



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 4,161 vehicle sales in February

- Kia Rio sub-compact continues strong sales with 945 units reported, up 47.4 per cent versus previous year
- Kia introduces first four of nine all-new or significantly enhanced vehicles being launched in 2013

Date | March 1, 2013

Mississauga, ON (March 1, 2013) - Kia Canada Inc. reported 4,161 new vehicles sold in the month of February, down 10.5 per cent versus February 2012. In the month of February, Motoring TV's 2013 'Best Small Car', the Rio sub-compact, including the 5-Door and sedan variations, continued as Kia Canada's volume leader for the second consecutive month, recording a 47.4 per cent increase year-over-year. The Sorento Sport Utility Vehicle (SUV) reported a total of 924 new vehicle sales, while the award-winning Optima mid-size sedan achieved 703 units sold.

"Kia is in the midst of an aggressive product offensive this year, revealing the 2014 Sorento SUV and all-new 2014 Forte sedan to Canadian media, and more recently, showcased the North American debut of the functional and dynamic 2014 Rondo and Canadian premiere of the 2014 Cadenza premium sedan at the Canadian International Auto Show," said Robert Staffieri, Director of Marketing, Kia Canada Inc. "These four vehicles are the first grouping of nine all-new or significantly enhanced vehicles that Kia will be launching throughout 2013, further elevating Kia's design-inspired vehicle line-up to new heights."

In the month of February, Kia Canada held a media launch of the all-new 2014 Kia Forte sedan and significantly redesigned 2014 Kia Sorento SUV which heralded positive feedback. In addition, Kia held two important reveals at the Canadian International Auto Show in Toronto. First, the brand revealed the 2014 Kia Cadenza premium sedan - the most technologically-advanced vehicle that Kia has introduced in Canada. Secondly, the all-new European-styled 2014 Kia Rondo premiered as a North American first, exemplifying its sleek aerodynamics and distinctively contemporary styling that flows from the exterior to the interior with versatility and flexibility, offering five and seven passenger availability.



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March 2013 Incentives:

For the month of March, Kia Canada is pleased bring back the "Dare to Compare Sales Event" for the fourth consecutive year. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing and "Don't Pay for 90 Days" on all 2013 models. Customers purchasing a 2013MY Sorento will be eligible for a "3 Payments on Us" incentive. A \$500 maintenance credit is available on all 2013MY Optima gasoline model purchases. Cash buyers can also enjoy savings of up to \$4,000 on select 2013MY Optima gasoline models.

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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 180 dealers nationwide. Kia Canada Inc. employs 162 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.

Cathy Laroche

Public Relations Manager

Kia Canada Inc.

C: 514.554.0843

E: claroche@kia.ca

Daniel Ponzini

Public Relations and Events Coordinator

Kia Canada Inc.

T: 905.755.6415

C: 647.462.8986

E: dponzini@kia.ca