



History Highlights

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1944	<ul style="list-style-type: none"> ● Corporate Foundation (Kyongseong Precision)
1952	<ul style="list-style-type: none"> ● Commenced production of the first Korean-made bicycle, the Samchonriho ● Changed the corporate name to Kia Industry Co., Ltd.
1957	<ul style="list-style-type: none"> ● Siheung Factory was completed.
1962	<ul style="list-style-type: none"> ● Commenced production of the K-360 three-wheel cargo truck
1973	<ul style="list-style-type: none"> ● Took over Kia Precision Works Co. Ltd. ● Sohari Factory was completed ● Commenced production of a 2,000cc gasoline engine
1974	<ul style="list-style-type: none"> ● Commenced production of the Brisa, Korea's first small-size passenger car
1978	<ul style="list-style-type: none"> ● Commenced production of diesel engines
1979	<ul style="list-style-type: none"> ● Commenced production of Peugeot 604 and Fiat 132
1982	<ul style="list-style-type: none"> ● Awarded the Grand Prize for Invention for its retrogression control device
1987	<ul style="list-style-type: none"> ● Commenced production of the Pride and Concorde
1988	<ul style="list-style-type: none"> ● Cumulative production figures reached one million ● Commenced production of a 2.5 ton truck and a 5-ton truck
1990	<ul style="list-style-type: none"> ● Changed its corporate name to Kia Motors Corporation ● Completed construction of Asan Plant (Hwasung Plant)
1991	<ul style="list-style-type: none"> ● Kia's Sephia and Sportage were displayed at the 29th Tokyo Motor Show.
1992	<ul style="list-style-type: none"> ● Commenced production of the Potentia luxury sedan, and Sephia, Kia's first proprietary passenger car ● New Headquarters building was completed ● Established Kia Japan ● Established Kia Motors America
1993	<ul style="list-style-type: none"> ● Cumulative production figures reached 3 million ● Commenced production of the Sportage SUV ● Completed construction of a proving ground at the Asan Plant
1994	<ul style="list-style-type: none"> ● 50th Anniversary of corporate foundation ● Changed the Group's corporate identity ● Commenced production of Avella. ● Construction of Automation Factory was completed. ● Commenced export of the Sephia and Sportage to the U.S.
1995	<ul style="list-style-type: none"> ● 30th anniversary of foundation of Asia Motors Co., Inc. ● Established Kia Information System Co., Ltd. ● Commenced production of the Credos mid-size sedan ● Completed the construction of an R&D center in Tokyo ● Established Kia-Ford Auto Finance Co. Ltd. ● Commenced production of the Pregio van
1996	<ul style="list-style-type: none"> ● Commenced export of the Sephia and Credos to Europe ● Commenced the national car project in Indonesia ● Commenced production of the Elan sportster ● Cumulative production figures reached 5 million
1997	<ul style="list-style-type: none"> ● Commenced production of the Enterprise luxury sedan ● Commenced production of the Sephia II and the Bongo Frontier ● Started construction of Kia plant in Indonesia



	<ul style="list-style-type: none"> ● Completed the joint venture plant in China ● Commenced production of the Shuma compact sedan
1998	<ul style="list-style-type: none"> ● Commenced production of the Carnival MPV, the Credos II mid-size sedan, 1-ton Frontier Tilting Cab, and multi-purpose 7-passenger type wagon Parktown. ● Cumulative export figures reached 2 million units ● Hyundai Motor takes over Kia Motors
1999	<ul style="list-style-type: none"> ● Commenced selling 1999-type Carnival, Credos II 2.0V 6 deluxe sedan ● Changed the name of the Asan Plant to the Hwasung Plant. ● Kia won the first place among Korean automakers in the number of cars exported to the U.S. in January and February. ● Commenced selling the 1999-type Potentia
2000	<ul style="list-style-type: none"> ● Commenced production of the Pregio 15-seater and Millennium Carnival ● Started sales of Retona Cruiser ● Participated in the 70th Geneva Motor Show ● Commenced production of the 2000-type Visto ● Adopted the brand identity in all cars ● Commenced production of Spectra, compact sedan and the Optima, mid-size sedan ● Moved head office to Yangjae-dong in Seoul ● Commenced production of Millennium Rio and Carens 2.0 Di LPG
2001	<ul style="list-style-type: none"> ● Participated in 2001 Chicago Motor Show ● Commenced selling Carnival II. ● New Rio was introduced in the market ● Kia was awarded the Korea Quality Grand Prize (the 27th) ● Participated in 2001 Chicago Motor Show ● Participated in Shanghai Motor Show ● President Kim Dae-jung paid a visit to the Sohari Plant ● Kia advanced into the Chinese market in full force
2002	<ul style="list-style-type: none"> ● 2002.Carnival Common Rail marketed ● Sorento luxury SUV marketed ● Kia Q Service enters full operation ● Diesel-powered Carens II marketed ● Cumulative production reaches 10 million units ● First Skill World Cup Competition held ● Regal mid-size sedan marketed ● Company awarded 2002 Value Management Award ● Upgraded compact sedan Rio SF marketed ● Subsidiary companies established in 5 European countries ● Company awarded Grand Prize in Korea Service Quality Award ● Sorento begins exports to overseas market
2003	<ul style="list-style-type: none"> ● Opirus, luxury sedan is launched ● Cerato, compact sedan is launched ● Four millionth unit exported ● Five Billion Export Tower Award received ● Average export price reaches US\$10,000 ● Hyundai-Kia Automotive Group consolidates R&D centers
2004	<ul style="list-style-type: none"> ● Groundbreaking for Slovakian Plant ● Picanto, mini-car is launched ● Second China Plant announced ● Broke March CBU exports record ● Second Kia Skill World Cup held ● 60th Anniversary of corporate foundation
2006	<ul style="list-style-type: none"> ● Start of production in the 1st European factory in Zilina, Slovakia ● cee'd, 1st Kia model designed and produced in Europe, is launched ● 7-Year-Warranty is introduced with the cee'd
2007	<ul style="list-style-type: none"> ● Opening of European Headquarter and Design Center in Frankfurt, Germany

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2009	<ul style="list-style-type: none">● 1st Soul launched● New Sorento launched
2010	<ul style="list-style-type: none">● 7-Year-Warranty applies to ALL vehicles sold and registered in Europe● New Sportage launched● 1st Venga launched
2011	<ul style="list-style-type: none">● New Picanto and Rio launched
2012	<ul style="list-style-type: none">● Kia breaks ground on 3rd plant in China● 1st Optima launched in Europe (January)● 1st Optima HEV launched in Europe (October)
2013	<ul style="list-style-type: none">● New Carens launched● Launch of Kia's sportiest car – pro_ cee'd GT and cee'd GT
2014	<ul style="list-style-type: none">● Launch of Kia's 1st electric vehicle in Europe – Soul EV
2015	<ul style="list-style-type: none">● New Sorento launched