

News Release

Kia Canada Inc. reports 4,200 vehicle sales in February

- Soul Urban Hatchback records best February ever, up 38.6 per cent versus previous year
- Sorento SUV sales up 24 per cent versus previous year
- All-new 2016 Sorento begins to arrive at dealerships across Canada

Date | March 3, 2015

(Mississauga, ON) March 3, 2015 – Kia Canada Inc. reported 4,200 vehicles sold in the month of February, down 4.2 per cent versus the same month one year ago.

The month of February witnessed a record month for the award-winning Soul. Both gasoline and electric variants were up 38.6 per cent and established the best February ever for the vehicle since its inception in 2009. In addition, the Soul was the number one selling vehicle for Kia in the month with 966 total vehicles sold. The Georgia built Kia Sorento also sustained a sales increase for the month reporting 962 vehicles, up 24 per cent. Total sales through the first 60 days in 2015 for both the Soul and Sorento are also up 28.6 per cent and 23 per cent respectively. Also in the month, Optima mid-size sedan sales including the hybrid version were up 6.7 per cent. Optima hybrid sales for the year are up substantially with a 72.4 per cent increase versus the same period one year ago.

“Both the Soul and Sorento vehicle lines are off to a quick start in 2015, contributing to sales in all markets this year” said Jack Uczciwek Director of Sales for Kia Canada Inc. “With the recent launch of the all-new 2016 Sorento late last month, we are expecting further growth for this award-winning vehicle in 2015.”

In late February, the all-new 2016 Sorento was revealed to the Canadian media and is now arriving at dealerships across Canada.

Last month, Kia Canada announced that it has received its second consecutive Canadian Residual Value Award for the Soul from ALG, the industry benchmark for projecting future vehicle values and depreciation data. Also in the month of February, Kia Canada received its 9th Motoring TV award in the last 5 years with the Soul EV winning Motoring TV’s 2015 ‘Best Electric Car’. The 2015 Soul EV secured this win by finishing ahead of challengers like the Nissan Leaf and the Smart Fortwo Electric Drive respectively. Also, the all-new 2016 Sorento has received a good rating in the midsize SUV’s small overlap crash test, earning the vehicle a *TOP SAFETY PICK* award.

March 2015 Incentives:

Kia Canada is pleased to introduce the “Drive On” sales event” for the month of March featuring great offers for lease and purchase customers. Kia continues to offer attractive programs including 0% financing up to 84 months on select models. Lease buyers can take advantage of 0% leasing up to 60 months plus up to \$800 credit or up to 10,000 additional kilometers on select Rio,

Forte, Optima, and Sportage trims. Cash purchasers can enjoy up to \$5,800 on 2015 Sorento or up to \$5,500 on select 2015 Rondo trims. In addition, Kia Canada will offer a \$500 conquest bonus to consumers purchasing Forte Family, Optima, or Rondo with qualifying competitive manufacturer's 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 188 dealers nationwide. Kia Canada Inc. employs 159 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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