

**Kia Europe media contacts**

Oliver Strohbach Pablo González Huerta

Senior Manager Public Relations 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 recorded 9.8% growth in May,
defying downward market trend**

* **Kia sold 48,665 units in Europe last month, helping it secure 5.1% of the European market**
* **Figures show Kia sales rose month-on-month and year-on-year**
* **Electrified models accounted for over a third of all Kia sales**
* **European passenger car market declined 12.5% in May**

**June 16, 2022** – Today’s figures from the European Automobile Manufacturers’ Association (ACEA\*) show that Kia’s European sales figures continued to rise month-on-month and year-on-year, despite falling sales across the market as a whole.

Kia registered 48,665 passenger cars last month – a year-on-year rise of 9.8%, and sufficient to secure a 5.1% share of the highly competitive European market in May. The result also represents a 2% increase on Kia’s registrations in April. The overall passenger car market saw another consecutive month of decline in May, recording a drop of 12.5% compared to the same month last year.

Jason Jeong, President of Kia Europe, stated: “It is a challenging time for the wider passenger car market, yet these figures demonstrate how the appeal of the Kia brand, and its exceptional products resonate with European customers. We are undergoing a seismic shift as an industry, and Kia remains ahead of the curve in terms of our sustainable product and shared mobility offerings.”

In May, over a third (35%) of Kia’s sales were for vehicles with electrified powertrains. Kia’s best-sellers in May were the Ceed family with 8,432 units, competing for the top spot with all-new Sportage, at 8,143 units. Third, fourth and fifth were Niro, Stonic and XCeed, respectively.

- Ends -

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

**About Kia Europe**

*Kia Europe is the European sales and manufacturing division of Kia Corporation – a globally recognised brand with a vision to create sustainable mobility solutions that inspire movement around the world. As a Sustainable Mobility Solutions Provider, Kia is spearheading the popularisation of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging people around the world to explore the best ways to travel.*

*Kia Europe, headquartered in Frankfurt, Germany, employs in total over 5,500 employees from 37 nationalities in 39 markets across Europe and the Caucasus. It also oversees European production at the company’s state-of-the-art facility in Zilina, Slovakia.*

*Kia’s innovative products continue to attract great acclaim, notably the EV6 battery electric vehicle becoming the first Korean car to be named European Car of the Year in 2022.*

*Further information can be found here:* [www.press.kia.com](https://deu01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.press.kia.com%2F&data=05%7C01%7CPGHuerta%40kia-europe.com%7C02ad41a8d23f4c4839fd08da2f631625%7C815142b99d2f4d9283c365e5740e49aa%7C0%7C0%7C637874399860348373%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=r0GDqWEVa%2FMjWrJFPsvCxJ8Jw5xmm8JJYQE24POw6B4%3D&reserved=0)