



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Kia Canada Inc. records second best year on record with 72,449 vehicles sold in 2013

- Rio sub-compact achieves record year of sales with 15,601 vehicles sold up 11.8 per cent
- Award winning Sorento SUV up 3.6 per cent calendar year to date versus 2012
- Kia Canada to continue product cadence with five new and exciting product reveals commencing in early 2014

Date | January 3, 2014

(Mississauga, ON) January 3, 2014 – Kia Canada Inc. recorded its second best year on record reporting 72,449 vehicle sales in 2013, down 6.9 per cent versus previous year. Global demand for Kia vehicles in 2013 impacted overall sales during the twelve month span.

The Rio sub-compact car in both hatch and sedan variations recorded a record year in 2013 with 15,601 vehicles sold including an 11.8 per cent increase versus 2012. The new Sorento SUV experienced a second best sales volume year in 2013 with 14,542 vehicles sold up 3.6 per cent versus 2012. In 2013, Kia Canada revealed five new and exciting vehicles to the vehicle lineup. These were the 2014 Sorento SUV, 2014 Forte sedan, 2014 Rondo Urban Utility Vehicle, 2014 Soul Urban Hatchback and a new addition to the product portfolio with the all-new premium sedan, 2014 Kia Cadenza.

“2013 recorded Kia Canada’s second best year on record and included five key launches for the company that continued to propel our advancement in world class design and technology while being recognized by the Automotive Journalist Association of Canada (AJAC) and L’Annuel de l’automobile 2014,” said Maria Soklis, Vice President and Chief Operating Officer (COO), Kia Canada Inc. “The strength in our product lineup will continue to evolve into 2014 with five new exciting products including our first ever luxury rear-wheel drive sedan, the K900 and later in the year with our first electric vehicle option added to the all-new Soul lineup.”

Kia Canada was presented with two Automobile Journalists Association of Canada (AJAC) Car of the Year category awards. First, the all-new 2014 Kia Soul Urban Hatchback was announced winner of the “Best New Family Car (Under \$30,000)” award by AJAC, and second, the 2014 Kia Sorento was named as the “Best New SUV/CUV (\$35,000 - \$60,000)”. Earlier in the year, L’Annuel de l’automobile bestowed the Rio sub-compact as vehicle choice



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in the category. Additionally, the Canadian Auto Jury (CAJ) included the 2014 Forte as one of twelve "Best of the Best" finalists of all vehicles available for sale in Canada.

In 2013, Kia Motors Corporation increased its brand value by 15% over the past year to reach the 83rd position on the exclusive list of 'Top 100 Best Global Brands,' according to a 2013 study released by Interbrand, the world's largest brand consultancy agency. Kia first entered the 'Top 100 Best Global Brands' in 2012, coming in 87th place, but has since risen four spots to reach an estimated brand value of USD 4.7 billion. This represents a 15%, or USD 619 million, increase from last year's estimated brand value and far exceeds the overall top 100 brands' average value growth rate of 8.4%. This recognition by Interbrand accompanies Kia's positioning in the 50 Best Global Green Brands 2013, in which Kia placed 37th this past June.

January 2014 Incentives:

For the month of January, Kia Canada is introducing the "15th Anniversary Sales Event". To celebrate our 15th anniversary, Kia Canada is pleased to introduce "Throwback Pricing" which is a unique offer that enables customers to enjoy reduced monthly payments for the first 15 months of their finance contract. Customers can save up to \$85 on their monthly payments on select new 2013 and 2014 models. Kia will also continue to offer very attractive incentive programs including 0% financing up to 84 months on select models. Cash buyers purchasing a 2013MY Optima Hybrid will be eligible for both a \$5,600 credit plus a \$1,000 Eco Credit and customers purchasing 2014MY Rondo can enjoy \$3,500 cash savings on select trims. Some conditions apply, please see dealer for complete details.

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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, Optima and Sorento through a network of 184 dealers nationwide. Kia Canada Inc. employs 161 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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