



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. reports 7,408 vehicles sold in April

- All-time record month for Rio subcompact with 1,880 vehicle sales
- Four vehicle lines exceed 1,000 sales in the month
- Total sales through the first four months up 1.2 percent versus previous year

Date | May 1, 2014

(Mississauga, ON) May 1, 2014 - Kia Canada Inc. recorded 7,408 total vehicles sold in the month of April, down slightly at 2.3 per cent versus previous year. Total sales through the first four months of the year continue to show an increase, up 1.2 per cent versus the same time period in 2013.

In the month of April, the award-winning Rio subcompact consisting of both sedan and hatchback variants established an all-time record month reporting 1,880 sales, up 5 per cent versus previous year. In addition, three other vehicle lines exceeded 1,000 vehicle sales for the month including the all-new Forte sedan, 5-door and Koup variants, the all-new award winning 2014 Soul Urban Hatchback and the all-new award winning Sorento SUV.

"Establishing a record month for the Rio subcompact in April reinforces that Canadians appreciate exceptional value and a high quality vehicle at a competitive price" said Robert Staffieri, Director of Marketing for Kia Canada Inc.

Earlier in April at the New York Auto show, Kia Motors America revealed the completely redesigned 2015 Sedona Multi-purpose Vehicle (MPV), raising the bar in the segment with innovative technology, style and added safety features. With its modern appearance and CUV-like cab-forward design, the all-new Sedona completes the restyling of Kia's entire lineup under the direction of Peter Schreyer. Available in seven- and eight-passenger configurations, the 2015 Sedona advances value to new levels of sophistication with advanced safety features and available driving-aid technologies, premium materials and amenities.

#### May 2014 Incentives:

Kia Canada is excited to announce the Score The Best Price campaign. Kia is the official automotive partner of the 2014 FIFA World Cup and we are proud to introduce a sales event



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as great as the game itself. Kia Canada will offer attractive cash purchase price points along with 0% financing up to 84 months on select models. With up to \$4,000 in bonus cash, customers can use this in combination with Kia's existing great lease and finance offers. Cash buyers purchasing a 2013 Optima Hybrid will be eligible for both a \$5,600 credit plus a \$1,000 Eco Credit. 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 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.*

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