



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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News Release

Kia Canada Inc. Reports 5,942 Sales In September

- Total sales in September up 2.7 per cent versus previous year
- Award winning Soul urban hatchback records best ever September with 1,307 sales, up 28.3 per cent versus previous year
- Optima sedan and hybrid variant up 39.3 per cent versus September 2014
- Sportage Compact Utility Vehicle (CUV), up 26.5 per cent versus previous year

Date | Oct 1, 2015

(Mississauga, ON) Oct 1, 2015 – Kia Canada Inc. reported 5,942 vehicles sold in the month of September, up 2.7 per cent versus one year previous. Calendar year-to-date sales are down 4.4 per cent versus the same period last year with 53,694 total sales reported.

Total sales for the Soul hatchback including the all-electric version continue to impress establishing the best September on record for the vehicle since its inception into the Canadian market in 2009. Additionally, through the first 9 months of the year, the award winning Soul is on track for the best year of sales solidifying it as vehicle of choice for Canadians coast to coast. The month of September also witnessed the Optima mid-size sedan including the hybrid offering up 39.3 per cent in the month. The Sportage CUV also experienced a strong month of sales, up 26.5 per cent when compared to the same month one year ago.

“Our sales volume increase in the month of September was the result of a variety of our key vehicles performing well due to the hard work and focus of Kia dealers across Canada said Ted Lancaster, Vice President and Chief Operating Officer, Kia Canada Inc. “Canadians are also looking to Kia as an industry leader in quality as recently awarded by JD Power and Associates in the Initial Quality Study (IQS) as the number one non-luxury brand.”

Earlier in September, the all-new 2017 Sportage CUV made its global debut at the Frankfurt International Motor Show. Entering its fourth-generation, the all-new Sportage offers an innovative and sophisticated package to buyers in an increasingly competitive segment of the market. The Sportage builds comprehensively on the success of the outgoing model, with an attractive, all-new exterior design, a host of advanced new technology features and greater quality. The new-look interior is made up of higher quality materials and a modern new design, as well as improved practicality and a range of technologies to improve



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comfort, convenience, connectivity and safety. The new Sportage will offer enhanced efficiency and performance, while ride, handling and refinement are all improved.

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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 189 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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