



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. Reports 5,702 Sales In July

- Best July ever for award-winning Soul urban hatchback with 1,537 sales, up 35.4 per cent versus previous year
- Sportage Compact Utility Vehicle (CUV) sales up 17.1 per cent in July

Date | August 4, 2015

(Mississauga, ON) August 4, 2015 – Kia Canada Inc. reported 5,702 vehicles sold in the month of July, down 9.6 per cent versus one year ago. Through the first seven months of the year, sales are down 4.1 per cent versus the same period last year with 41,487 total sales reported.

The award-winning Soul continues to resonate well with Canadians including the all-electric variant. The month of July witnessed the best ever July month of sales since the vehicle was launched in 2009 with 1,537 sales reported, up 35.4 per cent versus one year ago. Additionally, through the first seven months of the year the Soul is establishing the best year for sales with 7,875 vehicles reported up 43.9 per cent when compared to the same period one year ago. Also in the month of July, Sportage CUV sales were up 17.1 per cent versus previous year.

“Sales for the award-winning Soul vehicle line continues to increase immensely in all markets across Canada” said Jack Uzcziwek, Director of Sales, Kia Canada Inc. “Consumers are enamored with what the Soul has to offer – impressive utility, world acclaimed design and a fuel efficient line-up including our first fully electric offering which has created excitement in dealer showrooms, thus translating into volume sales.”

August 2015 Incentives:

Kia Canada is pleased to continue the “Clear the Lot Sales Event” featuring 0% financing plus up to \$6,000 in the month of August. Consumers can take advantage of up to 0% + \$6,000 on select 2015 models. Furthermore, Kia Canada is excited to enhance select 2016 models with 0% financing up to 84 months or \$1,500 for cash buyers for select models. In August Optima buyers can take advantage of up to \$5,000 in purchase savings. 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.

Jack Sulymka T: 905-755-6266
National Manager, Corporate Communications C: 905-301-6207
& Corporate Partnerships E: jsulymka@kia.ca
Kia Canada Inc.

Maxime Surette T: 905-755-6272
Product Communications Manager C: 416-316-3313
Kia Canada Inc. E: msurette@kia.ca