



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 5,877 vehicle sales in March

- Award-winning Kia Rio sub-compact continues strong sales with 1,820 units reported, up 72 per cent versus previous year
- Kia Rio sedan and hatchback achieve best sales month in its history
- Kia Canada records 13,711 vehicle sales in the first quarter of 2013

Date | April 2, 2013

(Mississauga, ON) April 2, 2013 - Kia Canada Inc. reported 5,877 new vehicles sold in the month of March, down 11.3 per cent versus March 2012.

In the month of March, Kia Canada had three vehicle lines achieve over 1,000 sales. The Rio sub-compact, Motoring TV's 2013 'Best Small Car', including the 5-Door and sedan variations, continued as Kia Canada's volume leader for the third consecutive month, reporting 1,820 sales, yielding a 72 per cent increase year-over-year. Sales results of the Rio in March contributed to the vehicle line's best sales month in Kia Canada history. First quarter sales of the Rio sedan and hatchback account for 3,565 units, an impressive 52 per cent increase compared to first quarter 2012. The Sorento Sport Utility Vehicle (SUV) reported a total of 1,212 new vehicle sales, yielding a six per cent gain when compared to the same month last year, and the award-winning Optima mid-size sedan achieved 1,046 units sold respectively.

"Kia Canada is in the midst of transitioning into our all-new exciting product lines and has revealed an unprecedented seven new vehicles in the last 90 days that will be launched in Canada through this year," said Jack Uczciwek, Director of Sales, Kia Canada Inc. "With the redesigned 2014 Sorento now available, and the all-new 2014 Forte sedan to arrive shortly, we expect these new vehicles to drive sales with their innovative combination of world-class design, technology and safety."

In the month of March, Kia revealed numerous new vehicles globally. Beginning with the Geneva Motor Show, the brand revealed the B-segment enthusiast-derived *provo* concept. Late in the month, Kia revealed a compact, four-door coupe concept at the Seoul International Motor Show, pegged the CUB concept. Last week at the 2013 New York International Auto Show, the all-new Kia Soul Urban Utility Vehicle and Forte Koup were



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

revealed, which will be available in dealerships across Canada later this year. A refreshed Optima mid-size sedan was also revealed in New York, which will arrive at Canadian dealer showrooms later this year as a 2014 model. Furthermore, the all-new Kia Rondo Urban Utility Vehicle was presented a prestigious 'red dot' product design award. The family-friendly and utilitarian Rondo can be expected at dealership showrooms across Canada next month.

April 2013 Incentives:

Kia Canada is pleased to continue the "Dare to Compare Sales Event" for the month of April. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing on all 2013 models, "Don't Pay for 90 Days" on select 2012 and 2013 Models and "Don't Pay until Fall" on 13MY Sorento. In addition, 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 \$4,000 on select 2013MY Forte or Sorento models. Please see a dealer for complete details.

###

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 163 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.

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