



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario  
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## News Release

### 2013 Kia Optima named 'International Car of the Year'

- Optima recognized for distinctive design, advanced technology and unmatched value
- Kia Optima receives more positive reactions from the ICOTY jury than any other vehicle nominated
- ICOTY honour adds to Optima's long list of accolades

Date | January 16, 2013

MISSISSAUGA, ON, January 16, 2013 -- Kia Motors is proud to announce that Road & Travel Magazine has named the 2013 Kia Optima as the International Car of the Year (ICOTY) at the 2013 North American International Auto Show (NAIAS) in Detroit. The Optima's stunning design combined with modern amenities and impressive value propelled the mid-size sedan to becoming the top-selling Kia vehicle in 2012.

"The International Car of the Year distinction by Road & Travel Magazine adds to the Optima's strongly stacked trophy case," said Robert Staffieri, Director of Marketing, Kia Canada Inc. "The world-class designed Optima continues to attract Canadian's to the Kia brand by providing an alternative in the mid-size segment that presents an unprecedented combination of design, performance, comfort, technology, fuel efficiency and value."

Road & Travel Magazine gives 10 ICOTY awards to new or existing model year vehicles with significant and/or impressive improvements. These awards are based on the emotional connection between the consumer and vehicle. The winners are chosen by the ICOTY jury, which consists of nationally renowned automotive journalists from respected publications such as MSN Autos, Car and Driver and Consumer Guide® Automotive.

"The Kia Optima rose to the top of the list as the most emotionally compelling vehicle above all others," said Courtney Caldwell, Road and Travel Magazine's Editor-in-Chief. "It's functional yet sleek design as well as advanced features intertwines effortlessly with consumer lifestyles on many levels, qualities we look for when considering contenders for the ICOTY awards."



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In addition to this prestigious accolade, the Optima has earned a number of awards including being named the 2012 "Car of the Year" award from Motoring TV as well as the 2012 "Best New Family Car" from Motoring TV.

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**About Kia Canada Inc.:**

*Kia Canada Inc. ([www.kia.ca](http://www.kia.ca) – [www.facebook.com/kiacanada](http://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 180 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 to open in Montreal shortly. 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.*

**About Kia Motors Corporation:**

*Kia Motors Corporation ([www.kia.com](http://www.kia.com)) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 149 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

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