

**Kia Europe media contact**

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NEWS

**For immediate release**

**Electrified vehicles represent a record 40.9% of total Kia sales in September in Europe**

* **Kia sold 56,919 units, a 7% increase compared to September 2022**
* **Kia sales year-to-date count up to 447,879 units in 2023, a 5% increase compared to the previous year**
* **Best-selling models in Europe include Sportage, Ceed family and Niro range**

**October 20, 2023**– In September 2023, Kia sold 56,919 units in Europe, a 7% increase as compared to the same month, previous year, according to figures released by the European Automobile Manufacturers’ Association (ACEA\*). This was in the context of a broader European market trend, which saw the overall automotive market in Europe grow by 9.2% during September. Kia’s market share stayed strong at 4.9%.

So far in 2023, Kia has sold a cumulative total of 447,879 units, a 5% increase compared to year-to-date sales in 2022, placing Kia on track to achieve its strongest year for sales yet.

“The strong sales performance of the past month is not just a reflection of the European automotive market’s recovery, it proves the quality and versatility of Kia products and their popularity in Europe,” said Won-Jeong Jeong, President of Kia Europe. “From the enduring popularity of Sportage to the electromobility offerings of Niro to our halo BEV EV6 and upcoming EV9, Kia offers something for every lifestyle.”

The new Sportage stayed strong as the best-selling model, with 17,103 units sold in September 2023. The Ceed family sold 12,949 units and the Niro ranked third with 8,277 units sold.

Electrified vehicles, which include hybrids and plug-in hybrids as well as battery-electric vehicles, represented 23,301 units, 40.9 percent of total sales (+9.8 pts compared to September 2022), a record number which is expected to increase even more as production of the Kia EV9 ramps up.

**\*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)