



SALES MONTHLY PROGRAM BULLETIN

Date: February 9, 2016
To: All Kentucky & Ohio State Kia Retailers, General Managers and Sales Managers
Subject: 2016 Ohio Auto Show Incentive

Model Year	Model	Auto Show Incentive (2/17/16 – 3/21/16)
2015 / 2016	Forte	\$500
2015 / 2016	Koup	\$500
2015 / 2016	Sportage	\$500
2015 / 2016	Soul	\$500
2016	Sorento	\$500

Effective **February 17, 2016 through March 21, 2016**, an **Ohio Auto Show Bonus of \$500** is available for customers who purchase a new **2015 MY Forte, 2015 MY Koup, 2015 MY Sportage, 2015 MY Soul, 2016 MY Forte, 2016 MY Koup, 2016 MY Sportage, 2016 MY Sorento, or 2016 MY Soul** from a Kentucky State or Ohio State Kia retailer. The vehicle must be sold and reported during the program period to qualify. **There will be no exceptions.**

This special incentive is in addition to all applicable existing Customer Cash or Bonus Cash programs during the program period. Please note that this Bonus can be used in conjunction with any subvented program available through KMF or AmeriCredit. Eligible vehicles can be reported as standard retail sales (RSALE, KNA, or KFA, as applicable) or with subvented sale types (KAPR, KLSE, KGRAD or KCSP).

In order to receive the consumer incentive for Auto Shows, it is necessary for the dealership to apply for the incentive under **MKTPROMO3** and provide the customer's last name. This incentive can also be applied for in the Kia Incentive Administration System (KIAS) under **MKTPROMO3**. If the incentive is not applied for, either at the time of reporting in WebDCS or in KIAS, no payment will be made to the dealer

Documentation **is not required** to be submitted through the Specialty Incentive Automated System. However, a specialty incentive claim form indicating **MKTPROMO3** must be completed, signed by the Customer and kept in the sales jacket.

The dealership is responsible for listing the \$500 Auto Show Bonus on the Retail Incentive Claim Form in addition to listing the Bonus on the Buyers Order with all other eligible customer incentives.

Please contact your District Sales Manager or Region with any questions.

KMA reserves the right to cancel, amend or revoke any incentive, bonus, contest, or other special program at any time. All programs referenced in this Incentive Bulletin are governed by the Kia Motors America Sales Policy, dated March 3, 2015. Please refer to the policy for specific program rules and regulations.

Eligible Dealers

KY001	THE KIA STORE - ELIZABETHTOWN
KY007	MIKE SMITH KIA
KY008	THE KIA STORE
KY009	MARTIN KIA
KY010	JAKE SWEENEY KIA
KY011	CAR TOWN KIA, USA
KY012	KIA STORE EAST
KY013	SOUTHEAST KIA
KY014	BRUCE WALTERS FORD L/M KIA
OH003	HALLEEN KIA
OH007	JEFF WYLER KIA
OH016	WAIKEM KIA
OH025	TAYLOR KIA
OH026	HATFIELD KIA
OH028	RICART KIA
OH029	MATT CASTRUCCI KIA
OH031	PRESTON KIA
OH036	JEFF WYLER KIA
OH037	CROWN KIA
OH043	KINGS KIA
OH044	TAYLOR KIA OF BOARDMAN
OH045	JEFF WYLER FAIRFIELD KIA
OH048	SPITZER KIA WEST
OH051	MENTOR KIA
OH054	VANDEVERE KIA
OH055	KIA OF BEDFORD
OH057	BYERS KIA
OH059	CRONIN KIA
OH060	MONTROSE KIA
OH062	COUGHLIN KIA
OH063	KIA OF ALLIANCE
OH064	SUPERIOR KIA
OH066	DENNIS KIA
OH067	HERRNSTEIN KIA
OH068	KIA OF DAYTON
OH069	TAYLOR KIA-FINDLAY
OH070	SPITZER KIA
OH071	TAYLOR KIA OF LIMA
OH074	BILL DORATY KIA
OH077	KIA OF STREETSBORO