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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Motors posts global sales of 233,648 units in September**

**(SEOUL) October 1, 2019** – Kia Motors Corporation announced 233,648 units of global sales for September 2019, a 1.3 percent increase year on year.

The Sportage SUV continued its streak as the top selling model with 38,424 units sold worldwide.

Sales in Korea saw a 17.3 percent jump from a year earlier with 42,005 units, driven by strong sales of SUVs including the newly launched facelift Mohave and the Seltos. The K7 (Cadenza) sedan posted 6,176 units in sales and remained the best-seller in the Korean market.

Sales outside of Korea totaled 191,643 units, a 1.6 percent decline from the same period last year. SUV also led overseas sales with the Sportage selling 36,679 units and the Seltos continuing strong sales in India. Coming behind the Sportage were subcompact sedans Rio (Pride) and the K3 (Forte) with 24,342 and 22,618 units sold, respectively.

Kia’s sales are forecast to gain stronger momentum in the fourth quarter of the year with its extensive lineup of SUVs that includes the Seltos, the Telluride and the refreshed Mohave, which received 7,000 pre-orders in the first 11 days since its release in mid-September in Korea.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sep-19 | Sep-18 | YoY Change | Aug-19 | MoM Change | 2019 YTD | 2018 YTD | YTD Change |
| Domestic Sales | 42,005 | 35,800 | 17.3% | 43,362 | -3.1% | 375,317 | 394,700 | -4.9% |
| Overseas Sales | 191,643 | 194,756 | -1.6% | 185,379 | 3.4% | 1,666,301 | 1,678,679 | -0.7% |
| Global Sales | 233,648 | 230,556 | 1.3% | 228,741 | 2.1% | 2,041,618 | 2,073,379 | -1.5% |

***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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