



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada



Official Partner

## News Release

# Kia Motors kicks off FIFA U-20 Women's World Cup Canada 2014 with national vehicle handover ceremony

- 70 world-class vehicles provided across Canada to assist with official transportation requirements

Date | July 31, 2014

(Mississauga, ON) July 31, 2014 - Kia Motors, official partner to FIFA and the Organizing Committee, officially handed a total of 70 vehicles of various categories to support official transportation requirements, kicking off the FIFA U-20 Women's World Cup Canada. Vehicles will be on location in Edmonton, Toronto, Montreal and Moncton to support the efficient transportation of officials and delegates from all over the world. As an 'Official Automotive Partner of FIFA' these world-class vehicles will be utilized prior to the opening matches on August 5<sup>th</sup> in Edmonton and Toronto through the final matches in Montreal at Olympic Stadium on August 24<sup>th</sup>.

Maria Soklis, Vice President and Chief Operating Officer of Kia Canada Inc., was on hand to present the fleet of vehicles to Emma Piket, Marketing Venue Manager, FIFA, at Kia Canada's national headquarters in Mississauga, Ontario.

"We are excited about the opportunity to provide this fleet of world-class and award winning vehicles to support the FIFA U-20 Women's World Cup across Canada with safe and reliable transportation," said Maria Soklis. "With soccer as the fastest growing participation sport in Canada, it is a natural fit for Kia to support this great tournament in 2014 and again next year with the 2015 Women's World Cup here in Canada."

A 70-vehicle fleet consisting of a variety of models designed to move both people and materials were chosen to support the efforts of FIFA and the Organizing Committee. Vehicles including the Forte5 and Forte sedan compact cars, the Soul urban hatchback, Optima mid-size sedan and all-new K900 luxury sedan were specifically selected. Additionally, the Rondo urban utility vehicle and Sorento sport utility vehicle with seven passenger configurations will also support tournament officials and delegates.

"We are very grateful to Kia, our automotive partner, for the vital role that they play in providing the fleet of vehicles to transport a wide range of event stakeholders in comfort



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and style. The vehicles provided by Kia are vital to the operational success of the FIFA U20 Women's World Cup. The handover ceremony is an important milestone on the lead up to the event, meaning that the operation is now in full swing." commented Jean-Francois Pathy, FIFA Head of Marketing Alliances.

In the lead up to kick-off, Kia has been executing several marketing programs that invite passionate football fans around the world to actively participate in and enjoy the tournament. The recently launched 'Kia Mascot Friend' promotion' in conjunction with the FIFA U-20 Women's World Cup Canada will recognize one young female soccer player in Edmonton, Toronto, Montreal and Moncton who exemplifies excellent community involvement and spirit. Winners in each market will accompany the official FIFA Women's World Cup mascot - Shuème - on the field at halftime during the game and host their local soccer teams to watch the match. The contest is housed at [www.kia.ca/u20contest](http://www.kia.ca/u20contest).

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*Kia Motors Corporation (www.kia.com) - a maker of quality vehicles for the young-at-heart - was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US\$43 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA - the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan - "The Power to Surprise" - represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

*About Kia Canada Inc.:*

*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, K900 and Sorento through a network of 185 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 to open in Montreal shortly. 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.*

Jack Sulymka  
National Manager, Corporate Communications &  
Corporate Partnerships  
Kia Canada Inc.

T: 905.755.6266  
C: 905.301.6207  
E: [jsulymka@kia.ca](mailto:jsulymka@kia.ca)