



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. kicks off fourth annual Drive Change initiative

- Kia Canada aligns 2014 Drive Change initiative with the sport of soccer assisting underserved youth, providing access to soccer through three free national soccer clinics
- Over 450 kids to receive a pair of new soccer cleats nationally
- Drive Change Day launches national soccer equipment drive through Kia Canada Dealers

Date | August 21, 2014

(Mississauga, ON) August 21, 2014 - Kia Canada Inc. kicked off its fourth annual Drive Change initiative today, revealing its 2014 plan by pairing Drive Change with the sport of soccer nationally. This year, Kia's efforts will focus on helping underserved youth develop soccer skills and gain confidence by interacting with positive role models, and having fun playing one of the fastest growing team sports in Canada. This will be accomplished through Kia's partnerships with the three Canadian Major League Soccer (MLS) teams by presenting free soccer camps in Toronto, Vancouver and Montreal. Additionally, from August 21st to September 30th participating Kia Canada dealerships will collect new and lightly used soccer equipment with a national equipment drive for donation in an effort to engage more kids and assist in providing the wherewithal to play the sport.

"Kia's Drive Change initiative is about making a positive and lasting difference in Canadian communities." said Maria Soklis, Vice President and Chief Operating Officer, Kia Canada Inc. "Together with our soccer partners and dealer network and through the power of sport, we will be able to make a difference for underserved youth who may otherwise not have had this experience."

In July, Kia along with the Vancouver Whitecaps FC and the Vancouver Police Department (VPD), launched a four day, no-charge Pee Wee Soccer School. The camp provided over 300 local youth the ability to access the sport of soccer and develop their skills and confidence with volunteers from the VPD. Kia Canada directly supported the VPD's "Soccer Cleat Program" which provides new soccer cleats to inner-city youth in the early fall prior to the start of the new season.

In partnership with the Montreal Impact, Kia provided over 60 inner-city kids a free soccer clinic at Saputo Stadium. The three day camp on August 18th through 20th included Montreal Impact coaches and staff introducing clinic attendees basic soccer drills. All attendees were provided with free Adidas soccer cleats at the conclusion of the clinic.



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Today in Toronto at the Kia Training Ground, Kia along with the MLSE Foundation launched its third edition of KickStart featuring an eight-week soccer program in 15 Toronto Community Housing communities. Over 300 youth participated in the program, ages 6 to 12 to build soccer skills, self-esteem, fair play and leadership. Each participant was also excited to receive free Adidas soccer cleats which kicked off the program.

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About Drive Change

As the social responsibility cornerstone to the Kia Canada Inc. brand, since its inception in 2010, Drive Change has made a profound impact in communities across Canada. Canadians have made a difference by coordinating food drives, lending a hand at a local shelter, public park cleanups and helped contribute to what Drive Change Day stands for. As a long standing partner with M.A.D.D. Canada supporting the national school assembly program has allowed Kia Canada to drive awareness on the importance of safe roads in communities across Canada. Drive Change is about making a difference, no matter how big or small the initiative is.

Kia Canada regional and head office employees will participate in numerous events throughout their local communities on or around August 27th. For the third straight year, 100 per cent of the national dealer network will support Drive Change in 2014 clearly demonstrating the company's compassionate commitment to the initiative. For more information visit www.kia.ca/drivechange

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 186 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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