



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. reports second-best March in company history

- Kia Canada reports 5,881 vehicles sold
- Forte, Soul and Rondo models contribute to significant sales gains
- Q1 sales up 3.2 per cent over previous year

Date | April 1, 2014

(Mississauga, ON) April 1, 2014 - Kia Canada Inc. completed March with the second best month on record, reporting 5,881 vehicles sold. Total volume sales through the first quarter in 2014 increased 3.2 per cent with 14,150 vehicles sold.

The month of March continued to witness the strong performance of three all-new and award winning vehicle lines which contributed significantly to increases for the second best March on record. The all-new Forte sedan, 5-door and Koup variants were up 84.6 per cent. The all-new 2014 Soul Urban Hatchback also sustained volume sales increases by 30.2 per cent and the all-new 2014 Rondo Urban Utility Vehicle was also up reporting 764 vehicles in March. Additionally, these three vehicle lines have also contributed to total sales volume through the quarter. The all-new award winning Sorento SUV continues to be the volume vehicle leader for Kia in both March and through the year with 1043 and 2683 vehicles reported. In the month of March the Rio, Forte and Sorento lines all achieved volume sales over 1000 units respectively.

"Our new product lineup revealed over the last 12 months is certainly getting the attention of Canadian consumers" said Robert Staffieri, Director of Marketing for Kia Canada Inc. "The launch of the all-new 2014 Forte5 and Forte Koup earlier this month completes 3 of 5 important launches for Kia Canada this year."

The month of March also witnessed the Canadian debut of the all-new 2015 Soul EV and refreshed 2014 Optima Hybrid at the Vancouver International 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 Canada and expands the brand's line of environmentally conscious vehicles. Also in March, the all-new Kia Soul was awarded the prestigious 'red dot' design award, following in the footsteps of its stylish first-generation predecessor.

This is the second major design award for the new Soul, following its success in the highly respected 'iF design awards' earlier in the year.



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The new Kia Soul was created by the Kia design team under the supervision of Peter Schreyer, President and Chief Design Officer of Kia Motors Corporation and Hyundai Motor Group. Schreyer was also responsible for the design of the original model, which was the first Korean car to receive a red dot design award in 2009. This first accolade was followed by numerous other red dot awards, and the new Kia Soul is the eleventh Kia model to receive the prestigious prize.

#### April 2014 Incentives:

For the month of April, Kia Canada is pleased to continue the "Dare to Compare" sales event which features 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 2014 and 2015 models. Kia will also continue to offer very attractive incentive programs including 0% financing up to 84 months and 0% leasing up to 48 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 April Kia also introduces the \$750 stackable customer bonus on 2015MY Sorento select trims. 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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