



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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## News Release

### Kia Canada Inc. records 7,581 vehicle sales in April

- Award-winning Kia Rio sub-compact continues strong sales with 1,790 units sold, up 16.8 per cent versus April 2012
- Four Kia nameplates report over 1,000 units sold in the month of April
- All-new 2014 model year vehicles, including the Forte sedan, Rondo Urban Utility Vehicle and Cadenza premium sedan arrive at Canadian dealerships in April

Date | May 1, 2013

(Mississauga, ON) May 1, 2013 - Kia Canada Inc. reported 7,581 new vehicles sold in the month of April, down 5.4 per cent versus April 2012.

In the month of April, Kia Canada achieved over 1,000 sold units through four vehicle lines: the Rio subcompact, award-winning Optima sedan, Sorento Sport Utility Vehicle (SUV) and the Forte family of compacts. The Rio, Motoring TV's 2013 'Best Small Car', consisting of the 5-Door hatchback and sedan, continues to surge in the sub-compact segment achieving 1,790 sold vehicles, representing a 16.8 per cent increase over last April. The award-winning Optima sedan also yielded excellent sales results with 1,423 units sold in April. The Georgia-build Sorento SUV accumulated 1,403 vehicle sales throughout the month, yielding an impressive 22.2 per cent increase from April a year previously. The Forte family, including the all-new 2014 sedan, the 5-Door hatchback and Koup contributed with 1,258 vehicle sales in the month of April - which includes 559 units of the all-new European-inspired Forte sedan.

"The month of April continues Kia Canada's aggressive launch of nine all-new or refreshed vehicles arriving at showrooms across the country with the initial sales of three all-new vehicles in a single month, including the 2014 Forte sedan, Rondo Urban Utility Vehicle and Cadenza premium sedan," said Jack Uczciwek, Director of Sales, Kia Canada Inc. "These vehicles all follow a newfound design direction and build on consumers' expectations of Kia vehicles delivering an innovative and world-class design uniting with an impressive level of safety, technology and comfort features, while maintaining fuel efficiency."

Kia Canada is currently launching the all-new Rondo Urban Utility Vehicle, also known as Canada's Urban Utility Vehicle, to Canadian media. The media's initial response solidifies the Rondo's prestigious recognition as a red dot vehicle design award recipient, which was



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presented to the vehicle in March. Available in five and seven passenger versions, the all-new 2014 Rondo provides a unique world-class European-style, premium interior cabin and an impressive array of versatility.

#### May 2013 Incentives:

Kia Canada is pleased to continue the "Dare to Compare Sales Event" for the month of May. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing on all 2013 models, "Don't Pay 60 Days" on select 2013 and 2014 Models or a Clearout Customer Bonus of \$500 off all 2013MY vehicles, or \$1,000 off a 2013MY Optima Hybrid. In addition, Customers purchasing 2013MY Rio/Rio 5-Door will be eligible for a "3 Payments on Us" incentive. Cash buyers can enjoy savings of up to \$5,000 on select 2013MY Sorento models. Some restrictions may apply, please see dealership 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 181 dealers nationwide. Kia Canada Inc. employs 163 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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