



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

L5R 4J5 Canada

News Release

Best-Ever July Sales Helps Kia Canada Inc. Raise \$165,820 for Special Olympics Canada

- 8,101 units represents best-ever July sales for Kia Canada and up 8% over last year
- Sorento, Soul and Sportage top selling nameplates
- Kia Canada and its dealers dedicated the month of July to supporting Special Olympics Canada in honour of their 50th anniversary and national summer games

(Mississauga, ON) August 3, 2018 – Kia Canada Inc. reported today 8,101 total vehicles sold for the month of July, an eight per cent increase versus the same time period in 2017 and the best July ever for the brand. July's results were led by Sorento (1,524), Soul (1,522) and Sportage (1,456 units).

July was also the first month of Kia's Special Summer Celebration, a campaign to raise awareness and funds for its partner, Special Olympics Canada. As part of this campaign and, in addition to other fundraising efforts, Kia Canada and its dealers across the country each donated \$10 for every car sold in the month of July, raising a total of \$165,820 in support of Special Olympics Canada programs and athletes.

"Having our best-ever July couldn't have come at a better time," said Ted Lancaster, Vice President and Chief Operating Officer (COO), Kia Canada Inc. "As a proud partner of Special Olympics Canada, everyone at Kia Canada and our dealers across the country are extremely proud of these additional funds we have raised through the sales of our award-winning vehicles."

"Thank you to Kia Canada and all of your dealers across Canada for your outstanding commitment to Special Olympics Canada," said Sharon Bollenbach, CEO, Special Olympics Canada. "Kia Canada has gone above and beyond to show its commitment to Special Olympics as we celebrate our 50th anniversary. We are thrilled with this additional \$165,820 in funding which will go to support over 45,000 athletes from coast to coast to coast continue to challenge their limits and reach their full potential."

August 2018 Incentives:

Kia Canada's "Special Summer Celebration" sales event continues in August, featuring 0% Financing + Up to \$2,000 Summer Bonus + Don't Pay until October + 5 YEAR/100k Warranty on select models! Customers can get into new 2019 Soul, Sorento and Sedona with great



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attractive lease and finance offers. On 2018 save up to \$5,000 on select models. See dealer for full details.

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About Kia Canada Inc.

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 192 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and three regional offices across Canada, including a 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.

For more information about Kia Canada and our products, please visit our Media Centre at KiaMedia.ca or contact:

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