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Kia Sets A Cracking Start To 2012

Kia Motors posted its highest-ever monthly passenger car registrations in January, as sales for the design-led brand went into over-drive in what is traditionally a quiet time of the year.

Sales of Kia cars rocketed 55% in January compared to the same month last year to hit 244, which is one of the biggest months since the Korean manufacturer entered the New Zealand market a little over 15 years ago.

The sales jump coincided with the arrival of a large shipment of brand new vehicles over Christmas, which enabled dealers to stock up and be ready to hit the ground running in the New Year.

“The timing of that shipment was just right as our stock levels were down and it gave us the ability to start another year maintaining our growth momentum,” says Todd McDonald, General Manager of Kia Motors New Zealand.

Mr McDonald says he was particularly pleased that virtually all the sales were to private buyers, which indicates the broad appeal of the Kia model range, which has been completely updated with stylish, high-tech new models over the past two years. “Private buyers are more discerning about their purchase, carefully weighing up the advantages and we are obviously ticking a number of boxes, from design to the comfort, features and desirability of our cars,” adds Mr McDonald.

Last year Kia Motors grew 11% in New Zealand as it strived to bring enough cars into the country to meet demand. This year, Mr McDonald says the supply situation is starting to ease and we may now start to see the true potential of the brand, which has been undergoing a major design transformation led by Chief Design Officer Peter Schreyer.

The good start to the year has seen Kia continue its climb in New Zealand, where it recorded its third

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straight year of growth in 2011. Sales in January were spread across the Kia range, with the Sportage and Cerato being most popular.

The New Zealand performance of Kia Motors in January (55%) eclipsed those of its counterparts in other markets, including Australia, where Kia sales jumped 24% and the United States, where its sales rose 27.8%. Kia sales climbed 3.3% across all markets in January.

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Photo caption: Kia Sportage led the charge into 2012 for Kia Motors in New Zealand.

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