

HURRY!
OFFERS END
APRIL 30TH



~~PAY~~ 90 DAYS

— ON ANY 2013 KIA** —

KIA

DARE

TO

COMPARE

SALES EVENT

The New 2014
SORENTO



EX V6 AWD SHOWN

**WIN
YOUR
WHEELS**



The Power to Surprise

▶ HERE IS YOUR "WIN YOUR WHEELS" PROMO CODE: **kiawheels3**

TO ENTER BRING THIS FLYER TO YOUR KIA DEALERSHIP.

PLUS! GO TO **KIAWHEELS.COM**
FOR A CHANCE TO WIN 1 OF 6
SAMSUNG SMART TELEVISIONS

**INSTANTLY
WIN
1 of 6 TVs**





DON'T PAY UNTIL FALL⁺ + UP TO \$3,000 LOAN SAVINGS

2013 SORENTO



SX MODEL SHOWN
 HWY: 6.5 L/100 KM
 CITY: 9.8 L/100 KM

2013 SORENTO V6

- Well-equipped with:
- 3.5L V6 Engine
 - 276hp
 - Push Button Start

OWN IT FROM **\$163** BI-WEEKLY* WITH **\$0** DOWN

AT **1.49%** APR FOR UP TO **60** MONTHS

*Bi-weekly for 60 months, amortized over 84 months with \$0 down payment. \$8,373 remaining balance. Offer includes delivery, destination and fees of \$1,750 and \$3,000 loan savings. Based on purchase price of \$31,245. Offer based on 2013 Sorento 3.5L LX FWD.

- ✓ **MORE MAXIMUM CARGO SPACE** THAN HONDA CR-V (Sorento LX 2,052L vs. CR-V LX 2,007L, with second row seats folded)
- ✓ **2 MORE YEARS WARRANTY** THAN FORD ESCAPE (Basic 60 mo/ 100 000km vs. 36 mo/ 60 000km)
- ✓ **MORE HORSEPOWER** THAN TOYOTA RAV4 (Sorento LX 191hp vs. RAV4 LE 176hp)

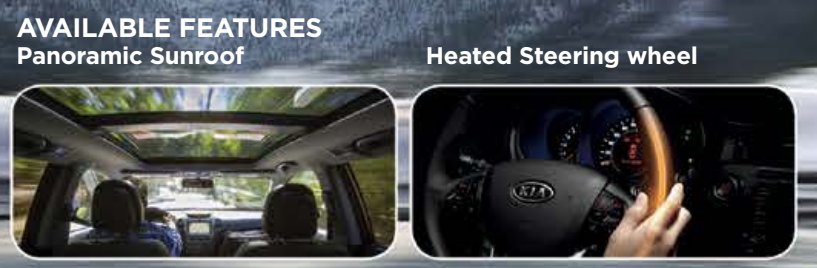
INTRODUCING THE NEW 2014 SORENTO

LEASE IT FROM **\$297** MONTHLY* AT **2.9%** APR FOR UP TO **48** MONTHS

\$4,100 down payment. Offer includes delivery, destination and fees of \$1,765. Offer based on 2014 Sorento LX AT FWD. Based on a purchase price of \$28,460.



SX MODEL SHOWN



TO ENTER BRING THIS FLYER TO YOUR KIA DEALERSHIP.

- AVAILABLE
- AWD ALL-WHEEL DRIVE
 - 290HP V6 ENGINE
 - HEATED AND COOLED SEATS
 - BLIND SPOT DETECTION
 - POWER TAILGATE

0% + PAY 90 DAYS ON ANY 2013 KIA**

2013 OPTIMA

'International Car of the Year'
 Road & Travel Magazine



SX MODEL SHOWN
 HWY: 5.6 L/100 KM
 CITY: 8.6 L/100 KM

Well-equipped from **\$19,550**
 Includes **\$4,000** Cash savings
 Offer includes delivery, destination and fees of \$1,555 and \$4,000 Cash Savings. Based on purchase price of \$23,550. Offer based on 2013 Optima LX MT.

BONUS
TURBO UPGRADE CREDIT[†]
\$2,300
 EX TURBO MODEL - FINANCE ONLY

- ✓ **MORE HORSEPOWER** THAN HONDA ACCORD (Optima 2.4L LX 200hp vs. Honda Accord 2.4L LX 185hp)
- ✓ **MORE TORQUE** THAN FORD FUSION (Optima 2.4L LX 186 lbs vs. Ford Fusion 1.6L EcoBoost SE 184 lbs)
- ✓ **2 MORE YEARS OF COMPREHENSIVE COVERAGE** THAN MAZDA6 (Basic 60 mo/100 000km vs. 36 mo/80 000km)

- AVAILABLE
- 274HP TURBO ENGINE
 - INFINITY PREMIUM AUDIO SYSTEM
 - NAVIGATION WITH REAR VIEW CAMERA
 - HEATED AND COOLED SEATS
 - HEATED STEERING WHEEL



PREMIUM MODEL SHOWN
 HWY: 5.1 L/100 KM
 CITY: 5.8 L/100 KM

Well-equipped from **\$26,450**
 Includes **\$5,700** Cash savings
 Offer includes delivery, destination and fees of \$1,555 and \$4,700 Cash Savings and \$1,000 ECO-CREDIT[†]. Based on purchase price of \$32,150. Offer based on 2012 Optima Hybrid Base.

