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**For immediate release**

**Kia continues record performance in Europe in the first half of 2023**

* **Kia sales figures of 304,757 units in Europe in the first half of 2023 mark a 3.8% increase compared to last year**
* **Kia’s electrified vehicles accounted for 34% of its European sales**

**July 20, 2023**– Kia continues its record performance in 2023, with registrations of 304,757 units in Europe in the first half of 2023, according to new figures released by the European Automobile Manufacturers Association (ACEA\*). This is a 3.8% increase compared to the same period in 2022. June alone saw 54,611 units sold, up 5.4% from June last year. The growth helps maintain Kia’s 2023 [consistent](https://press.kia.com/eu/en/home/media-resouces/press-releases/2023/Kia-sets-a-record-with-strongest-ever-Q1-for-sales-in-Europe.html) European market share at 4.6.

Demonstrating the brand’s aim to become a sustainable mobility solutions provider, Kia’s electrified vehicles accounted for 34% (103,656 units) of its European sales in the first half of 2023. Won-Jeong Jeong, President of Kia Europe, commented: “After a record start to the year, Kia continues its record performance in the first half of 2023. With the sales of our much-anticipated EV9 starting during the second half of the year, we believe that this car will continue to showcase how far the brand has come, demonstrating the strength of our technology leadership, and will be well received by European customers.”

Kia’s best-seller across the EU, EFTA, and UK markets in in the first half of 2023 was the all-new Sportage with 82,826 units. This was followed by the whole Ceed family with 68,758 units and the Picanto with 39,133 units.

**\*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)