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History Highlights

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 • 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

2000	<ul style="list-style-type: none"> • 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
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"> • YouTube Music Awards presented by Kia are back for an encore (Kia Motors is serving as the exclusive presenting sponsor of the YouTube Music Awards (YTMA's)) • Kia Motors brand value skyrockets 480 percent since 2007 (Kia is named the world's 74th most valuable brand according to Interbrand's 2014 "Best Global Brands" report) • Consumers get a 'Taste of Kia' with unique Korean-inspired dishes ('Taste of Kia' is a collaborative project - latest sensory branding initiative, aimed at enhancing customer interaction with the brand) • Launch of Kia's 1st electric vehicle in Europe – Soul EV
2015	<ul style="list-style-type: none"> • Kia's new seven-speed dual-clutch transmission cuts emissions, improves performance (Kia has announced application of the all-new seven-speed dual-clutch transmission (DCT) to a production model for the first time) • Kia Motors granted Nevada autonomous driving license • Kia takes first place in Auto Bild magazine's Quality Report 2015 • Kia Motors to introduce first autonomous driving technologies by 2020 • New Sorento launched

2016	<ul style="list-style-type: none"> • Kia Motors Ranked Number One in the Auto Industry for Initial Quality by J.D. Power • Kia Sportage awarded first for quality and reliability in J.D. Power Long-Term Satisfaction Test • Kia officially Opens Mexico Production Facility • Kia reached 400,000 European sales for the first time • Kia marks 10 years of European production in Slovakia • Kia Niro sets Guinness World Record title for lowest fuel consumption by a hybrid vehicle
2017	<ul style="list-style-type: none"> • Kia Stinger makes world debut at North American International Auto Show • Kia Stinger receives EyesOn Design Award • Kia Motors to build Manufacturing plant in India • Kia Signs new UEFA Europe league sponsorship deal • Kia Motors has named Pierre Leclercq as its new Head of Styling. • Kia Motors Constantly Increases Global Brand Value (Kia is named the world's 69th most valuable brand according to Interbrand's 2017 "Best Global Brands" report) • Kia introduces all new Stonic at IAA'17: an eye-catching and confident crossover