

KIA SIGNS 3 YEAR AGREEMENT WITH PGA TOUR PLAYER DAVID HEARN AFTER CELEBRATING 2 YEARS OF RELATIONSHIP

To celebrate a successful partnership over the past two years, Kia Canada Inc. (KCI) and David Hearn have agreed to extend their relationship through 2016.

As a proud ambassador, Hearn has represented the company on the PGA TOUR, competing with the Kia logo on the chest position of his golf shirt, while also representing the company off the course - making a Kia Sorento SX his family's vehicle of choice.

The new partnership will see Hearn working with KCI to build uniquely owned content for its social platforms and dealer activations. KCI will be able to leverage this content in its marketing efforts to promote lead generation and build business at the local dealer level.

The Canadian PGA TOUR professional will represent KCI as an ambassador for golf in Canada, enhancing interaction between the brand and Canadian golf fans.

Hearn is a key fit for the KCI brand as both a family man and an elite-level athlete. Like every young parent, Hearn strives to maintain a balance between a busy lifestyle and travelling between tournaments in style –but with the affordability, safety and quality features fit for a family. KCI allows Hearn to travel in comfort and style using the company's world-class vehicles throughout the duration of the partnership.

"I am thrilled to continue my partnership with Kia, representing the company in Canada and in the golf space," said Hearn. "Kia is a car that I trust personally, with the style and quality I need for both myself and my family. As much as I love golf, my family is what matters most. It is important for me to partner with a quality company like Kia".

The new partnership will also leverage Hearn's success and increased profile from the 2013 season. After turning pro in 2011, Hearn has had three solid seasons on the PGA TOUR and has become known for his sharp short game and consistent play. Starting off the 2014 season, Hearn has already recorded two Top-25 finishes, representing Canada at the World Cup of Golf with an individual T8 and overall 5th place finish for Canada. In 2013, Hearn made seven Top-25 finishes including two Top-10's, with a second place finish in a playoff at the John Deere Classic and T8 at the Puerto Rico Open. Hearn also took home the title of low-Canadian at the 2013 US Open after finishing tied for 21st. This past year was a great success for Hearn, who accumulated approximately \$1,171,515 in winnings, and placed 56th on the FedEx Cup Rank. In his rookie year on the PGA TOUR in 2011, Hearn was named ScoreGolf's Canadian Male Pro Golfer of the Year, making him a player to watch and one of Canada's top golfers.

Kia is already involved in golf globally, with a strong presence on the LPGA Tour. Kia has gained significant presence in golf as the title sponsor of the LPGA KIA Classic since 2010. In addition to sponsoring the event, Kia is also the Official Automotive Partner of the LPGA, the Official Tournament Vehicle for five LPGA events and has an integral relationship with the LPGA through the Kia Performance Awards, which recognizes outstanding achievements by some of the best golfers in the world.

"Extending our agreement for an additional three years reinforces our strong relationship and confidence we have with David" said Jack Sulymka, National PR and Corporate Partnerships Manager.

“David has been an exceptional ambassador for Kia and we are pleased for him to represent our company both on and off the golf course.”

ABOUT KIA CANADA

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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