



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports second best month of sales in history

- Kia Canada reports 8,015 vehicles sold up 6 per cent, second only to May 2012
- Four key vehicle lines contribute to May sales volume while four vehicle lines exceed 1,000 sales
- Total sales through the first five months of 2014, up 2.5 per cent versus previous year

Date | June 3, 2014

(Mississauga, ON) June 3, 2014 - Kia Canada Inc. reported 8,015 total vehicles sold in the month of May, contributing to the second best month on record, up 6 per cent versus May 2013. Total 2014 calendar year-to-date sales continue to increase with 29,573 vehicles sold through the first five months, sustaining an increase of 2.5 per cent versus the same time period in 2013.

The month of May witnessed four award-winning and key vehicle lines that contributed substantially to the month. The 2014 Optima mid-size sedan including both gasoline and hybrid versions provided an increase of 106.5 per cent in May. Additionally, the all-new Soul urban hatchback increased volume sales 3.3 per cent; the 2014 Sportage compact utility vehicle increased 43.1 per cent and the 2015 Sorento sport utility vehicle built in West Point Georgia increased its volume sales 23.4 per cent. Four key vehicle lines exceeded 1,000 vehicle sales for the month including the Rio sub-compact hatchback and sedan, the all-new Forte sedan, 5-door and Koup variants, including the Optima and Sorento.

"A good cross-section of our vehicle lineup along with our strong campaigns including FIFA World Cup messaging and the Soul hamsters have definitely raised awareness of the Kia brand contributing to strong performance in May" said Robert Staffieri, Director of Marketing for Kia Canada Inc. "Kia's product line-up appeals to a wide array of buyers in Canada including our recent expansion into the luxury segment with the K900 sedan and our first all-electric vehicle with the Soul EV later this year".

June 2014 Incentives:

Kia Canada is excited to continue '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 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. Some conditions apply, please see dealer for complete details.



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario
L5R 4J5 Canada

###

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.

Jack Sulymka
National Public Relations &
Corporate Partnerships Manager
Kia Canada Inc.

T: 905-755-6266
C: 905-301-6207
E: jsulymka@kia.ca

Maxime Surette
Public Relations Manager
Kia Canada Inc.

T: 905-755-6272
C: 416-316-3313
E: msurette@kia.ca