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NEWS

**For immediate release**

**Kia’s European market share reaches 5.2%, as sales continue to rise**

* **Kia’s year-to-date market share increased from 4% for the same period last year**
* **In total, Kia sold 372,729 units in Europe to the end of August,
up 12.4%, year-on-year**
* **Kia’s performance contrasts with overall passenger car market, which contracted by 11.9%**
* **Strong results led by Kia’s extensive electrified vehicle line-up**

**Frankfurt | September 16, 2022**– Figures released today by the European Automobile Manufacturers’ Association (ACEA\*) indicate that Kia’s European market share climbed to an impressive 5.2% for the first eight months of 2022, up from 4% for the same period last year. The rise comes as Kia continues to attract customers with its growing line-up of award-winning electrified vehicles.

Kia registrations across EU, EFTA and UK markets to the end of August reached 372,729 units, a significant rise of 12.4% over the same period last year when the brand sold 331,624 units. These results are in marked contrast to the overall European passenger car market, which contracted by 11.9%, with nearly 6 million new passenger cars sold.

The latest ACEA results also highlight a particularly strong July for the Kia brand, with sales of 45,238 units equating to a 5.2% market share, up from 4.6% the year before. July was also the first month in which Kia’s parent company, Hyundai Motor Group, was placed third for overall European vehicle sales.

Jason Jeong, President of Kia Europe, commented: “The international automotive market continues to face significant challenges, including ongoing component shortages and consumer demand being impacted by the rising cost-of-living, yet Kia continues to record impressive sales results. Our exceptional product line-up, which includes a growing range of award-winning electrified models, sets us in good stead as more European consumers look for sustainable mobility solutions that are both efficient, engaging and tailored towards their ownership needs.”

Earlier this year, Kia launched its all-new Niro, a no-compromise solution for those looking for a stylish and practical eco-friendly compact crossover. Available in hybrid electric (HEV), plug-in hybrid (PHEV) and all-electric (EV) configurations, the all-new Niro is an ideal choice for those looking to cut down on their vehicle running costs. While HEV and PHEV models feature Kia’s highly-efficient Smartstream 1.6-litre GDI petrol engine, the Niro EV provides an all-electric driving range of up to 460 km (WLTP, combined).

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**\*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)