



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

### Kia Canada Inc. reports 3,601 vehicles sold in January

- Kia Sportage CUV sales are up 44 per cent versus 2015
- Kia Soul Urban Hatchback sales are up 76.5 per cent versus 2015
- Kia Soul records best January sales in history

Date | February 2<sup>nd</sup>, 2016

(Mississauga, ON) February 2, 2016 – Kia Canada Inc. reported today 3,601 total vehicles sold for the month of January, a 2.8 per cent decrease versus the same time period in 2015. January sales were led by Sorento Sport Utility Vehicle (878 units), Soul Urban Hatchback which includes its all-electric variant (662 units) representing a 76.5 per cent increase versus the same period in 2015, Rio sub-compact family (493 units) and Forte compact family (450 units). Sportage Compact Utility Vehicle sales were up 44 per cent versus 2015, achieving 419 units sold for the month of January.

“Our strong start for 2016 can be attributed to our award winning lineup and their offerings of value, quality and design.” said Ted Lancaster, Vice President and Chief Operating Officer (COO), Kia Canada Inc. “Last month at the Montreal International Auto Show we debuted our all-new 2017 Sportage to Canadians with great attention and success, and over the next few months we will be showing additional all-new models that I am sure will resonate in the Canadian automotive marketplace.”

Kia Canada Inc. is looking forward to unveiling an exciting all-new model next week during media day at the Canadian International Auto Show slated for February 11<sup>th</sup>. Please stay tuned for more details and information on this exciting new model.

#### February 2016 Incentives:

Kia Canada is pleased to continue the “New Year New Kia” sales event featuring 0% financing plus \$4,000 on select models. In addition, financing customers can enjoy payment deferral of 90 days. This February, Sportage and Sorento is featured at 0% financing for 84 months plus up to \$1,500 in discount – select eligible customers are further entitled to additional \$500 discount. Some conditions apply. Please see dealer for complete details.

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### **About Kia Canada**

*Kia Canada Inc. ([www.kia.ca](http://www.kia.ca) - [www.facebook.com/kiacanada](https://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](mailto: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](mailto: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](mailto:pabisson@kia.ca)