2012 OPTIMA HYBRID

- ✓ **MORE ADVANCED BATTERY TECHNOLOGY** THAN TOYOTA CAMRY HYBRID (2012 Optima Hybrid Lithium Polymer battery vs. 2013 Toyota Camry Hybrid LE Nickel Metal Hydride)
- ✓ **MORE COMBINED HORSEPOWER** THAN FORD FUSION HYBRID (2012 Optima Hybrid 206hp vs. 2013 Ford Fusion Hybrid 188hp)
- ✓ **MORE LUXURY FEATURES** THAN HYUNDAI SONATA HYBRID: HEATED STEERING WHEEL & COOLED FRONT SEATS (2012 Optima Hybrid Premium vs. 2013 Hyundai Sonata Hybrid Premium)



TO ENTER BRING THIS FLYER TO YOUR KIA DEALERSHIP.

KIA'S CUSTOMER-FRIENDLY PRICING INCLUDES DELIVERY AND DESTINATION FEES AND ALL MANDATORY GOVERNMENT LEVIES. PRICES DO NOT INCLUDE LICENSING OR APPLICABLE TAXES. DEALER ORDER MAY BE REQUIRED.

KIA
DARE
 TO
COMPARE
 SALES EVENT

6 BI-WEEKLY PAYMENTS ON US^{††}
ON RIO ONLY

0%^{***}

2013
RIO

OWN IT FROM **\$84** BI-WEEKLY*
 WITH **\$0** DOWN
 AT **1.49%** APR
 FOR UP TO **60** MONTHS

*Bi-weekly for 60 months, amortized over 84 months with \$0 down payment. \$4,283 remaining balance. Offer includes delivery, destination and fees of \$1,455 and \$900 '6 bi-weekly payments on us' savings. Based on purchase price of \$15,350 Offer based on 2013 Rio LX MT.



SX MODEL SHOWN

HWY: 5.3L/100 KM
 CITY: 6.9L/100 KM

CONGRATULATIONS!
Lucien Lamothe from Timmins, Ontario!
 February's Contest Winner
 of a 3-Year Lease.



2013
RIO
 5-DOOR

OWN IT FROM **\$85** BI-WEEKLY*
 WITH **\$0** DOWN
 AT **1.49%** APR
 FOR UP TO **60** MONTHS

*Bi-weekly for 60 months, amortized over 84 months with \$0 down payment. \$4,372 remaining balance. Offer includes delivery, destination and fees of \$1,555 and \$900 '6 bi-weekly payments on us' savings. Based on purchase price of \$15,650. Offer based on 2013 Rio5 LX MT.



SX MODEL SHOWN

HWY: 5.3L/100 KM
 CITY: 6.9L/100 KM

'SMALL CAR OF THE YEAR'
MOTORING
 2013

- MORE HORSEPOWER THAN TOYOTA YARIS**
(Rio LX 138 hp vs. Yaris base 106hp)
- MORE PASSENGER VOLUME THAN FORD FIESTA**
(Rio LX 2,503L vs. Fiesta Sedan 2,409L)
- 2 MORE YEARS OF COMPREHENSIVE COVERAGE THAN MAZDA2**
(Basic 60 mo/100 000km vs. 36 mo/80 000km)

AVAILABLE FEATURES

UVO Infotainment



Heated Front Seats



Push Button Start



Heated Steering Wheel



EVERY RIO COMES STANDARD WITH:



138HP GDI
 ENGINE



USB/MP3
 INPUTS



STEERING WHEEL
 AUDIO CONTROLS



HILL ASSIST
 CONTROL



HEATED SIDE
 MIRRORS



FORTE FAMILY **CLEAROUT!**

2013 **FORTE Koup**



SX MODEL SHOWN

~~\$22,750~~
CASH SAVINGS **-2,000**
NOW ONLY **\$20,750**

Offer includes delivery, destination and fees of \$1,555 and \$2,000 cash savings. Based on purchase price of \$22,750. Offer based on 2013 Forte Koup EX AT + Sunroof.

HWY: 5.7L/100 KM
CITY: 8.0 L/100 KM

2013 **FORTE**



SX MODEL SHOWN

CASH SAVINGS NOW ONLY
~~\$20,250~~ - 4,000 = **\$16,250**

Offer includes delivery, destination and fees of \$1,555 and \$4,000 cash savings. Based on purchase price of \$20,250. Offer based on 2013 Forte LX + AT.

