

News Release

Soul EV wins Automobile Journalists Association of Canada (AJAC) Green Car of the Year Award

- The all-new 2015 Kia Soul EV earns title as 'Green Car of the Year'

Date | March 24, 2015

(Vancouver, B.C.) March 24, 2015 – Kia Canada was presented with the Automobile Journalists Association of Canada (AJAC) Green Car of the Year Award today during the opening ceremonies of press day at the Vancouver International Auto Show.

The Soul EV finished ahead of competing finalists to win the award which included the Toyota Camry Hybrid, the Honda Fit and the Subaru Legacy.

"Kia Canada is honoured to receive the Green Car of the Year award as selected by the voting AJAC membership" said Maria Soklis, Vice President and Chief Operating Officer, Kia Canada Inc. "Class leading range and ample utility without compromise is a key advantage that the Soul EV offers to Canadians."

This is the second Automobile Journalists Association of Canada (AJAC) award that the Soul EV has won since its launch to the Canadian market late last year. In December, Kia Canada was presented with the AJAC Car of the Year category award winner for 'Best New City Car.' It also signifies two consecutive years where the Soul has won consecutive awards including the 'Best New Family Car (Under \$30,000)' in 2014.

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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 188 dealers nationwide. Kia Canada Inc. employs 160 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.