



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 7,616 new vehicle sales in July

- Award-winning Kia Rio subcompact sales up 41.4%
- Three core vehicle lines contribute to over 1000 sales each in July
- Newly launched 2014 models continue to resonate with Canadians

Date | August 1, 2013

(Mississauga, ON) August 1, 2013 – Kia Canada Inc. recorded 7,616 new vehicle sales in the month of July 2013, in comparison to 7,683 sold in July 2012.

Starting out the second half of 2013, the month of July continued to experience strong performance from the recently launched 2014 models that arrived in the first half of the year.

Three models led the volume charge for Kia each contributing to sales over 1000 units in the month. The Rio subcompact, Motoring TV's 2013 'Best Small Car' and Red Dot design winner, consisting of the 5-Door hatchback and sedan variants, led the month in volume sales with 1793 units reported, representing 41.4 per cent growth when compared to a year previous. The month of July assisted in increasing volume sales of the Rio line-up year to date for Kia by surpassing 10,000 units sold with 10,251 vehicles reported including a 27.5 per cent year over year increase. The new 2014 Georgia-built Sorento that was launched earlier in the first quarter of the year tallied 1438 sales nationally. The all-new 2014 Forte sedan also revealed earlier in 2013 resulted in 1,071 total sales, representing an increase of 6 per cent when compared to one year ago. The all-new red dot design award-winning Rondo Urban Utility Vehicle (UUV) contributed to 750 sales in the month, resulting in a 51 per cent increase versus July 2012.

"Our portfolio of recently launched 2014 models has hit a stride in sales contributing to significant volume for Kia Canada over the last 90 days," said Robert Staffieri, Director of Marketing, Kia Canada Inc. "We expect this momentum to continue as August marks the beginning of a new campaign called the Zero Compromise Sales Event designed to inform all Canadians that they can have everything they want in a car without the premium."

In the month of July, Kia Canada kicked off the third annual Drive Change Day initiative to be celebrated on August 21st promoting positive change across Canada to improve local communities. Both Shaw Media and TVA are Kia's national media partners to support Drive



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Change Day and Kia is challenging all Canadians, Kia dealers, employees and business partners to get involved and make a difference in their community. This year, Kia Canada has chosen to focus efforts on road safety and support our longstanding partnership with MADD Canada. As a proud partner of MADD Canada, Kia Canada is asking all Canadians to join us and take the pledge to drive sober and keep Canadian roads safe by visiting www.MapOfHope.ca. Although Kia Canada's focus is on road safety, we encourage any initiatives that benefit local Canadian communities, no matter how big or small. Visit www.DriveChangeWithKia.ca and get involved.

August 2013 Incentives:

Kia Canada is pleased to announce the new campaign "Zero Compromise Sales Event" for the month of August. Core volume vehicles such as the 2014 Sorento, Forte and Rondo will lead this retail campaign offering 0% for up to 84 months. To complement the 2014's, clearout offers continue on remaining 2013 Optima, Soul, and Rio models. Some conditions apply, please see dealer for complete details.

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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 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 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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