



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 6,833 new vehicle sales in September

- Five core vehicle lines increase volume sales in September
- Rio sub-compact continues to perform, up 1.9% in September and 17.1% year-to-date
- Kia Motors brand value increases by 15% in 2013 as reported by Interbrand

Date | October 1, 2013

(Mississauga, ON) October 1, 2013 – Kia Canada Inc. reported 6,833 new vehicle sales in the month of September 2013, down 2.8 per cent in comparison to September 2012.

In the month of September, five core and award-winning vehicle lines reported sales increases including: the redesigned, Georgia-built 2014 Sorento SUV, Kia Rio sub-compact, Kia Optima mid-size sedan, Kia Soul Urban Utility Vehicle (UUV) and Kia Sportage Compact Utility Vehicle (CUV). Additionally, September was a noteworthy month for the Optima Hybrid mid-size sedan, as it achieved its best month of sales since its launch in 2011. Both the Rio and Sorento contributed to over 1,000 vehicle sales in the month and have experienced significant increases calendar-year-to-date up 17.1 per cent and 6.3 per cent respectively.

“Our award winning line-up and core strength of vehicles continue to perform well across all areas in Canada,” said Jack Uczciwek, Director of Sales, Kia Canada Inc. “Our new 2014 models launched earlier this year continue to drive Canadians to our showrooms including the all-new 2014 luxury sedan Kia Cadenza, which has been very well received.”

In the month of September, Kia Motors Corporation increased its brand value by 15% over the past year to reach the 83rd position on the exclusive list of ‘Top 100 Best Global Brands,’ according to a 2013 study released by Interbrand, the world’s largest brand consultancy agency. Kia first entered the ‘Top 100 Best Global Brands’ last year, coming in 87th place, but has since risen four spots to reach an estimated brand value of USD 4.7 billion. This represents a 15%, or USD 619 million, increase from last year’s estimated brand value and far exceeds the overall top 100 brands’ average value growth rate of 8.4%.

October 2013 Incentives

Kia Canada is pleased continue the “Zero Compromise Sales Event” for the month of October. To support this event, Kia will continue to offer very attractive incentives programs including 0% financing up to 84 months on select models. Cash customers purchasing 2013MY Optima Hybrid will be eligible for a \$5,600 credit plus \$1,000 Eco Credit



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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 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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