



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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News Release

Kia Canada Inc. sales up 5.4 percent in February

- Kia Canada reports 4,386 vehicles sold in February
- Forte, Soul and Rondo models up significantly versus previous year
- Year-to-date sales up 5.6 per cent in the first two months of 2014

Date | March 3, 2014

(Mississauga, ON) March 3, 2014 – Kia Canada Inc. reported its second consecutive month of sales increase in 2014 with 4,386 new vehicles sold, up 5.4 per cent in comparison to February 2013.

In February, three all-new and award winning vehicle lines contributed to increases for the month including the all-new Forte sedan, 5-door and Koup variants, up 42.1 percent the all-new 2014 Soul Urban Hatchback, up 69.2 per cent and the all-new 2014 Rondo Urban Utility Vehicle, up 161.5 per cent. After following a record January, total sales for the first two months have increased 5.6 per cent with 8269 vehicles sold.

"February marks the second strong month for Kia and a great start to 2014. We can attribute this to not only the success of our recently launched vehicles, the Soul and Forte Family, but a good balance of sales volume across our entire product line." said Robert Staffieri, Director of Marketing for Kia Canada Inc.; "Additionally we are also excited about the recent launch of our second luxury sedan, the all-new K900, which was revealed to the public at the Canadian International Auto show in February."

The month of February also included exciting news from the Automotive Lease Guide (ALG). The 2014 Kia Soul Urban Hatchback was confirmed as the recipient of the 2014 Canadian Residual Value Award winning the Subcompact Utility Vehicle category, a first for Kia Canada. "The redesigned Kia Soul offers the economy of a small hatchback with increased utility and premium feel for the price," said Geoff Helby, Canada Regional Director for ALG. "Kia is a brand on the rise, and the Soul combines personality and value to deliver a product poised to retain its value over time."

Also earlier in February, Kia Motors America hosted the global unveiling of the 2015 Soul EV at the Chicago Auto Show. Scheduled to go on sale in the third quarter of 2014, the Soul EV will be Kia's first all-electric, zero-emissions car sold in North America and expands the



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brand's line of environmentally conscious vehicles. The Soul EV joined the refreshed 2014 Optima Hybrid on stage along with the Niro hybrid concept, illustrating Kia's intent to lead the industry in providing technologically advanced vehicles that also reduce our dependency on non-renewable resources. Kia's eco-friendly commitment was further underscored when Underwriters Laboratory (UL) honored the Soul EV with the organization's first automotive environmental validation for its integration of more than 20 bio-friendly materials.

March 2014 Incentives:

For the month of March, Kia Canada is introducing the "Dare to Compare" sales event which will feature the industry first "Throwback Pricing". This unique offer enables customers to enjoy reduced monthly payments for the first 15 months of their finance contract. Customers can save up to \$100 on their monthly payments on select new 2013 and 2014 models. Kia will also continue to offer very attractive incentive programs including 0% financing up to 84 months on select models. Cash buyers purchasing a 2013 Optima Hybrid will be eligible for both a \$5,600 credit plus a \$1,000 Eco Credit. Customers can also enjoy cash purchase savings of up to \$5,000 and \$4,000 on select 2014 Rondo and 2014 Sorento models respectively. In March Kia also introduces the SUV AWD Bonus providing additional \$750 bonus on 2013/2014 Sportage and Sorento AWD models. 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 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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