



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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News Release

Kia Canada Inc. reports 5,538 new vehicle sales in October

- Rio sub-compact sales up 46.6% in October and 19.1% year-to-date
- 2014 Forte named 'Best of the Best' finalist by Canadian Auto Jury (CAJ)
- Five Kia vehicles entered into 2014 Automobile Journalists Association of Canada (AJAC) TestFest program for award considerations

Date | November 1, 2013

(Mississauga, ON) November 1, 2013 - Kia Canada Inc. reported 5,538 new vehicle sales across Canada in the month of October, down 13.8 per cent in comparison to October 2012.

Three individual vehicle lines in specific provided increased sales in the month of October including the Kia Rio sub-compact up 46.6 per cent, Kia Soul Urban Hatchback up 20.9 per cent and Kia Sportage Compact Utility Vehicle (CUV) reporting an increase of 1.4 per cent. The Kia Rio sub-compact, including the sedan and 5-door hatchback, has performed well up 19.1 per cent year-to-date through October. Both the Sorento and Rondo have posted increases in 2013 up 3.9 per cent and 2.2 per cent respectively.

"The award winning Kia Rio sub-compact continues to perform well across Canada and has consistently been our volume leader throughout 2013," said Jack Uczciwek, Director of Sales, Kia Canada Inc. "We are looking forward to the remainder of 2013 and into early 2014 where Kia Canada will be launching four new and exciting vehicles to complement our lineup."

In the month of October the all-new 2014 Kia Forte was awarded a 'Best of the Best' finalist by the Canadian Automotive Jury. This is the fourth consecutive year since the CAJ awards inception where a Kia vehicle has made the top 12 list of best vehicles available for Canadians. Additionally, five Kia vehicles have been entered and are being considered as category winners in the annual AJAC TestFest Car of the Year program. The all-new 2014 Kia Forte sedan was entered into the Small Car (over \$21,000) category, both the all-new 2014 Rondo and Soul were entered into the Family Car (under \$30,000) grouping, the all-new luxurious 2014 Kia Cadenza sedan is competing in the Luxury Car (under \$50,000) category and the 2014 Kia Sorento was entered into the SUV - CUV (\$35,000 - \$60,000) grouping. AJAC plans to announce the top three contenders in each category the week of November 11th. Furthermore, last month Kia Canada sponsored the AJAC Best Print and Web Design awards presented at the 30th annual AJAC Journalism Award Gala to *PRN Ignition* and *AutoFocus.ca*, respectively. The all-new iconic 2014 Soul Urban Hatchback also received



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praise as it was named a winner at the 10th annual Active Lifestyle Vehicle of the Year awards achieving the highest score in the urban category.

November 2013 Incentives:

November marks the return of the "Winterfest Sales Event" for its fourth consecutive year in big way; Kia Canada will be giving away 60 cars in 60 days. This is 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 Sorento can enjoy \$3,000 cash savings. 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 182 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.

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