



NEWS

FOR IMMEDIATE RELEASE

Kia Soul wins second consecutive Canadian Residual Value Award from ALG

- **Soul Urban Hatchback takes 2015 Subcompact Utility Segment**
- **ALG serves as the industry benchmark for projecting future vehicle values**

(MISSISSAUGA, ON) February 11, 2015 – Kia Canada announced that it has received its second consecutive Canadian Residual Value Award for the Soul Urban Hatchback from ALG, the industry benchmark for projecting future vehicle values and depreciation data.

The 7th annual ALG Residual Value Awards determined the Kia Soul as top choice in the Subcompact Utility segment. These awards honour the vehicles and brands that are predicted to retain the highest percentage of their original price after a three-year period for Premium brands and a four-year period for Mainstream brands.

"We are extremely proud and honoured to receive this acknowledgement for the 2nd consecutive year from ALG" said Maria Soklis, Vice President and COO, Kia Canada Inc. "It is a true testament to the value that the Soul continues to offers Canadians."

ALG recognizes 27 vehicles with segment awards, along with two brands representing the Mainstream and Premium sectors of the industry. This year's awards are based on 2015 model year vehicles.

"The Soul offers a fun take on the Subcompact Utility segment, with small-car economy and crossover utility," said Geoff Helby, Canada Regional Director for ALG. "A repeat winner, the Soul combines personality and value to deliver a product poised to retain its value over time."

Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand, and pricing and marketing strategies represent key factors that impact ALG's residual value forecasts.

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About ALG

Founded in 1964 and headquartered in Santa Barbara, California, with an office in Toronto, Ontario, ALG is an authority on automotive residual value projections in North America. By analyzing nearly 2,500 vehicle trims each year to assess residual value – which is mainly driven by used car inventory, brand strength, macroeconomic conditions, incentive spending and pricing – ALG provides auto industry and financial services clients with resale insights, forecasts and consulting services about the future vehicle marketplace. ALG has been publishing residual values for all cars, trucks and SUVs in the U.S. for 50 years and in Canada since 1981. The 2015 Residual Value Awards, honouring new vehicles projected to best maintain their value, will be announced February 11. For more information, visit www.alg.com.

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About Kia Canada Inc.

Kia Canada Inc. (www.kia.ca – 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 K900 and Sorento through a network of 188 dealers nationwide. Kia Canada Inc. employs 159 people in its Mississauga, Ontario headquarters and four regional offices across Canada, with an all-new 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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