KIA ENJOY A FLYING START TO 2017 WITH BEST EVER JANUARY SALES

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- **Kia rank eighth overall**

Continuing high customer demand and a new year SUV special sales event helped Kia set a new all-time January sales record of 7,661 – taking the brand to eighth in the UK new car sales charts.

With 3,063 Sportage models delivered to customers during the month Kia enjoyed its best-ever start to a new year and the must-have SUV re-entered the SMMT's Top Ten best-seller charts. Kia captured a 4.39 per cent share of the January market.

The January performance was 51 per cent up on January in 2016 – itself one of Kia's best-ever January numbers. In January 2016 Kia delivered 5,066 new cars to customers for a 2.99 per cent market share.

Paul Philpott, Kia Motors (UK) Limited President and Chief Executive said: "This is a stunning performance by our dealers and reflects the continuing confidence and desire amongst our amazing growing family of customers.

"Our special SUV event saw demand for all our multi-purpose models such as Sportage, Sorento, Niro and Soul increase and this has given us a very positive start to 2017. We still expect some challenges this year – not least when the VED regulations change in April, but this level of demand shows our customers recognise the style, quality and affordability that Kia represents," he added.

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