



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. reports 7,502 new vehicle sales in August

- Award-winning, all-new, multi-purpose Kia Rondo up 65.5 per cent
- Three core vehicle lines contribute to over 1,000 sales each in August
- Recently launched 2014 Kia models collect significant volume

Date | September 4, 2013

(Mississauga, ON) September 4, 2013 – Kia Canada Inc. recorded 7,502 new vehicle sales in the month of August 2013, down 2.3 per cent in comparison to August 2012.

The month of August witnessed continued strong sales performance from Kia's recently launched 2014 models, including: the all-new Forte compact sedan, redesigned Sorento SUV, European-inspired Rondo Urban Utility Vehicle (UUV) and the Cadenza luxury sedan. Furthermore, core models including the Kia Soul UUV, Kia Optima mid-size sedan and Kia Sportage Compact Utility Vehicle (CUV) contributed to their respective sales increases for August.

Three models led the volume charge for Kia each contributing to sales over 1,000 units in the month. Motoring TV's 2013 'Best Small Car' and Red Dot design winner, the Rio sub-compact, available in both 5-Door hatchback and sedan variations, was August's volume seller with 1,392 units reported. The redesigned 2014 Georgia-built Sorento SUV sold 1,189 units nationally. The Optima mid-size sedan, including Hybrid models, achieved 1,098 units sold throughout the month of August, yielding a 16.6 per cent increase year-over-year. Additionally, the all-new, Red Dot design award-winning 2014 Rondo UUV accumulated 940 total sales in the month, representing an increase of 65.5 per cent when compared to one year ago.

"Kia Canada continues to perform well throughout our entire product line-up, including our recently launched new 2014 models," said Jack Uzcziwek, Director of Sales, Kia Canada Inc. "Kia's breadth of product across our portfolio has been resonating well with Canadians based on new design, comfort, safety and technology features coupled with an uncompromised value proposition."

In the month of August, Kia Canada celebrated their third annual Drive Change Day initiative on August 21<sup>st</sup>, with a goal of promoting positive change across Canada to improve local communities. This year, Kia Canada chose to focus its efforts on road safety and supported



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their longstanding partnership with MADD Canada. As a proud partner of MADD Canada, Kia Canada is continuing to ask all Canadians to join us and take the pledge to drive sober and keep Canadian roads safe by visiting [www.MapOfHope.ca](http://www.MapOfHope.ca). Although Kia Canada's focus in 2013 was on road safety, we encouraged any initiative that benefited local Canadian communities, no matter how big or small. Charitable organization nominations, which have more than doubled since the inaugural year in 2011, were collected through [www.DriveChangeWithKia.ca](http://www.DriveChangeWithKia.ca), where charities are able to win the use of one of four Kia vehicles for two years nationally.

Additionally, Kia Canada Inc. announced its partnership with Student Car Share, the first car sharing service in Canada geared toward the transportation needs of students in post-secondary schooling. Student Car Share has launched at 16 university and college campuses across Ontario and one in Quebec and offers students a convenient, affordable and eco-friendly way of getting around town via a network of versatile Kia vehicles, namely the Kia Soul UUV and the award-winning Kia Rio sub-compact sedan.

#### September 2013 Incentives:

Kia Canada is pleased continue the "Zero Compromise Sales Event" for the month of September. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing for up to 84 months on select models. Cash customers purchasing a 2013MY Optima Hybrid will be eligible for a savings of \$5,600 plus a \$1,000 Eco Credit and customers purchasing a 2013MY Optima can enjoy a free upgrade to EX Turbo valued up to \$1,800. 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 181 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 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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