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NEWS

**Embargoed until 08:00 AM CEST, July 16, 2021**

**Kia achieves record**

**European market share**

* **ACEA figures confirm Kia’s best-ever market share of 3.9%**
* **Kia sales up 40.8% in a market that grew 27.1%**
* **Larger growth than equivalent mainstream brands**

**July 16, 2021** – According to new data released today by the European Automobile Manufacturers’ Association (ACEA)\* Kia has achieved its highest ever market share in Europe of 3.9% during the first half of 2021.

The passenger car market across the EU, EFTA and UK markets grew 27.1% overall compared to the first six months of 2020 when the pandemic closed showrooms across the globe. Kia’s growth over the same period was an incredible 40.8%, with sales of 251,236 year-to-date compared to 178,393 during the same period last year. These sales figures and percentage growth put the brand on an equal or higher footing than many equivalent mainstream brands.

Jason Jeong, President at Kia Europe, commented, “As the automotive sector begins to recover from the pandemic, we welcome customers back our showrooms. Since the company's brand relaunch at the beginning of the year, we have seen strong growth in our passenger car market and have now achieved our highest ever market share in Europe. This is a testament to the strength of the new Kia brand and our inspirational range of electrified and low-emissions vehicles.

“As we look toward the second half of the year, we are confident that the introduction of the EV6 and all-new Sportage will attract new customers to the Kia family and further boost our market share across Europe,” Jeong added.

Ends

**Note to editors**

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

**Kia Corporation – about us**

*Kia (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.*