



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario
L5R 4J5 Canada



News Release

Kia Canada Inc. reports 7,153 vehicles sold in August

- All-new Soul urban hatchback sets record August, up 54 per cent
- Four key vehicle lines exceed 1,000 sales in the month of August
- Kia Canada to launch all-new 2015 Soul EV and 2015 Sedona in late September

Date | September 3, 2014

(Mississauga, ON) September 3, 2014 - Kia Canada Inc. reported today 7,153 total vehicles sold in the month of August. Through the first eight months of the year, total sales have eclipsed the 50,000 sales mark with 50,402 reported, down slightly at 3 per cent versus the same time period in 2013.

In the month of August, the award-winning Soul urban hatchback established a record August with 1,434 vehicles reported, up 54 per cent versus previous year. Also in the month of August, the Rio sub-compact sedan and hatchback variants established its second best month since its inception with 1,735 vehicles sold, up 25 per cent. The Forte family of vehicles consisting of the sedan, 5-door and Koup variants reported 1,185 vehicles sold, up 27 percent and the award-winning Sorento SUV built in West Point Georgia completed the month with 1,317 vehicles sold up 11 per cent.

“Our key volume vehicle lines performed well in the month of August including a best August result for the Soul” said Robert Staffieri, Director of Marketing and Communications for Kia Canada Inc. “Later this month, we look forward to two new vehicles that will be launched in Canada including our first ever electric vehicle, the 2015 Soul EV and and the all-new 2015 Sedona Multi Purpose Vehicle (MPV).”

Later this month, Kia Canada’s first all-electric vehicle, the Soul EV will be revealed to the Canadian market along with the all-new 2015 Sedona MPV. Earlier this year, the Soul EV debuted at the Vancouver International Autoshow and will be Kia’s first all-electric, zero-emissions car sold in Canada further expanding the brand’s line of environmentally conscious vehicles. The Soul EV joined the refreshed 2014 Optima Hybrid, illustrating Kia’s intent to lead the industry in providing technologically advanced vehicles that also reduce our dependency on non-renewable resources. Also earlier in 2014 at the New York Auto Show, Kia revealed the completely redesigned 2015 Sedona Multi-purpose Vehicle (MPV), raising the bar in the segment with innovative technology, style and added safety features.



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Official Partner

With its modern appearance and CUV-like cab-forward design, the all-new Sedona completes the restyling of Kia's entire lineup under the direction of Peter Schreyer. Available in seven- and eight-passenger configurations, the 2015 Sedona advances value to new levels of sophistication with advanced safety features and available driving-aid technologies, premium materials and amenities.

September 2014 Incentives:

Kia Canada is excited to further strengthen select 2015 Models with 0% financing up to 84 months as well as cash savings of up to \$7,000 on select 2014 models. Additionally, 0% financing up to 60 months is available on 2015 Rio, Rio5, Forte, Forte5, Forte Koup, Optima and Rondo models. Some conditions apply. Please see dealer for complete details.

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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 and Sorento through a network of 186 dealers nationwide. Kia Canada Inc. employs 162 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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