



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. Reports 6,017 Sales In October

- Soul recorded strongest October year-to-date sales ever
- Optima intermediate sedan sales up 53.1 per cent in October
- Sportage Compact Utility Vehicle (CUV) sales up 4.4 per cent in October

Date | November 3rd, 2015

(Mississauga, ON) November 3rd, 2015 – Kia Canada Inc. reported 6,017 vehicles sold in the month of October, up 0.1 per cent versus one year ago. Through the first ten months of the year, sales are down 4.0 per cent versus the same period last year with 59,711 total sales reported.

The award-winning Soul continues to resonate well with Canadians including the all-electric variant. Last month's sales results provided us with one of the strongest October sales since the vehicle was launched in 2009 with 1,236 sales reported, up 58.3 per cent versus one year ago. Additionally, through the first ten months of the year the Soul has afforded us the best year for sales year-to-date with 11,715 vehicles reported up 34.5 per cent when compared to the same period one year ago. Also in the month of October, Optima intermediate sedan sales were up 51.3 per cent with 605 units sold and Sportage CUV sales were up 4.4 per cent with 623 units sold versus previous year.

"Soul is tracking for the best sales year since launch, showing how much Canadians appreciate vehicles that offer value and high quality at a competitive price" said Jack Uczciwek, Director of Sales, Kia Canada Inc. "Consumers are identifying with Soul's world acclaimed design, practical utility, fuel efficiency, quality and overall value proposition."

"During the month of October, Kia Canada surpassed its 700,000 vehicle sales milestone, and for this we are all very proud" said Ted Lancaster, Vice-President and COO, Kia Canada Inc. "This great accomplishment was reached in just 16 short years, commencing with Kia Canada's first vehicle sale in 1999."

November 2015 Incentives:

Kia Canada is pleased to announce our holiday campaign: "Unwrap a Deal" sales event featuring 0% financing up to 84 months or up to \$7,000 in discounts for the month of November. Consumers can take advantage of 0% up to 84 months + \$2,500 or up to \$7,000



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in cash savings on select models. Furthermore, for cash buyers, we are pleased to introduce "No Charge AWD" on select 2016 Sportage and Sorento models. Additionally, lease options include 0% APR up to 48 months plus \$2,000 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 Cadenza luxury sedan through a network of 190 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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