



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

## News Release

# Kia Canada Inc. sales up 19 per cent in December while contributing to 70, 007 vehicles sold in 2014

- Award-winning Soul urban hatchback sales up 31 per cent versus in 2013
- Forte family of vehicles total 11, 867 up 4 per cent in 2014
- 70, 007 total sales in 2014 results in one of the best sales year in company history

Date | January 5, 2015

(Mississauga, ON) January 3, 2014 - Kia Canada Inc. reported 3,352 vehicles sold in December, representing a 19% increase over the same period in December 2014. Although annual sales were down slightly at 3%, Kia Canada reported 70,007 vehicles sold for one of their best sales years in 15 years.

The all-new Forte family of vehicles contributed to 11,867 sales in 2014, up 4 per cent versus the same period of the previous year's sales. The award-winning Soul performed exceptionally well with 9,944 vehicles sold, up 31 per cent versus the previous year. 2014 marked the second best year on record for annual Soul vehicle sales since its debut in 2009.

In 2014, Kia Canada revealed five all-new and exciting vehicles to the portfolio; the 2014 Forte5 hatchback, the 2014 Forte Koup, the 2015 Sedona Multipurpose vehicle as well as Kia's first all-electric vehicle in Canada, the Soul EV, and earlier in the year Kia Canada's first V8 rear wheel drive premium sedan, the 2015 Kia K900.

"2014 resulted in one of the best sales years on record for Kia Canada. It also included the debut of two all-new and exciting vehicles for the brand with Kia's first zero emission vehicle the Soul EV and our flagship premium sedan, the K900." said Maria Soklis, Vice President and Chief Operating Officer (COO), Kia Canada Inc. "We are excited to start 2015 with the reveal of the all-new 2016 Sorento sport utility vehicle ( SUV ) that is proudly built at our state-of-the-art manufacturing facility in West Point, Georgia. It will be an important volume vehicle for Kia in Canada."

In December, Kia Canada was presented with an Automobile Journalists Association of Canada (AJAC) Car of the Year category award for the all-new 2015 Kia Soul EV. It was awarded the "Best New City Car". Earlier in the year, for its 2015 edition, L'Annuel de l'automobile also presented Kia Canada three "Clefs d'or" awards for Rio "Best Sub-Compact", Forte "Best Compact" and Rondo "Best Family Crossover".



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In 2014, Kia Motors Corporation increased its brand value by 15% over the past year to reach the 74th position on the exclusive list of 'Top 100 Best Global Brands,' according to a 2014 study released by Interbrand, the world's largest brand consultancy agency. Kia first entered the 'Top 100 Best Global Brands' in 2012, coming in 87<sup>th</sup> place, but has since risen thirteen spots to reach an estimated brand value of USD \$5.39 billion. This recognition by Interbrand accompanies Kia's positioning in the 50 Best Global Green Brands 2014, in which Kia placed 35th position, up 2 spots from 2013.

January 2015 Incentives:

To kick off 2015, Kia Canada is pleased to introduce an automotive first "Half Price Payment Sales Event". Kia pays half of customer's finance payments for up to one year on select models. This is a unique offer that enables customers to enjoy low monthly payments. Kia will also continue to offer very attractive incentive programs including 0% financing up to 84 months. Some conditions apply, please see dealer for complete details.

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*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 187 dealers nationwide. Kia Canada Inc. employs 159 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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