



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. Reports 6,265 Vehicle Sales In August

- Optima mid-size sedan sales including hybrid variant up 35.7 per cent
- Sportage Compact Utility Vehicle (CUV) competes well in segment, up 15.3 per cent in August for the second consecutive month
- Award-winning Soul including the all-electric model continue to perform well, up 32.8 per cent in 2015

Date | September 1, 2015

(Mississauga, ON) September 1, 2015 – Kia Canada Inc. reported 6,265 vehicle sales in the month of August, down 12.4 per cent versus one year ago. Through the first eight months of the year, sales are down 5.3 per cent versus the same period last year with 47,752 total sales reported.

For the second consecutive month the Sportage CUV sustained incremental sales growth of 15.3 per cent in a highly competitive segment. Sales for the Sportage year-to-date are up marginally at .2%. The Optima mid-size sedan including the efficient hybrid offering was up 35.7 per cent when comparing to the same period one year ago. Sales of the award-winning Soul including the all-electric model continue to perform well through the first eight months of the year. The Soul line-up is on pace for the best year for sales with 9,172 vehicles reported year-to-date, up 32.8 per cent when compared to the same period in 2014

“Sales for both the Sportage and Optima were impressive in August. We also look forward to the next iterations of these key models with the reveal of the all-new Sportage later this month at the Frankfurt Motor Show followed by the arrival of the all-new 2016 Optima in October proudly built at our state-of-the-art manufacturing facility in West Point Georgia” said Ted Lancaster, Vice President and COO, Kia Canada Inc. “These new models will indeed continue Kia’s momentum as a provider of vehicles that include world-class design, safety and technology including proven quality leadership noting the results of JD Power and Associated Initial Quality Study (IQS) earlier this year.”

September 2015 Incentives:

Kia Canada is pleased to announce the “Kia Awards Celebration” featuring 0% financing or up to \$7,000 in discounts for the month of September. Consumers can take advantage of



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0% up to 84 months + \$2,000 or up to \$7,000 in cash savings on select 2015 models. Furthermore, Kia Canada is excited to enhance select 2016 models with 0% financing up to 84 months + \$500 or \$3,000 for cash buyers for select models. Additionally, lease options include 0% APR up to 60 months plus \$500 on select models. 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, Sorento and K900 luxury sedan through a network of 188 dealers nationwide. Kia Canada Inc. employs 160 people in its Mississauga, Ontario headquarters and four regional offices across Canada. 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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