



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 5,510 new vehicle sales in November

- Sorento Sport Utility Vehicle (SUV) sales up 42.4% in November and 6.7% year-to-date
- Soul Urban Hatchback witnesses a 42.9% sales increase in the month of November
- Kia reveals two first ever additions to the product portfolio with the Kia Soul EV and K900 luxury sedan

Date | December 3, 2013

(Mississauga, ON) December 3, 2013 - Kia Canada Inc. reported 5,510 new vehicle sales across Canada in the month of November, down 3.6 per cent in comparison to November 2012.

Three individual vehicle lines in specific provided increased sales in the month of November: the Kia Soul achieved a 42.9 per cent increase, the Georgia-built Sorento SUV was up 42.4 per cent and the Forte family of compacts sales grew by 16.9 per cent, respectively. Volume leaders for Kia in the month of November were the Sorento SUV with 1,316 units sold, the Kia Rio sub-compact, including the sedan and 5-door hatchback, with 915 units, with an accumulated 15.6 per cent growth year-to-date through November, and the Forte compacts with 899 new vehicle sales.

"Kia's entire product lineup continues to evolve and we are especially excited revealing new additions for 2014 including Kia's first new EV, with the Soul and first rear-wheel drive luxury vehicle, the K900, which was recently revealed at the LA Auto Show," said Robert Staffieri, Director of Marketing and Public Relations, Kia Canada Inc. "These two vehicles, in addition to the all-new Forte 5-Door and Forte Koup, will be launching in the new year and will further elevate our product portfolio in Canada."

In the month of November Kia's Chief Design Officer and President, Peter Schreyer, was honoured as the 2013 Golden Steering Wheel recipient by Bild am Sonntag and AutoBild for his outstanding achievements in the automotive industry. Schreyer is only the second designer to receive this coveted industry award over its 31-year history. Also, in the month of November, Kia announced that an all-electric Kia Soul EV is currently under development for sales in Canada. The Soul EV embodies the cheerful design language of the all-new Soul and is expected to offer a range of more than 200 km on a full charge.



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

December 2013 Incentives:

For the month of December Kia Canada will continue the "Winterfest Sales Event"; Kia will continue to give away 30 more cars throughout the month, making it the largest car giveaway in Canadian history. To further support this event, Kia will continue to offer very attractive incentives programs including 0% financing for up to 84 months and "Don't Pay Until Spring 2014" on select models. Cash buyers purchasing a 2013MY Optima Hybrid will be eligible for both a \$5,600 credit plus a \$1,000 Eco Credit and customers purchasing 2014MY Rondo can enjoy \$3,500 cash savings on select trims. Some conditions apply, please see 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 184 dealers nationwide. Kia Canada Inc. employs 161 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.

Maxime Surette

Public Relations Manager

Kia Canada Inc.

T: 905-755-6272

C: 416-316-3313

E: msurette@kia.ca

Daniel Ponzini

Public Relations and Events Coordinator

Kia Canada Inc.

T: 905-755-6415

C: 647-462-8986

E: dponzini@kia.ca