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NEWS

**For immediate release**

**Kia sets a record with**

**strongest-ever Q1 for sales in Europe**

* **Kia sales figures of 148,571 units in Europe for the first quarter of 2023 mark a 2.23% increase compared to last year**
* **The quarterly market share stays strong at 4.6%**
* **Best-selling models in Europe include Sportage, Ceed and Niro**

**April 20, 2023**– According to new figures released by the European Automobile Manufacturers Association (ACEA\*), Kia has recorded its best-ever first quarter performance in the brand’s history – with Q1 registrations of 148,571 units. This is a 2.23% increase compared to the same period in 2022, and up from 113,812 units in Q1 2021. March alone saw 63,053 units sold, up 6.9% from March last year. The growth helps maintain Kia’s European market share at a strong 4.6%.

Proving that demand for electrified Kia vehicles continues to grow, Kia’s best-seller across the EU, EFTA and UK markets in Q1 was the New Sportage (including hybrid and plug-in hybrid variants) with 41,275 units. This was followed by the Ceed family (incl. mild-hybrid and plug-in hybrid powertrains) with 35,207 units and the electrified-only Niro with 19,115.

Importantly, exemplifying the brand’s transformation to becoming a sustainable mobility solutions provider, Kia’s hybrid, plug-in hybrid, and electric vehicles (EVs) accounted for 35% of total sales across Europe. EV sales were driven by the award-winning EV6 and will grow further with the launch of the much-anticipated EV9 later this year.

Jason Jeong, President of Kia Europe, commented: “This record start to the year shows that Kia continues its strong growth and that our European customers are responding positively to our expanding range of electrified vehicles”.

**\*Source: ACEA – for 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)