



Kia Canada Inc.

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## News Release

# Kia Canada Inc. welcomes Mr. Kyle Lee as new President & CEO

Date | March 7<sup>th</sup>, 2018

(Mississauga, ON) March 7, 2018 – Kia Canada Inc. today welcomes Mr. Kyle Lee as the organization's new President & CEO, effective March 7, 2018. Mr. Lee joins Kia Canada from his previous role as Chief Executive Coordinator at Kia Motors America and has a wealth of experience with the Kia brand in several European markets.

Mr. Sean Yoon has left Kia Canada Inc. to take on the role of President & CEO of Kia Motors America, effective March 1, 2018.

"These changes can provide great learning opportunities and our whole organization is very excited to work with our new President and CEO, Mr. Lee," said Ted Lancaster, Vice President and Chief Operating Officer (COO), Kia Canada Inc. "We're looking forward to learning from his experiences to continue growing the Kia brand within the Canadian market."

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### About Kia Canada Inc.

Kia Canada Inc. ([www.kia.ca](http://www.kia.ca) – [www.facebook.com/kiacanada](https://www.facebook.com/kiacanada)), a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 1999 and sells and services high quality, class leading vehicles like the Soul, Forte, Optima and Sorento through a network of 191 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and three regional offices across Canada, including a state-of-the-art facility in Montreal. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

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