



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 7,371 vehicles sold in June

- Passenger car volume sales up 13 per cent
- Four vehicle lines exceed 1,000 sales in the month
- Total sales through the first four months up 1 per cent versus previous year

Date | July 2, 2014

(Mississauga, ON) July 2, 2014 - Kia Canada Inc. recorded 7,371 total vehicles sold in the month of June, down 5 per cent versus June 2013. Total sales through the mid-point of the year continue to show an increase, up 1.0 per cent versus the same time period in 2013.

Passenger car sales in the month of June increased 13 per cent led by led by the award-winning Rio subcompact with 1,416 sales, up 7 per cent and the award winning Optima mid-size sedan with 1,249 sales up 58 per cent. Also in the month, two other vehicle lines exceeded 1,000 sales including the all-new Forte sedan, 5-door and Koup variants and the West Point Georgia built Sorento SUV.

"Despite a highly competitive month, Kia dealers across Canada rose to the occasion contributing to strong passenger car sales and ultimately ensuring our customer's needs and requirements were met" said Jack Uzcziwek, Director of Sales for Kia Canada Inc.

Earlier in June, Kia was ranked sixth among automakers in the 2014 J.D. Power Initial Quality Study achieving its highest-ever IQS ranking while outpacing the industry average. J.D. Power 2014 Initial Quality Study (IQS) has ranked the Kia Sportage and Kia Cadenza as leaders in the U.S. Small SUV and Large Car segments, respectively. Furthermore, Kia has moved up four positions over last year's IQS ranking and now stands at number six (in a tie) in the U.S. automotive industry for initial quality out of a field of 32 car brands. The 2014 Sportage ranked first (in a tie) in the Small SUV segment for the second consecutive year, and the Cadenza ranked highest in the prestigious Large Car category, recognized by IQS for its first U.S. model year.

Also in June, The Kia Soul EV became the latest model from Kia to earn important certification for its outstanding whole-life environmental credentials. TÜV Nord, an independent technical inspection organization, has certified the new Kia Soul EV according to the ISO 14040 Life Cycle Assessment (LCA) standard. LCA examines the environmental impact of both the car and the overall manufacturing process throughout its whole life, taking into account factors such as choice of materials, tailpipe emissions and recycling.



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Kia's first TÜV Nord certification was earned in 2008 with the first-generation cee'd, and this year's certifications bring the total number of Kia models with ISO 14040 Life Cycle Assessment (LCA) certification to 11. The product development process employed by Kia is aimed at minimizing the environmental footprint of Kia's manufacturing operations, and all cars developed by the brand since 2006 have been built with the LCA in mind.

July 2014 Incentives:

Kia Canada is excited to continue 'Score The Best Price' campaign until July 13th aligning with Kia's official automotive partnership of the 2014 FIFA World Cup. In July, Kia Canada will continue to feature 0% financing up to 84 months plus up to \$4,000 cash bonus on select models. In addition other great cash savings and financing offers available across Kia's entire line of vehicles. 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 185 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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