



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. reports 5,983 vehicles sold in March

- Kia Sportage CUV sales are up 119.9 per cent versus 2015
- Kia Forte compact sales are up 23.1 per cent versus 2015

Date | April 1st, 2016

(Mississauga, ON) April 1, 2016 – Kia Canada Inc. reported today 5,983 total vehicles sold for the month of March. March sales were led by Sorento Sport Utility Vehicle (1,309 units), Forte compact family (1,047 units) representing a 21.3 per cent increase versus the same period in 2015 and Sportage Compact Utility Vehicle performed its best sales month in history (1,007 units).

“The all-new 2017 Sportage CUV sales performance for the month of March is a true testament to the vehicle’s consumer appeal within its segment.” said Ted Lancaster, Vice President and Chief Operating Officer (COO), Kia Canada Inc. “We expect our spring sales performance to be strong over the coming months, offering Canadians consumers from coast to coast, benchmark quality vehicles in terms of design, advanced safety features and equipment.”

March also saw the all-new Kia Sportage and the Optima receive the prestigious Red Dot international design prize – for the second time each. The independent judging panel honoured the Kia Optima with a ‘Best of the Best’ award, the competition’s highest distinction, for which only the most ground-breaking designs in a category are eligible.

The all-new 2016 Optima also earned the highest designation possible – Top Safety Pick Plus (TSP+) – from the Insurance Institute for Highway Safety (IIHS) when equipped with optional front crash prevention. The rating reflects top scores in each of five crashworthiness tests as well as the integration of active safety technology to aid in crash prevention.

April 2016 Incentives:

This April, Kia Canada is pleased to continue the “Made For People Like You” sales event featuring 0% financing plus up to \$4,000 in savings on select models. Great lease offers



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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 Rio, Forte, Optima, Rondo, Sedona, Optima HEV, Sorento, and all-new 2016/2017 Sportage. Some conditions apply. Please see dealer for complete details.

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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.

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