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NEWS

**For immediate release**

**Kia posts highest ever European**

**market share**

* **Kia records its best-ever market share, claiming 4% of January’s European passenger car registrations**
* **33,971 Kia models sold in Europe in January 2021**
* **Market share success comes amid a wider market decline**

**February 18, 2021** – Kia has achieved its highest ever share of the European automobile market in January 2021. According to new data released today by the European Automobile Manufacturers’ Association (ACEA), Kia’s European market share rose to 4% in January, up from 3.5% for the whole of 2020.

Kia’s sales in Europe\* dropped by 10.4% to 33,971 units in January, due to the ongoing effects of the coronavirus pandemic across the region. However, the brand has been impacted less than the wider European market, which declined by 25.7% during the same period. Kia’s market share has therefore grown to an all-time high of 4%.

Jason Jeong, President for Kia Europe, comments: “The new car market continues to be extremely tough, both for Kia and the industry. However, our sales teams and dealer partners across Europe have worked extremely hard to keep the business going and deliver new cars to buyers. It is a testament to their excellent work that Kia has achieved its best-ever market share in Europe.”

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**Notes to editors**

\*Source: ACEA, EU + EFTA + UK sales

**Kia Corporation – about us**

*Kia (*[*www.kia.com*](http://www.kia.com)*) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around. The company's brand slogan – ‘Movement that inspires’ – reflects Kia’s commitment to inspire consumers through its products and services.*

*For more information, visit the Kia Global Media Center at* [*www.kianewscenter.com*](http://www.kianewscenter.com)

**About Kia Europe**

*Kia Europe is the European sales, marketing and service arm of Kia Corporation. With its headquarters in Frankfurt, Germany, it covers 39 markets across Europe and the Caucasus.*