

**Kia Europe media contacts**

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NEWS

**For immediate release**

**Kia hit a new European market share**
**high of 4.8% in 2022**

* **Full-year market share in Europe increased from the record 4.3% achieved in 2021**
* **542,423 units were sold by Kia in Europe last year, up 7.9% on 2021**
* **Kia’s performance contrasts with -4.1% decline in wider market**
* **Results boosted by success of Kia’s electrified models**

**January 19, 2023**– Kia achieved a new record market share in Europe in 2022, securing 4.8% of all passenger car sales across the full year, according to new data released today by the European Automobile Manufacturers’ Association (ACEA)\*. This is an increase over the brand’s previous record share of 4.3% in 2021.

Total annual sales across EU, EFTA and UK markets also grew year-on-year for Kia, with the brand selling 542,423 units, a rise of 7.9% compared with the 502,677 units sold in 2021. This is in stark contrast to the wider European passenger car market, which saw registrations fall by -4.1% in 2022. Kia’s figures were boosted by growing demand for its electrified vehicles, which accounted for almost a third – 30.9% (176,149) – of its European sales in 2022.

Last year Kia also saw several significant country-specific achievements. For example, in the UK the brand achieved a record 6.2% market share and exceeded 100,000 sales for the first time. Further impressive record markets shares were also secured in Poland (8%), and Spain (7.8%), while in the Netherlands Kia not only became the most popular import car brand, but the best-selling car brand altogether with a 9.7% market share. In addition, Kia is now a top three best-selling brand in Spain, Poland, Sweden, Croatia, Finland, Iceland and Slovakia.

The Ceed range proved the brand’s best-selling model line overall across Europe last year, with registrations totalling 137,347. The Sportage also continued its upward trajectory, with 136,293 vehicles sold. Kia’s Niro was the brand’s third best seller in 2022, with 80,461 vehicles sold.

Jason Jeong, President at Kia Europe, commented: “2022 was another highly successful year for Kia. We achieved our greatest-ever market share, and our expanding range of electrified models received more awards and recognition. The EV6 secured the Car of the Year title at the start of the year – the first time for a Korean brand - and was followed directly thereafter by the Niro making the shortlist for COTY 2023 at the end of the year.”

In addition to Car of the Year award for the EV6, last year a range of Kia models attracted high-profile recognition, including:

* (UK) Kia EV6: ‘Car of the Year’ – *What Car?* Awards
* (France) Kia EV6: ‘Family SUV’ and ‘Crossover’ – *Trophée de L’argus*
* (Europe) Kia EV6: Red Dot Design ‘Best of the Best’ Innovative Products category
* (Germany) Kia Niro EV: Golden Steering Wheel Awards – *Auto Bild*
* (Spain) Kia Sportage: ‘Car of the Year’ – *ABC*
* (Greece) Kia Sportage: ‘Car of the Year for Greece’ – Car of the Year for Greece Institute
* (UK): Kia: ‘Manufacturer of the Year’ – *Top Gear* magazine

For 2023, Kia is stepping-up the implementation of its customer-centric strategy to become a leading provider of smart mobility solutions. Last year it upgraded its production and supply operations in Europe to make them more resilient to disruptive global events and to meet its environmental commitments. These changes, reinforced by robust supply arrangements for critical components, will enable the brand to meet further uplifts in demand and minimise lead times.

**\* 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)