



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada



## News Release

# Kia Canada Inc. reports 6,010 vehicles sold in October, up 8.5 per cent versus previous year

- Sorento Sport Utility Vehicle (SUV) establishes best October in sales, up 43.5 per cent
- Forte family of vehicles, up 44 per cent in the month of October
- Soul Urban Hatchback up 38 per cent versus previous year
- All-new Soul EV and Sedona arriving at dealers across Canada

Date | November 3, 2014

(Mississauga, ON) November 3, 2014 - Kia Canada Inc. reported today 6,010 total vehicles sold in the month of October, up 8.5 per cent versus the same month one year ago. Through the first ten months of the year, Kia has reported 62,195 vehicles sold, down 3 per cent versus the same time period in 2013.

Three vehicles lines were up substantially in the month of October including the Sorento SUV recording its best October of sales, up 43.5 per cent with 1,392 vehicles sold. The Forte family of vehicles consisting of the sedan, hatch and Koup variants were also up 44 per cent in the month of October with 1,173 vehicles reported. Additionally, the award-winning Soul urban hatchback sustained a sales increase of 38 per cent in the month and sales through the first 10 months of the year have experienced a dramatic increase of 82 per cent versus the previous year.

"We are pleased with the year-over-year sales increase in the month which contributed to our second best October on record including the best October for the Georgia-built Sorento SUV" said Jack Uczciwek, Director of Sales for Kia Canada Inc. "Additionally, the all new Soul EV and Sedona Multi Purpose Vehicle (MPV) have started to arrive at Kia dealers providing excitement on the showroom floor and thus resulting in early sales."

Following the media launch in late September, Kia Canada's first all-electric vehicle, the Soul EV began to arrive at select Canadian dealerships in October. The Soul EV expands the current Soul line-up offering a no-compromise EV that offers full utility similar to its award-winning gasoline powered sibling.

Also last month, the completely redesigned 2015 Sedona Multi-purpose Vehicle (MPV) began to arrive at Canadian dealerships, raising the bar in the segment with innovative technology,



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style and added safety features. With its modern appearance and CUV-like cab-forward design, the all-new Sedona completes the restyling of Kia's entire lineup under the direction of Peter Schreyer. Available in seven- and eight-passenger configurations, the 2015 Sedona advances value to new levels of sophistication with advanced safety features and available driving-aid technologies, premium materials and amenities.

#### November 2014 Incentives:

Kia Canada is pleased to bring back our annual Winterfest Sales Event. During the month of November, Kia Canada will continue to offer very attractive incentive programs including "Don't Pay until Next Year", 0% Financing for 84 months or up to \$6,000 in Cash Bonus. Plus, customers can take advantage of an additional \$1,000 Bonus along with 0% financing for 84 months on 2015 Forte, Optima, and Rondo Winter Special Edition trims. Some conditions apply, please see dealer for complete details.

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*Kia Canada Inc. ([www.kia.ca](http://www.kia.ca) – [www.facebook.com/kiacanada](http://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 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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