



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. reports 3,673 vehicle sales in January

- 3,673 vehicles reported in the month of January
- Kia Rio sub-compact up 24.8 per cent versus previous year; best-selling sub-compact in its segment for the month
- Award-winning Optima mid-size sedan achieved 22.3 per cent growth year-over-year

Date | February 1, 2013

Mississauga, ON, Feb. 1, 2013 - Kia Canada Inc. reported 3,673 new vehicles sold in the month of January, marginally down 2.7 per cent versus January 2012. In the month of January, two award-winning models in the Kia lineup had impressive sales increases. The Rio sub-compact, including the 5-Door and sedan versions, which were recently named as Motoring TV's 2013 'Best Small Car', was the volume leader for the month, recording a 24.8 per cent increase year-over-year. The Rio's sales figures from January place it as the top-selling sub-compact vehicle in its segment. The Optima mid-size sedan, which offers three different powertrains including Gasoline Direct Injection, Hybrid and Turbo variations improved by 22.3 per cent in January 2012 versus the previous year.

"The Kia Rio was Kia Canada's best-selling vehicle for the month, further solidifying the accreditation the nameplate recently received from Motoring TV," said Robert Staffieri, Director of Marketing, Kia Canada Inc. "In January, the Rio sub-compact was recognized as Motoring TV's 'Best Small Car' with its ability to provide something for every kind of driver, and the award-winning Optima sedan added to its growing award list with recognition as Road & Travel Magazine's 2013 International Car of the Year."

In the month of January, Kia Canada revealed the all-new 2014 Kia Forte sedan and significantly redesigned 2014 Kia Sorento SUV at the Montreal International Auto Show (MIAS). At the MIAS Kia Canada also held the Canadian reveal of the Track'ster concept and announced the brand's sponsorship with the popular Radio-Canada French network television program "19-2". Adding to the list of accolades, the Optima mid-size sedan was named as Road & Travel Magazine 2013 International Car of the Year, as it offers an unprecedented combination of design, performance, comfort, technology, fuel efficiency and value to consumers.



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February 2013 Incentives:

Kia Canada is pleased to continue the "Drive in Winter, Pay in Spring Sales Event" for the month of February. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing on all 2013 models and "Don't Pay Until Spring" on select 2012 and 2013 Models. In addition, Customers purchasing 2013MY Sorento will be eligible for a "3 Payments on Us" incentive. Cash buyers can enjoy savings of up to \$4,000 on select 2013MY Optima gasoline models. 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 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.*

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