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NEWS

**For immediate release**

**Kia Europe breaks new ground with largest quarterly sales in its history**

* **European Automobile Manufacturers Association figures unveil Kia hits new record with best-ever quarterly performance**
* **Kia Q1 registrations of 145,222 units represent increase of nearly 28% compared to Q1 2021; quarterly market share of 5.3%**
* **Electrified models account for almost 50% of Kia sales in Europe**
* **Overall European market decline of nearly 11%**

**20 April 2022** – According to new figures released today by the European Automobile Manufacturers Association (ACEA), Kia has recorded its best-ever quarterly performance in the brand’s history – with Q1 registrations of 145,222 units representing an increase of 27.6% compared to the same period in 2021. This growth has boosted Kia’s European market share to a phenomenal 5.3% for the quarter and a robust 5.2% for March alone.

Kia’s success, despite the falling market, illustrates the gains made since the company rebranded last year and shows how its focus on sustainable mobility solutions is resonating with European car buyers. At the close of Q1 2022, Kia registrations across EU, EFTA and UK markets had risen to 145,222 units, compared to 113,812 in Q1 2021. This growth of 27.6% year-on-year compared favourably to the overall market, which declined by 10.6%.

Kia’s best-sellers in Q1 were the Ceed family with 24,369 registrations, followed closely by the Niro and New Sportage with 22,897 and 22,299 units, respectively. Kia’s hybrid, plug-in hybrid and electric vehicles (EVs) accounted for almost 50% of total sales across Europe, up from 28.4% during the first quarter of 2021.

Jason Jeong, President of Kia Europe, commented: “The past year has been one of the most pivotal periods in Kia’s history. We have undergone a metamorphosis and these latest sales figures show how positively our new approach has been received by our European customers. Our existing electrified models, plus the addition of the multi-award winning EV6, have provided a catalyst for our next phase of growth. As we continue our focus on outstanding product design and a sustainable future for all, we will introduce more EV models to establish a fully electrified line-up in Europe by 2035, with a total of 14 BEVs by 2027,” he concluded.

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**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.*