KIA Performing Better Than Ever Before In Europe

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- **Record 200,038 Kia cars registered in Europe over first half of 2015**
- **Highest ever quarterly sales with 103,946 units registered in Q2**
- **Best-selling Sportage and cee'd top the brand's sales charts**

Kia Motors Europe has recorded its best ever quarterly and half-year sales in the company's history, as the brand's year-on-year growth accelerated to 7.6%, according to the latest data from ACEA (European Automobile Manufacturers' Association).

During the first half of 2015, Kia posted sales of 200,038, representing the best-ever six month period recorded by the Korean brand in Europe. Compared to the first half of 2014, this represents growth of 7.6%. At the same time, the second quarter of 2015 was the brand's best-ever quarterly sales total, with 103,946 units registered – the first time Kia has broken through the 100,000 barrier in any one quarter.

Michael Cole, Chief Operating Officer, Kia Motors Europe, commented: "2015 to date has been a great period for Kia in Europe, with sales records tumbling and new highs reached. We're delighted that Kia continues to grow, consistently and sustainably, and that an increasing number of motorists are drawn to our range of high quality, high value cars."

Cole added: "Kia is focused on developing an unrivalled level of quality in its products, and an industry-leading level of service at every customer touchpoint. We want customers to enjoy buying and owning their Kia cars, and our record sales demonstrate that our approach is working.

The biggest market in Europe remains to be the UK where national sales hit an all-time high of 40,849 in the first half of 2015, resulting in a 20% overall profit contribution to Europe's total sales.

New and updated models drive 7.6% sales growth

Kia's first quarter growth has been driven by rising sales of the all-new Kia Soul, which went on-sale across Europe at the start of the year (first half sales up 112% year-on-year, to 7,042 units), as well as the all-new Sorento, with 5,670 units sold so far this year.

Two recently upgraded models, the Venga and Rio, also performed strongly through Q2 and the first half, with 15,386 (+11.8% year-on-year) and 33,059 (+6.1%) units sold respectively.

Sportage and cee'd top Kia sales charts

The Kia Sportage and cee'd model family retain their position as the two top-selling models from the Korean brand. Now in its fourth full year of production, the Kia Sportage boasted its best-ever sales quarter in Q2, with 28,208 vehicles sold across Europe from April to June and 56,002 year-to-date (+12.0% over the same period in 2014). The current version of the Sportage was updated in 2014 with a range of visual and dynamic enhancements.

The cee'd (40,090 units in the first half of the year) remains the brand's second best-selling model in Europe behind the Sportage, and continues to appeal to customers thanks to its classy design, high quality interior, efficient range of engines and practical nature.

Having started production in 2006, the 1,000,000th Kia cee'd was recently manufactured by Kia Motors in Europe, a major milestone for a car that has played a significant role in Kia's sustained growth and success since its introduction nine years ago. The 1,000,000th cee'd to roll off Kia's European production line was a high-powered Kia cee'd GT five-door hatchback in 'White Pearl'. The car and its 204 ps 1.6-litre T-GDI (turbo gasoline direct injection) engine were both produced in Slovakia – the car was produced for a buyer in the Netherlands.

For further information on Kia please visit www.kiapressoffice.com or contact:

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