



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario
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News Release

2014 Kia Cadenza named 'International Car of the Year'

- All-new 2014 Cadenza premium sedan earns top honours from ICOTY
- Cadenza recognized for distinctive design, advanced technology and unmatched value
- Back-to-back ICOTY victories for Kia coincides with Road & Travel Magazine's 25th anniversary

Date | January 14, 2014

(SEOUL) January 14, 2014 - Kia Motors is proud to announce that Road & Travel Magazine (RTM) has named the 2014 Kia Cadenza as the International Car of the Year (ICOTY) at the 2014 North American International Auto Show (NAIAS) in Detroit. The all-new 2014 Cadenza's stunning design combined with premium amenities and impressive value propelled the Kia brand into the premium sedan segment, and the ICOTY award adds to the growing list of accolades the Cadenza has earned since its launch in early 2013. The award marks back-to-back victories for Kia as the 2013 Optima mid-size sedan was honoured by RTM with the ICOTY award last year.

"This year marks Kia's 15th anniversary in the Canadian market and during that short period of time the Kia brand has made great strides in establishing itself as a viable vehicle option to Canadian consumers," said Robert Staffieri, Director of Marketing, Kia Canada Inc. "The International Car of the Year acknowledgement that the Cadenza received, as well as the brand's second consecutive victory of the award, exemplifies the steadfast progression of the Kia brand."

Comment [DP1]: Option #1

"This year marks Kia's 15th anniversary in the Canadian market, and in that time, we have become known for taking bold steps and a distinguished award-winning brand. The 2014 Cadenza adds to those distinctions in both regards," said Robert Staffieri, Director of Marketing, Kia Canada Inc. "The Cadenza premium sedan exudes luxury from all aspects and the International Car of the Year acknowledgement makes a strong case for Kia's entry into the premium segment."

Comment [DP2]: Option #2

RTM presents two "Of the Year" awards annually; one for car of the year and one for truck. In addition to product attributes such as style, comfort and performance, the awards also consider how well the brand connects emotionally with the consumer through its marketing efforts. The winners are chosen by the ICOTY jury, which consists of nationally renowned automotive journalists from respected publications such as Consumer Guide® Automotive MSN Autos, New Car News Syndicate and RTM.

The Power To Surprise



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"The Kia Cadenza wins in this category for a variety of reasons, including Kia's remarkable effort to emerge in the entry-lux category," said Courtney Caldwell, Editor-In-Chief, Road & Travel Magazine. "Overall, the car is beautiful and affordable, making upscale style and performance attainable. We applaud Kia's rapid rise from underdog to unbelievable!"

The ICOTY award is the most recent in a string of accolades the 2014 Cadenza has received. Just a few months ago, the Cadenza was recognized among the top three new luxury vehicles under \$50,000 by the Automobile Journalists Association of Canada (AJAC), took top honors in Motor Trend Magazine's full-size sedan comparison test and was named to the 2014 North American Car of the Year short list.

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About Kia Motors Corp.:

Kia Motors Corporation (www.kia.com) - a maker of quality vehicles for the young-at-heart - was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in nine manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$42 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA - the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan - "The Power to Surprise" - represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

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 and Sorento through a network of 184 dealers nationwide. Kia Canada Inc. employs 161 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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