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NEWS

**For immediate release**

**Kia achieves spectacular sales record in the European passenger car market**

* **Official ACEA figures reveal Kia has realized a record-breaking market share of 5.4%**
* **Kia’s new passenger car registrations up by 21.9% year on year thanks to innovative, high-tech and eco-friendly new products**
* **Kia’s growth even more remarkable when compared with the overall passenger car market which increased by only 2.7%**

**November 18, 2021** – New figures released today by the European Automobile Manufacturers’ Association (ACEA)\* show that Kia has achieved a new record, seizing 5.4% of the passenger car market in October. This comes off the back of a record-breaking performance during the first nine months of the year, which saw Kia achieve a 4.2% share in Europe for Q3 YTD.

During the first 10 months of 2021, passenger car registrations grew only 2.7% in EU, EFTA and UK markets compared to the same period last year, further underlining the remarkable growth that Kia has achieved in Europe. Automotive analysts have outlined a period of decline for the European passenger car market in recent times, and these latest figures highlight the fourth consecutive month where registrations have fallen. Against the backdrop of decreasing market figures due to the pandemic, port congestion and semiconductor crisis, October’s overall sales figure was the lowest since records began.

In total, 798,693 units were sold across EU, EFTA and UK markets in October, of which Kia’s 5.4% share accounted for 42,809 units. Year-to-date figures show an impressive 21.9% growth for the Korean brand selling 430,525 units in 2021 compared to 353,053 over the same period in 2020.

Jason Jeong, President at Kia Europe, commented, “2021 has been a challenging year for all industries, and the automotive sector has been affected by multiple setbacks. However, it has also been a year for reflection and growth, which has seen Kia rebrand itself as a sustainable mobility provider fit for the future, based on our new electrified and low emissions vehicles, which appeal to old and new Kia customers and make sustainable mobility a realistic and accessible choice for all. This incredible 5.4% market share reflects the strength of our brand and the value that our products bring to the European market.”

Kia has recently started selling its first dedicated battery-electric vehicle, the EV6, across Europe. With its 528 kilometre range and ultra-fast charging, the addition of EV6 to the lineup places Kia in a strong position for further growth.

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.*