

**Kia Europe media contacts**

Oliver Strohbach Pablo González Huerta

Senior Manager Public Relations Assistant Manager Public Relations & Communications

T. +49 69 850 928 373 T. +49 69 850 928 342

E. ostrohbach@kia-europe.com E. pghuerta@kia-europe.com

NEWS

**For immediate release**

**Kia registers slight Q1 growth and increased sales of electrified vehicles**

* **Kia’s European market share holds stable at 3.7% in the first quarter**
* **Kia Q1 registrations across Europe (EU, EFTA and UK) increase nearly 1% year-on-year**
* **Sales of Kia’s electrified vehicles (EV, plug-in hybrid and hybrid) continue to grow despite widespread showroom closures**
* **Electrified vehicles now account for 28% of all Kia sales in Europe**

**16 April 2021** – Kia has recorded a slight increase in European registrations during the first quarter of 2021, despite showrooms not being open across much of the continent. Figures released today show that Kia has maintained a European market share of 3.7%, demonstrating stable sales for the brand despite the pandemic.

The European Automobile Manufacturers’ Association (ACEA)\* data reveals that Kia’s total European sales increased slightly to 113,812 units in the first quarter of 2021. This represents an increase of 0.7% compared to the first quarter of 2020.

In the first quarter of 2021, Kia’s hybrid, plug-in hybrid and electric vehicles accounted for 28.4% of total brand sales in Europe, up from 18.9% during the first quarter of 2020. This puts Kia firmly on target to establish itself as a leading provider of clean mobility solutions. Kia will reinvent its line-up by introducing 11 new EV models by 2026, the first of which, the EV6, is available to pre-reserve now.

Jason Jeong, President at Kia Europe commented: “The past year has been challenging for most industries, and the automotive landscape has changed rapidly. However, we have maintained steady sales momentum across Europe with an increase in our hybrid, plug-in hybrid and electric vehicle sales. EV6, Kia’s all-new electric vehicle, is already available to pre-reserve, and we expect it to be among many new Kia models that continue to grow the brand’s presence across Europe.”

The popularity of Kia’s electric vehicles continues to soar. The Kia Niro range, available with three types of electrified powertrain, grew in popularity by 29% - with the full electric version improving sales by 124%. Kia’s award winning Sorento received a boost in sales of 108% across its range, mainly due to its plug-in hybrid version.

At the smaller end of the Kia line-up registrations of the Picanto city car increased 22% to 15,954 units while the B-segment Rio increased by 11% to 8,847 units.

# # #

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

**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.*