



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 4,381 vehicles sold in February

- Kia Forte compact sales are up 123.7 per cent versus 2015
- Kia Sportage CUV sales are up 30.2 per cent versus 2015
- Kia Sorento, Forte and Sedona records best February sales in history

Date | March 1st, 2016

(Mississauga, ON) March 1, 2016 – Kia Canada Inc. reported today 4,381 total vehicles sold for the month of February, a 4.3 per cent increase versus the same time period in 2015. February sales were led by Sorento Sport Utility Vehicle (1,017 units), Forte compact family (971 units) representing a 123.7 per cent increase versus the same period in 2015, Soul Urban Hatchback which includes its all-electric variant (536 units) and Rio sub-compact family (487 units) .

“We are thrilled with Sorento and Forte family’s sale performances as they continue to resonate with Canadians coast-to-coast, both establishing record February sales figures.” said Ted Lancaster, Vice President and Chief Operating Officer (COO), Kia Canada Inc. “We expect this momentum to continue in March with the beginning of a new sales event called “Made For People Like You”, designed to offer Canadians competitive programs along with innovative and world-class designs, impressive levels of safety, technology and fuel efficiency.”

Kia Canada Inc. is looking forward to unveiling an exciting new model during media day at the Vancouver International Auto Show slated for March 23rd. Please stay tuned for more details and information on this exciting new model.

March 2016 Incentives:

This March, Kia Canada is pleased to announce the “Made For People Like You” sales event featuring 0% financing plus up to \$4,000 in savings on popular 2015 Optima and 2016 Forte models. Great lease offers also available on 2016 Forte featuring 0% for 60 months plus \$1,000 in savings. In addition, eligible loyal or select new customer receives up to an additional \$750 bonus on top of existing offer towards the lease or purchase of a 2016 Forte, Optima, 2016 Optima HEV, 2016/2017 Sportage, and 2016 Sorento. Some conditions apply. Please see dealer for complete details.



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario
L5R 4J5 Canada

###

About Kia Canada

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 190 dealers nationwide. Kia Canada Inc. employs 149 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.

John Adzija T: 905-755-6266
National Manager, Corporate Communications C: 905-301-6207
& Corporate Partnerships E: jadzija@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

Philippe-André Bisson T: 514-955-0505 x2211
Product Communications Sr. Specialist C: 514-213-0816
Kia Canada Inc. E: pabisson@kia.ca