



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. records 7,775 new vehicle sales in June

- All-time record month for Georgia-built Sorento Sport Utility Vehicle (SUV)
- Arrival of new 2014 vehicles off to a torrid pace
- Award-winning Kia Rio subcompact sales volume up 25 per cent through June 2013

Date | July 3, 2013

(Mississauga, ON) July 3, 2013 - Kia Canada Inc. reported 7,775 new vehicle sales in the month of June 2013, in comparison to 7,782 in June 2012.

The month of June witnessed exceptional performance across four volume vehicle lines for Kia including an all-time record led by the significantly refreshed 2014 Sorento with 1,895 sales. The new 2014 Georgia-built Sorento surpassed the mark previously established in September 2011, increasing 58 per cent when compared to June 2012. Sales from the all-new 2014 Forte sedan launched earlier in 2013 resulted in 1,215 total sales, representing a 10 per cent increase versus one year previous. In its second full month of sales, the all-new red dot design award-winning Rondo Urban Utility Vehicle (UUV) contributed to 945 sales in the month, providing an increase of 117 per cent versus June 2012. The Rio subcompact, Motoring TV's 2013 'Best Small Car', consisting of the 5-Door hatchback and sedan variants, continues to perform well with 1,324 vehicle sales, representing 10 per cent growth when compared to a year previous. Additionally, the Rio line-up continues to lead volume growth year to date for Kia with 8,458 vehicles sold across Canada resulting in a 25 per cent increase over the first half of 2012.

"Vehicle sales performance across Canada for the new 2014 models has now resulted in significant volume for Kia Canada in the month of June," said Jack Uczciwek, Director of Sales, Kia Canada Inc. "It is clear that the four launches earlier this year are starting to bear fruit from a volume perspective and we look forward to five more key launches in the second half of 2013 that will further propel sales."

In the month of June, Kia Motors was named 37th in Interbrand's list of the 50 Best Global Green Brands 2013, a debut for the Korean car manufacturer in the annual ranking of sustainability and environmental performance of the world's 100 most valuable brands.



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Interbrand assesses businesses based on market perception and the actual environmental performance of the company and its products and services. This latest recognition by Interbrand follows hot on the heels of Kia's recent introduction to the 100 Best Global Brands 2012 rankings, in which Kia placed 87th.

July 2013 Incentives:

Kia Canada is pleased to continue the "2014 Early Arrivals Sales Event" for the month of July. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing on all 2013 and 2014 Models. 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 \$2,500 on select 2014MY Sorento models and customers purchasing 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 - 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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