



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. Reports 6,612 Sales In June

- Award winning Soul urban hatchback achieves best sales month in Kia Canada history with 1,652 sales
- Sorento achieves best 1<sup>st</sup> half sales in Kia Canada history with 7,846 sales
- Forte family sales up 16.5% versus previous year with 1,601 sales

Date | July 2, 2015

(Mississauga, ON) July 2, 2015 – Kia Canada Inc. reported 6,612 vehicles sold in the month of June. Calendar year-to-date sales are down slightly at 3.1 per cent versus the same period last year with 35,785 total sales reported.

The month of June was the best sales month for the award-winning Soul, with sales of 1,652 units. It also marked a record 1<sup>st</sup> half finish for both Soul and Sorento carlines: Soul with 6,338 total sales reported in the first 6 months of the year, up 46.1 per cent versus the same period last year, and Sorento with 7,846 total sales year-to-date, up 12.9 per cent versus the same period last year. The month of June also witnessed an increase for the Forte family of vehicles, with sales of 1,601 units, reflecting a 16.5 per cent increase compared to June 2014. Total volume of Forte sales through the first six months of the year is also up 12.1 per cent with sales totaling 6,756 units.

“We are thrilled with Sorento and Soul’s sale performances as they continue to resonate with Canadians coast-to-coast, both establishing record 1<sup>st</sup> half sales figures”, said Jack Uczciwek, Director of Sales, Kia Canada Inc. “We expect this momentum to continue as July marks the beginning of a new campaign called “Clear the Lot Sales Event” designed to offer Canadians competitive rebates on our vehicles along with innovative and world-class design, impressive levels of safety, technology and fuel efficiency.”

Also in June, J.D. Power recognized the Kia brand as the second-highest scoring nameplate industry-wide in its 2015 Initial Quality Study (IQS). Kia’s IQS score improved by 20 points over its previous best-ever performance in 2014, vaulting up four positions to second overall among 33 automotive brands and highest among all mass-market nameplates. Sorento and Soul were awarded highest scores in compact multi-purpose vehicle and midsize SUV segments while the Rio, Optima, Cadenza, Sportage and Sedona models all ranked in the top three of their respective categories.



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### July 2015 Incentives:

Kia Canada is pleased to announce the "Clear the Lot Sales Event" featuring 0% financing plus up to \$6,000! Customers financing can take advantage of up to 0% + \$6,000 on select 2015 Rondo and up to 0% + \$4,000 on select 2015 Forte models. In addition, for the month of July, Kia is excited to continue up to \$1,000 bonus on 2016 Sorento, and up to \$750 stackable bonus on 2015 Soul. Furthermore, lease buyers can take advantage of 0% leasing up to 60 months plus \$500 on select 2016 Rio. 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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