



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. Reports 7,161 Sales In April

- Sorento SUV continues torrid sales pace up 61.6 per cent in the month versus previous year
- Award winning Soul urban hatchback up 9.8 per cent versus previous year
- Optima sedan and hybrid variant up 21.6 per cent versus April 2014
- Year-to-date total sales up 0.8 per cent versus the first four months of 2014

Date | May 1, 2015

(Mississauga, ON) May 1, 2015 – Kia Canada Inc. reported 7,161 vehicles sold in the month of April, down 3.3 per cent versus one year previous. Calendar year-to-date sales are up 0.8 per cent versus the same period last year with 21,720 total sales reported.

For the second straight month, the Sorento SUV led the month in volume sales reporting 1,878 total sales, up 61.6 per cent versus April 2014. Sales results for Sorento in the month of April established the best April sales month ever for the SUV and calendar year-to-date sales of Sorento are up an impressive 50.3 per cent following up on the recent launch of the all-new 2016 model in March 2015. Additionally, the award-winning Soul continues to resonate well with Canadians with 1,142 vehicles sold, up 9.8 per cent versus the previous year and up 26.3 per cent for the first four months of 2015. The Optima mid-size sedan including the hybrid offering were up 21.6 per cent in the month of April.

“It is evident that the all-new and award-winning 2016 Sorento sales performance has been exceptionally strong for Kia Canada and all its dealers since its launch in early March” said Maria Soklis, Vice President and Chief Operating Officer, Kia Canada Inc. “This vehicle offers a variety of choices depending on lifestyle and with the recent NHTSA 5-Star safety rating awarded last month, it is a compelling and safe choice for Canadians.”

Earlier in April, the all-new 2016 Optima sedan made its global debut at the New York International Auto Show. Conceived under the watchful eye of Kia’s president and chief design officer, Peter Schreyer, with modern and instantly recognizable design cues, the Optima maintains its athletic identity but rides on a chassis that is longer, wider and stiffer for improved ride and handling and a more spacious cabin. Built in West Point Georgia, the second generation Optima in Canada features three engine choices, including a new 1.6-liter turbocharged four-cylinder that’s mated to a seven-speed Dual Clutch Transmission (DCT), the Optima is more confident than ever on the road. At the Seoul Motor Show, Kia Motors unveiled its latest concept car – the Kia Novo. The Novo features bold, coupé-inspired



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styling and a cabin that focuses on the driver. The Kia Novo hints at the design direction for the brand's next-generation compact vehicles.

Additionally, the all-new 2015 Sedona MPV earned the National Highway Traffic Safety Administration's (NHTSA) 5-star overall safety rating. With its long list of standard safety features and robust body structure, the Sedona received a 5-star rating on the NHTSA front-impact, side-impact and pole tests. In late April, the all-new 2016 Sorento SUV also received the National Highway Traffic Safety Administration's (NHTSA) 5-star overall safety rating. Built in the U.S. at Kia Motors Manufacturing Georgia (KMMG), Sorento offers a long list of standard safety features and an expertly engineered body structure.

### May 2015 Incentives:

Kia Canada is pleased to bring back the "Score the Winning Price Sales Event" and 0% + \$4,000 for the month of May! Kia will continue to offer very attractive programs including 0% financing up to 84 months on select models. Finance customers can enjoy 0% + \$4,000 on select 2015 Forte 4dr and 0% + \$2,000 on select 2015 Sportage plus 90 days payment deferral. Lease buyers can take advantage of 0% leasing up to 60 months plus \$900 credit and cash purchasers can enjoy up to \$5,850 on 2015 Rondo. 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 188 dealers nationwide. Kia Canada Inc. employs 160 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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