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NEWS

**Embargoed until 08:00 CEST, October 15, 2021.**

**Kia achieves record-breaking market share in Europe and its best ever Q3 sales**

* **ACEA figures show Kia has achieved a market share of 4.2%**
* **Kia sales up by 24.5% in a market that grew by 6.9% in Q3**
* **Sportage, Niro and Ceed models lead impressive sales results**

**October 15, 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 4.2% in the third quarter of 2021. This figure improves on an already record-breaking 3.9% market share achieved in the first half of the year.

The passenger car market across the EU, EFTA and UK markets grew 6.9% overall compared to the same period in 2020. During this time, Kia sales have grown by 24.5%, with sales of 387,716 units year-to-date compared to 311,326 during the same period last year. These sales figures and percentage growth put the brand on a higher footing than many equivalent mainstream car makers.

The European-built Sportage SUV has been the most popular Kia so far this year, with 88,580 models sold within the region. The Niro crossover was the next best seller, with 70,537 units going to customers keen on the model’s impressive range of electrified and low-emission powertrains. This was followed by the European designed, engineered and built Ceed which sold a combined 67,230 units, including hatch, Sportswagon, ProCeed and XCeed derivatives.

Jason Jeong, President at Kia Europe, commented, “While the wider automotive industry continues to recover from the aftereffects of the Covid-19 pandemic and the semiconductor shortage, we have continued to experience extremely strong growth, achieving our highest ever market share. This is a testament to the strength of the new Kia brand and our stylish range of electrified and low-emissions vehicles.”

“What’s really exciting is that this is just the start of the journey for Kia. With the introduction of our all-new EV6 all-electric crossover and all-new Sportage just around the corner, we look forward to welcoming even more customers to the Kia family.”

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.*