



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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News Release

Kia Canada Inc. reports record January with total sales up 5.7 percent

- Kia Canada starts 2014 with record January reporting 3,883 units sold
- January 2014 sales increase 5.7 per cent over same period in 2013

Date | February 3, 2014

(Mississauga, ON) February 3, 2014 - Kia Canada Inc. recorded its best ever January with 3,883 new vehicles sold, translating into 5.7 per cent growth compared to January 2013.

The month was led by a trio of recently launched and award-winning vehicles in 2013 - the Georgia built 2014 Kia Sorento Sport Utility Vehicle (SUV), up 14.7 per cent, the award-winning all-new 2014 Soul Urban Hatchback, up 7.1 per cent and the all-new 2014 Rondo Urban Utility Vehicle, up 79.2 per cent. Total car sales were up 6.2 per cent with 2570 vehicles sold along with truck sales up 4.8 per cent accounting for 1313 sales.

"We are pleased with the quick start in 2014, while also establishing an all-time best January on record for the month," said Robert Staffieri, Director of Marketing for Kia Canada Inc. "With five key vehicle launches in 2014 including the all-new youth oriented 2014 Forte 5-door and 2014 Forte Koup along with the all-new 2014 Kia Soul Urban Hatchback recently revealed at the Montreal International Auto Show earlier last month; we are both excited and confident our product portfolio will continue to attract Canadians to dealer showrooms across the country."

The month of January also included exciting news from the Automotive Journalists Association of Canada (AJAC). The Kia Sorento SUV was confirmed as a top three finalist for the 2014 Canadian Utility Vehicle of the Year which will be announced on Thursday, February 13 at the Canadian International Auto Show (CIAS) in Toronto.

Also in January, Road & Travel Magazine (RTM) named the 2014 Kia Cadenza premium sedan as the International Car of the Year (ICOTY) at the 2014 North American International Auto Show (NAIAS) in Detroit. The award marks back-to-back victories for Kia as the 2013 Optima mid-size sedan was honored by RTM with the ICOTY award last year.

At the 29th Festival Automobile International in Paris in January, Peter Schreyer, Chief Design Officer, Kia Motors, was presented with the '2014 Grand Prix du Design'. This award



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acknowledges outstanding design work in an international context. Peter Schreyer was awarded the Grand Prix for his design achievements at the Hyundai-Kia Group. Additionally, the all-new Kia Soul Urban Hatchback, was awarded the 'iF Product Design Award'. In 2009, the original Kia Soul was the first car by a Korean brand to receive the distinguished 'red dot design award'. Since then, a total of 16 design prizes have been awarded to Kia models between these two design organizations.

Earlier in January, Kia Motors America unveiled the brand's most aggressive concept car ever when the wraps came off the GT4 Stinger at the North American International Auto Show (NAIAS) last month in Detroit. Kia's eye-catching design language moves in a bold new direction with the introduction of the GT4 Stinger. The concept pushes the boundaries of performance with a rear-drive 2+2 sports car that places man and machine in harmony on the road or track.

February 2014 Incentives:

For the month of February, Kia Canada is continuing the "15th Anniversary Sales Event" which introduced industry first "Throwback Pricing" in January. 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 and customers purchasing 2014 Rondo or Sorento can enjoy \$3,500 cash savings on select trims. 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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