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NEWS

**Embargoed until 08:00 AM CEST, July 15, 2022**

**Kia Europe sales up by 16.8% in first half of 2022, as market continues its decline**

**- ACEA figures confirm Kia market share of 5.2%**

**- Over one-third of Kia sales in 2022 from electrified models**

**- Kia’s best-selling models in 2022 being the new Sportage, Niro range and Ceed family**

**- Overall European passenger car sales down by 13.7%**

**July 15, 2022** **–** Official figures from the European Automobile Manufacturers’ Association (ACEA) reveal that Kia continues to defy the downward market trend for new vehicle sales, recording growth of 16.8% in a European passenger car market that shrank by 13.7% in the first half of 2022, year-on-year\*.

Across the EU, EFTA and UK, Kia recorded sales of 293,364 units, keeping it firmly in the top 10 list of best-performing car manufacturers. This represents an impressive market share of 5.2% for the year-to-date and is being driven by Kia’s rapid introduction of award-winning electrified models.

Jason Jeong, President of Kia Europe, stated: “The European passenger car market remains complex, presenting manufacturers with unprecedented challenges. The Kia line-up is being transformed as we implement our strategy to become a smart mobility provider, and today’s sales figures are evidence of continued positive response from consumers. We have recently launched an all-new version of our best-selling electrified model, the Niro, and have every confidence that this model, next to our future EV product line-up, will help us to maintain our growing presence in the European passenger car market.”

Kia’s best-selling models in the first half of the year were the new Sportage, Niro range and the Ceed family. Over one-third of Kia sales came from electrified powertrains, the top-selling model of which remained the all-electric Niro.

- Ends –

**Note to editors**

Source: ACEA, EU + EFTA + UK

**About Kia Europe**

*Kia Europe is the European sales and manufacturing division of Kia Corporation – a global mobility brand that is creating innovative, pioneering and leading sustainable mobility solutions for consumers, communities and societies around the world. As a Sustainable Mobility Solutions Provider, Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging people around the world to explore the best ways of getting around.*

*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)