



Kia Canada Inc.
180 Foster Crescent, Mississauga, Ontario
L5R 4J5 Canada



News Release

Kia Canada Inc. reports 6,305 vehicles sold in July

- All-new Soul Urban Hatchback leads vehicle line increases, up 39.1 per cent
- Four vehicle lines exceed 1,000 sales in the month

Date | August 1, 2014

(Mississauga, ON) August 1, 2014 – Kia Canada Inc. recorded 6,305 total vehicles sold in the month of July. Total sales through the seven months of the year have amounted to 43, 249, down slightly at 2 per cent versus the same time period in 2013.

In the month of July, the award-winning Soul urban hatchback led vehicle line increases with 1,135 vehicles sold, up 39.1 per cent versus July 2013. Additionally, three other vehicle lines exceeded 1,000 vehicle sales for the month including the Rio sub-compact sedan and hatchback, Forte sedan, 5-door and Koup variants and the award winning Sorento SUV built in West Point Georgia.+

“The all-new re-designed Soul has taken the market by storm with its best month in 2014, up 39.1 per cent versus 2013 and surpassing 5,000 sales year-to-date.” said Jack Uzcziwek, Director of Sales and Incentives for Kia Canada Inc. “It has developed a strong following amongst Canadians across the country who seek a quality, functional and fun vehicle to drive.”

The ‘Hamster’ TV and digital campaign that commenced earlier in 2014 has aided in driving Kia awareness and fan following for this iconic Kia vehicle.

Earlier in July, the Industrial Designers Society of America (IDSA) awarded Kia Motors with a pair of prestigious design awards. Kia received International Design Excellence Awards (IDEA) in the transportation category for both the GT4 Stinger concept vehicle and 2014 Soul, earning Silver and Bronze honors, respectively. Kia received a Bronze IDEA in 2012 for the Kia Rio sub-compact vehicle design.

August 2014 Incentives:

Kia Canada is excited to announce 0% financing up to 84 months on select 2015 Models as well as cash savings of up to \$7,000 on select 2014 models. This August, 0% financing up to



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84 months plus \$4,000 cash savings continues on the 2014 Optima Hybrid on select trim. 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 185 dealers nationwide. Kia Canada Inc. employs 158 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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