

News Release

Kia Canada Inc. sales up 7.5 per cent in December contributing to 67,914 vehicles sold in 2015

- December marked the 4th consecutive month of year-over-year growth
- Soul Urban Hatchback recorded best December as well as best year-to date sales ever
- Sorento and Sportage sales up 2.8 per cent and 8 per cent respectively

Date | January 6, 2016

(Mississauga, ON) January 6, 2016 – Kia Canada Inc. reported 3,602 vehicles sold in December, up 7.5 per cent to complete the year achieving the second best December sales performance in Kia Canada's history. Additionally, total vehicle sales in 2015 resulted in 67,914 total vehicles sold, contributing to one of Kia Canada's best sales volume years in its 16 year history. Overall sales in 2015 were down slightly at 3 per cent versus 2014.

The award-winning Soul sustained exceptional sales results in 2015 with 13,335 vehicles sold, up 34.1 per cent versus previous year. 2015 also marked the best year on record for annual Soul vehicle sales since its debut in 2009. The AJAC award winning Sorento Sport Utility Vehicle contributed 14,372 sales in 2015, up 2.8 per cent versus the previous year's result. Sportage Compact Utility Vehicle sales were also very strong in December, helping it achieve annual sales of 6,509 units resulting in an 8 per cent increase versus 2014.

"2015 was a very good year for us at Kia Canada with a strong final quarter finish and the launch of two redesigned vehicles for the brand including Kia's all-new award winning Sorento, winner of Automobile Journalist Association of Canada's (AJAC) category for "Best SUV \$35,000-\$60,000" as well as the all-new sharply redesigned Optima sedan." said Ted Lancaster, Vice President and Chief Operating Officer (COO), Kia Canada Inc. "2016 will be an exciting year for Kia Canada and its dealers as we build on the momentum of the final quarter of 2015. We have several all-new vehicle launches that include advanced features and the Quality, Reliability and Value that continues to resonate with Canadian consumers.

In 2015, Kia Motors reached a historic milestone when J.D. Power recognized the brand as the second-highest scoring nameplate industry-wide in its 2015 Initial Quality Study (IQS). Kia's IQS score improved by 20 points over its previous best-ever performance in 2014, vaulting four positions to second overall among 33 automotive brands and highest among all mass-market nameplates. Kia's ascension was powered by segment-leading performances from two of the company's best-selling vehicles – Soul and Sorento – while the Rio, Optima, Cadenza, Sportage and Sedona models all ranked in the top three of their respective categories.

January 2016 Incentives:

Kia Canada is pleased to introduce 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. In January, 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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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 160 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.