



Kia Canada Inc.

180 Foster Crescent, Mississauga, Ontario

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## News Release

### Kia Rio named Motoring TV 2013 'Best Small Car'

- Kia Rio 5-Door hatchback and sedan announced as Motoring TV 2013 'Best Small Car'
- Best-selling sub-compact in January
- Rio provides an impressive value formula, elevating the sub-compact to the forefront of the segment

Date | February 7, 2013

Mississauga, ON, Feb. 7, 2013 – Kia's 2013 Rio sub-compact, including the 5-Door hatchback and sedan, has been awarded Motoring TV's 2013 'Best Small Car'. The 2013 Rio achieved the title by finishing ahead of the Mazda 3 and Nissan Sentra.

"The Kia Rio was one of Kia Canada's highest volume sellers in 2012," said Robert Staffieri, Director of Marketing, Kia Canada Inc. "The world-class design of the Rio compliments the vehicle's combination of impressive design from a styling, technology and safety perspective, providing Canadian's a vehicle for every type of driver."

"For the consumer looking to downsize their operational budget, but not give up on life's luxuries the Rio more than fits the bill," said Graeme Fletcher of Motoring TV. "For just under \$21,000 you get everything from leather seating to a heated steering wheel. The sort of creature comforts expected of a much more expensive car."

The Rio sub-compact exhibits highly sculpted sloping shoulder lines and wedge-shaped exteriors, projecting an athletic profile that conveys power and agility while following the aggressive lines found on other Kia vehicles, such as the Optima and Sportage. The Rio sports its own interpretation of Kia's signature grille, providing a twist on the Kia family look that exudes a youthful persona.

The Rio provides Canadian's a vehicle that is fun, stylish, and practical with a unique blend of character. The Rio is both exciting and fuel efficient, with its 1.6-litre Gasoline Direct Injection (GDI) engine it gives the driver the ability to travel farther between fill-ups. The Rio returns remarkable fuel economy of 5.3 litres per 100 kilometres on the highway and 6.9 litres per 100 kilometres when driving in the city<sup>1</sup>, promising consumers impressive fuel

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<sup>1</sup> 5.3 litres per 100 kilometres on the highway and 6.9 litres per 100 kilometres measures are based on the manual transmission 1.6-litre GDI engine. When equipped with automatic transmission city fuel economy is 7.1 litres per 100 kilometres and 5.5 litres per 100 kilometres on the highway.



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efficiency without sacrificing power or fun-to-drive performance. With an available heated steering wheel, push-button start ignition, leather interior, power sunroof, UVO infotainment system, power folding sideview mirrors and navigation, the Rio offers all the technology one would need to have a safe and comfortable ride.

Furthermore, the Rio's January sales of 800 units, a 24.8 per cent growth year-over-year, placed it as the top-selling sub-compact vehicle in the segment. This accomplishment becomes noteworthy when noting that the segment was down by over 12 per cent overall.

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*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 162 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.*

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