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**NEWS**

**Kia Motors posts global sales of 242,617** **vehicles in March**

**(SEOUL) April 1, 2019** – Kia Motors Corporation announced March 2019 global sales figures for passenger cars, recreational vehicles (RVs) and commercial vehicles, which totaled 242,617 units sold. The total sales figure saw a slight increase from the same month last year, when it reached 242,608 units in sales.

Kia’s best-selling model in global markets in March was Sportage SUV with 46,046 units sold.

Overseas sales outside of Korea in March increased 2.2 percent compared to the previous year, posting 198,384 units. Sportage sales rose by 14.1 percent from the same month last year with 43,373 units. Rio (Pride) subcompact sedan was the second-best seller abroad with 24,358 units sold, followed by K3 (Forte) with 17,475 units sold.

Sales in Korea totaled 44,233 units, representing a decrease of 8.9 percent from the same month last year. Kia’s best-selling vehicle in March was Sedona (Carnival) minivan for the 12 consecutive months with 5,718 units.

Kia Motors expects to build sales momentum with aggressive forays into emerging markets and introduction of new competitive models, while granting greater autonomy to its regional headquarters to swiftly respond to market trends and customer needs. The company plans to strengthen efforts to gain global leadership in eco-friendly vehicles.



***Editor’s note***

\* Sales in Korea are based on retail sales while overseas sales (global sales excluding Korea) are based on wholesale.

\* Monthly sales figures provided in this press release are unaudited and on a preliminary basis.

**About Kia Motors Corporation**

*Kia Motors (www.kia.com) is a maker of world-class quality vehicles for the young-at-heart. Founded in 1944, Kia today sells around 3 million vehicles a year in 190 countries, with more than 52,000 employees worldwide, annual revenues of over US$49 billion and manufacturing facilities in five countries. Kia is the major sponsor of the Australian Open, official automotive partner of FIFA, official partner of the UEFA Europa League, and main partner of League of Legends European Championship 2019. The company's brand slogan – "The Power to Surprise" – represents Kia’s global commitment to surprise the world with exciting, inspiring experiences that go beyond expectations.*

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