	-0.3%
<i>Passenger</i>	58%	55%	
RV	62,069	72,166	-14.0%
<i>RV</i>	40%	43%	
Commercial	2,335	3,092	-24.5%
<i>Commercial</i>	2%	2%	
<b>By Region</b>			
<b>North America</b>	<b>39,057</b>	<b>41,906</b>	<b>-6.8%</b>
<b>Europe</b>	<b>46,141</b>	<b>38,446</b>	<b>20.0%</b>
→ <i>W. Europe</i>	35,250	29,340	20.1%
→ <i>E. Europe</i>	10,891	9,106	19.6%
<b>China</b>	<b>30,627</b>	<b>50,360</b>	<b>-39.2%</b>
<b>General Markets*</b>	<b>39,165</b>	<b>35,444</b>	<b>10.5%</b>
<b>Domestic / Korea</b>	<b>35,012</b>	<b>38,505</b>	<b>-9.1%</b>

Top 5 Selling Cars Overseas		
Rank	Model	January 2017 Sales Units
1	Sportage	30,672
2	Cerato/Forte/K3	29,038
3	Rio/K2	23,626
4	Optima	17,233
5	Sorento	11,376

**Editor's note:** \*'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](http://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 51,000 employees worldwide and annual revenues of over US\$45 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).*

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