



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. reports 7,558 vehicle sales in May

- Forte family of compact, including the all-new 2014 Forte sedan, records 1,867 units sold
- Award-winning Kia Rio subcompact continues to roll with 1,779 vehicles sales, up 4.9 per cent versus May 2012

Date | June 3, 2013

(Mississauga, ON) June 3, 2013 – Kia Canada Inc. recorded 7,558 new vehicle sales in the month of May, down 10.7 per cent versus May 2012.

A variety of Kia vehicle lines continue to perform exceptionally well in May each resulting in over 1,000 vehicle sales. The Forte family, consisting of the all-new 2014 Forte sedan, the 5-Door hatchback and Koup accumulated 1,867 vehicle sales, a 1.5 per cent increase versus May 2012. Of those sales, 1,400 units were attributed to the all-new European-inspired 2014 Forte sedan – which only arrived at dealerships within the last sixty days and was named Motor Trend’s best compact sedan in their latest comparison test against the competition. The Rio subcompact, Motoring TV’s 2013 ‘Best Small Car’, consisting of the 5-Door hatchback and sedan variants, continue as one of the top volume Kia nameplates with 1,779 units sold, representing a 4.9 per cent growth when compared to a year previously. The new 2014 Georgia-built Sorento Sport Utility Vehicle (SUV) attained a total of 1,246 units sold through the month of May, yielding an 18.8% sales increase year over year.

“Kia Canada is pleased that the all-new 2014 Forte sedan and new 2014 Sorento have both resonated well with Canadian consumers so quickly in the marketplace contributing to impressive sales in the month of May,” said Jack Uzcziwek, Director of Sales, Kia Canada Inc. “It is also important to note the sales success of the all-new 2014 Rondo Urban Utility Vehicle in its first full sales month, attaining 702 new vehicle sales resulting in a 35 per cent sales increase when compared to last year.”

In the month of May Kia Canada debuted two important 2014 vehicle launches with top Canadian media. The all-new 2014 Rondo Urban Utility Vehicle, which has been presented a prestigious red dot vehicle design award, was revealed. Available in five and seven passenger versions, the all-new 2014 Rondo provides a unique world-class European-style,



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premium interior cabin and an impressive array of versatility. Recently, Kia launched the all-new Cadenza premium sedan which further enhances the Kia brand's product lineup to new heights. Exuding luxury while being the most technologically advanced Kia ever in Canada, the Cadenza is a perfect fit in the emerging space between mainstream and luxury.

#### June 2013 Incentives:

Kia Canada is pleased to announce the "2014 Early Arrivals Sales Event" for the month of June. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing, plus "Don't Pay for 60 Days" on all 2013 and 2014 Models. Customers purchasing 2013MY Rio/Rio 5-Door will be eligible for a "3 Monthly Payments on Us" incentive. Cash buyers can enjoy savings of up to \$4,500 on select 2013MY 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](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 181dealers 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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