

Kia Canada Inc. Sales Up 13.2 per cent In March

- Sorento SUV up 80.6 per cent following launch of all-new 2016 model
- Award winning Soul urban hatchback up 45.5 per cent versus previous year
- Rio sub-compact hatch and sedan up 23.7 per cent versus March 2014
- Q1 2015 sales up 2.9 per cent versus same period last year

Date | April 1, 2015

(Mississauga, ON) April 1, 2015 – Kia Canada Inc. reported 6,655 vehicles sold in March which marks the best March sales since 1999. Additionally, total sales through the first quarter in 2015 amounted to 14,559 sales, up 2.9 per cent versus the same period last year.

The Sorento SUV led the month in volume sales reporting 1,884 total sales, up 80.6 per cent. This represented the best monthly performance ever for the award-winning vehicle and the best quarter with 3,901 sales, up 45.4 per cent following the recent launch of the all-new 2016 model. The award-winning Soul performed exceptionally well in March with 1,129 vehicles sold, up 45.5 per cent versus the previous year and the sub-compact Rio (both hatch and sedan) was up 23.7 per cent with 1,277 total vehicles sold.

“Our first quarter results were largely driven by the new award-winning 2016MY Sorento” said Maria Soklis, Vice President and Chief Operating Officer, Kia Canada Inc. “Our portfolio has once again begun to pick up momentum in the market as a result of the spring seasonality, some intuitive marketing efforts and the strong support of our dealer network.”

In March, Kia Canada was presented with several awards for the Soul EV including MotoringTV’s “Best Electric Vehicle”, the Automobile Journalists Association of Canada’s (AJAC) 2015 “Canadian Green Car of the Year” as well as the overall winner of the “2015 Canadian Green Car Award” at the Green Living Show. Moreover, the Soul EV and all-new flagship Sorento were both honoured globally with 2015 Red Dot design awards.

April 2015 Incentives:

Kia Canada is pleased to continue the “Dive On” sales event” for the month of April! To support this event, Kia Canada will showcase our strongest combination of lease, loan, and cash offers. Kia continues to offer very 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 \$900 credit or up to 10,000 additional kilometers on select models. Cash purchasers can enjoy up to \$5,850 on 2015 Sorento or 2015 Rondo. 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 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.