



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 3,704 vehicle sales in January

- Sorento SUV establishes best January sales month ever
- Optima Hybrid records best January sales month since its launch in 2011
- Kia Motors receives four global design awards in the month of January

Date | February 3, 2015

(Mississauga, ON) February 3, 2015 - Kia Canada Inc. reported 3,704 vehicles sold in the first month of 2015, down 4.6 per cent compared to January 2014.

Several vehicles that make up the Kia line-up reported increases for the month led by the Georgia built Kia Sorento Sport Utility Vehicle (SUV), up 22 per cent and recorded its best January of sales since the first generation launch in 2002. Additionally, the award-winning Soul Urban Hatchback including the EV offering was up 8 per cent. The mid-size Optima hybrid sustained an impressive increase for the month compared to one year ago, up 88 per cent and also recorded its best January on record since it's reveal in 2011.

"Sorento continues to resonate with Canadians coast-to-coast with 1,055 vehicles reported in the month." Said Jack Uczciwek Director of Sales for Kia Canada Inc. "We are excited about the sales momentum of Sorento and are looking forward to the launch of the new 3rd generation model later this month in Canada."

The month of January also included four international design awards that were presented to Kia Motors Corporation. Earlier this month, Kia Motors received prestigious GOOD DESIGN awards for three of its most recent models, the Kia K900 luxury sedan, Soul EV and GT4 Stinger concept car, in the award program's 'Transportation' category. Chosen by GOOD DESIGN's jury of independent design professionals, industry specialists and design media, the three Kia models were evaluated on a range of criteria - innovative design, new technologies, form, materials, construction, concept, function, utility, energy efficiency and sensitivity to the environment.

Today, the Kia Sorento, the brand's flagship SUV, has received the prestigious 'iF Design Award' for the first time. The jury of the globally-recognized design awards program honoured the third generation of the Sorento, which goes on sale globally in Q1 2015, with an award in the 'Product' category. As well as awarding the car for the overall quality of its



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design, the jury rated the car on criteria such as finish, degree of innovation, environmental impact and safety. The all-new Kia Sorento is the seventh Kia model to secure an iF Design Award and Kia has won an iF Design Award in every year since 2010.

February 2015 Incentives:

Kia Canada is pleased to continue an automotive industry first "Half Price Payment" sales event," where Kia pays half of the customer's finance payments for up to one year on select models. In addition, Kia is very excited to introduce leasing through Kia's captive financial provider - Kia Motors Finance (KMF). Kia will offer attractive leasing up to 60 months or 0% financing up to 84 months on select models and trims. 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 187 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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