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NEWS

**For immediate release**

**Kia’s European market share**

**holds strong at 5.1%**

* **Kia’s sales figures show growth of 8.8% year-on-year**
* **Overall passenger car market declines by -7.8%**
* **Kia’s European market share remains at 5.1% for second consecutive month**
* **All-new Sportage top seller in October, followed by Ceed and Niro**
* **Electrified powertrains contribute to one-third of Kia sales**

**November 17, 2022** – Latest figures from the European Automobile Manufacturers’ Association (ACEA\*) show that Kia’s sales figures to the end of October demonstrate a growth of 8.8% year-on-year. The overall passenger car market shrunk by -7.8% over the same period across EU, EFTA and UK markets.

Kia registrations reached 468,295 in the first ten months of the year, with 42,413 sales in October alone. Kia’s year-to-date market share matched September’s figure of 5.1%. At this point in 2021, Kia’s European market share of the passenger car market was 4.3%, evidence of the brand’s success despite the declining market.

Kia’s expanding electrified line-up supported its strong sales figures, over one-third of which came from the electrified powertrains available on most of its range, including the all-new Sportage, Niro and Ceed. Kia’s top three best-sellers in October remained the same as in previous months, with the Sportage at 12,563 units, the Ceed model family at 10,278 units, and the all-new Niro range at 5,985 units.

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

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**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)