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Kia Celebrates 10 Million Exports

Kia Motors has celebrated a significant landmark with the export of its 10 millionth vehicle – a pearl white Optima that will be sold in the US market.

The achievement has come just 36 years after Kia, the oldest car company in Korea recorded the very first automotive export from South Korea back in 1975, when a small shipment of Kia Brisa pick-up trucks were sent to Qatar in the Middle East. But the most impressive statistic is that whilst it took 30 years for Kia Motors to rack up its first 5 million exports, the second 5 million have come in less than six years, representing the company's rapid growth since it adopted a new design-led, high-tech strategy.

To commemorate the milestone, a ceremony held at the Pyeongtaek Port, where Kia vehicles are exported to the world, was attended by 400 guests including Kia Motors Vice Chairman & CEO Hyoung-Keun Lee, local government officials and numerous foreign dignitaries stationed in Korea.

Mr Lee said: "This accomplishment would not have been possible without our loyal customers and hard working Kia employees around the world. Kia Motors vows to dedicate ourselves to the sustainable development of the global economy and the local communities in which we serve."

In line with the rapid progress made by Kia, its worldwide footprint has also grown dramatically, with the number of markets in which Kia cars are sold increasing from ten in the 1980s to 156 countries today.

Since its first export in 1975, cumulative export units have grown to 4.27 million in North America, 2.45 million in Europe and 880,000 in the Asia/Pacific region. And its growth continues to gather pace, with global sales for the first quarter of 2011 streaking ahead by 20% compared to the same period last year, with most of the gains coming in overseas markets (sales in North America leapt 41.8% in March alone).

The increase in exports has also enabled Kia to surpass the two million unit global sales mark in 2010 for the first time in company history and attain global market share of 3%. Since 2004, Kia has posted

an average annual global sales growth rate of 12%, far outpacing the industry average of 1.9% over the same period and reinforcing Kia's standing as one of the world's fastest growing automotive brands.

By model, the A-segment Picanto is Kia's most popular export model, with 764,453 cumulative units shipped, followed by the B-segment Rio and Sorento SUV, with 747,554 units and 656,446 units, respectively.

Last year's export revenue of US\$11.2 billion represents 2.4% of all South Korean exports, which underlines the significant role of Kia Motors as a pillar of the domestic Korean economy.

Todd McDonald, General Manager of Kia Motors New Zealand says: "The growth of Kia Motors as a business and Kia as a brand has been nothing short of remarkable, and illustrates very well how dedication to core ideals such as innovative design, technology and continuous investment in R&D can deliver success."

1. Cumulative Export Units

Year	Annual Export Units	Cumulative Export Units
1975	10	10
1976	117	127
1977	1,540	1,667
1978	5,104	6,771
1979	6,647	13,418
1980	4,752	18,170
1981	3,479	21,649
1982	1,872	23,521
1983	5,566	29,087
1984	1,263	30,350
1985	1,940	32,290
1986	3,218	35,508
1987	65,398	100,906
1988	81,888	182,794
1989	81,723	264,517
1990	62,647	327,164
1991	59,983	387,147
1992	87,417	474,564
1993	122,455	597,019

1994	185,682	782,701
1995	227,690	1,010,391
1996	280,969	1,291,360
1997	304,476	1,595,836
1998	247,256	1,843,092
1999	384,009	2,227,101
2000	445,811	2,672,912
2001	474,676	3,147,588
2002	442,014	3,589,602
2003	530,129	4,119,731
2004	760,149	4,879,880
2005	840,016	5,719,896
2006	871,159	6,591,055
2007	842,633	7,433,688
2008	741,124	8,174,812
2009	730,706	8,905,518
2010	916,881	9,822,399
2011 (March)	177,601	10,000,000

2. Exports by Region

Region	First Export	Cumulative Export Units	% of Cumulative Exports
North America	1986	4,274,355	42.7
Europe	1976	2,451,948	24.5
Middle East & Africa	1975	1,371,053	13.7
C&S America	1977	1,025,788	10.3
Asia & Pacific	1976	876,856	8.8
Total		10,000,000	100

3. Exports by Vehicle Type

Type	Cumulative Export Units	% of Cumulative Exports
Passenger	5,619,223	56.2%
RVs	3,401,635	34.0%
Commercial Vehicles	935,674	9.3%
Others	43,458	0.4%
Total	10,000,000	100

Photo caption: The 10 millionth Kia export, an Optima, on the red carpet at the Korean export port

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