- ✓ **MORE CARGO VOLUME** THAN HONDA CIVIC SEDAN (FORTE LX 415L vs. CIVIC DX 353L)
- ✓ **2 MORE YEARS OF COMPREHENSIVE COVERAGE** THAN MAZDA3 (Basic 60 mo/ 100 000km vs. 36 mo/ 80 000km)
- ✓ **MORE HORSEPOWER** THAN NISSAN SENTRA (Forte LX 156 vs. Sentra 1.8 S 130hp)

2013 **FORTE 5**

HWY: 5.5L/100 KM
CITY: 8.0 L/100 KM



SX MODEL SHOWN

~~\$20,950~~
CASH SAVINGS **-3,000**
NOW ONLY **\$17,950**

Offer includes delivery, destination and fees of \$1,555 and \$3,000 cash savings. Based on purchase price of \$20,950. Offer based on 2013 Forte 5 LX + AT.

Every **FORTE** comes standard with:

- BLUETOOTH CONNECTIVITY
- USB/MP3 INPUTS
- STEERING WHEEL AUDIO CONTROLS
- 6-SPEED TRANSMISSION
- 6 STANDARD AIRBAGS
- HEATED SIDE MIRRORS



TO ENTER BRING THIS FLYER TO YOUR KIA DEALERSHIP.

HURRY IN! OFFERS END APRIL 30TH



2013 **SPORTAGE**

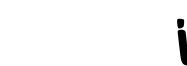
OWN IT FROM **\$135** BI-WEEKLY* WITH **\$0** DOWN AT **1.99% APR** FOR UP TO **60** MONTHS

*Bi-weekly for 60 months, amortized over 84 months with \$0 down payment. \$6,900 remaining balance. Offer includes delivery, destination and fees of \$1,750 and \$750 loan savings. Based on purchase price of \$23,745. Offer based on 2013 Sportage 2.4L LX MT FWD.



SX MODEL SHOWN

HWY: 6.5 L/100 KM
CITY: 9.7 L/100 KM



2013 **SOUL**



4u LUXURY MODEL SHOWN

HWY: 6.5 L/100 KM
CITY: 8.1 L/100 KM

OWN IT FROM **\$107** BI-WEEKLY* WITH **\$0** DOWN AT **1.49% APR** FOR UP TO **60** MONTHS

*Bi-weekly for 60 months, amortized over 84 months with \$0 down payment. \$5,468 remaining balance. Offer includes delivery, destination and fees of \$1,650. Based on purchase price of \$18,445. Offer based on 2013 Soul 1.6L MT.



GET THE POINTS SIGN UP TODAY! IT'S FREE AND INCREDIBLY REWARDING.

- Get **10 points for every dollar spent** at your favourite Kia Dealership
- Redeem points for Parts, Services and Accessories
- Your points are automatically matched by Kia to bank towards your next vehicle purchase
- Tons of bonus points can be earned to build rewards even faster
- Receive Member-exclusive deals to sweeten your Kia experience

Becoming a KIA Rewards Member is easy.

See your Dealer today to join. Visit rewards.kia.ca for full details.



- WE'VE GOT YOU COVERED**
- 5-YEAR/100 000 KM WORRY-FREE COMPREHENSIVE WARRANTY
 - 5-YEAR/100 000 KM POWERTRAIN WARRANTY
 - 5-YEAR/100 000 KM EXTRA CARE ROADSIDE ASSISTANCE
 - NO DEDUCTIBLE CHARGE

- ✓ Military Benefit
 - ✓ First Time Vehicle Buy
 - ✓ Grad Rebate
- See dealer for details



FOR MORE INFORMATION VISIT **KIA.CA**

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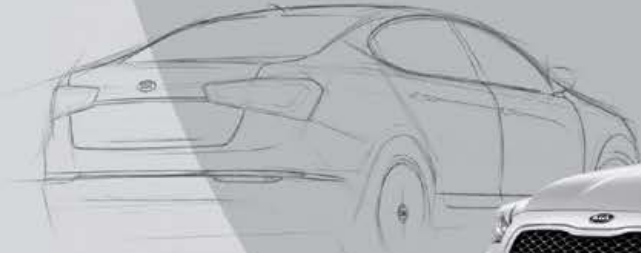


The Kia "Win Your Wheels" Promotion ends 04/30/13 at 11:59:59 PM ET. Open to legal residents of Canada over the age of majority in their province/territory, at the time of entry. The Promotion consists of a Win a Samsung Smart TV Contest ("Contest") and a Win a 3-Year Lease Grand Prize Contest ("Grand Prize Contest") Component. To enter the Win a Samsung Smart TV Contest beginning April 2, 2013 at 9:00 AM ET and ending April 30, 2013 at 11:59:59 PM ET, go to www.kia.ca/wheels. To enter the Win a 3-Year Lease Grand Prize Contest, visit your nearest Kia Dealership beginning April 2, 2013 at 9:00 AM ET and ending April 30, 2013 at 11:59:59 PM ET. Offers available on select new 2012/2013 models through participating dealers to qualified retail customers who take delivery by April 30, 2013. Dealers may sell or lease for less. Some conditions apply. See dealer for complete details. Vehicles shown may include optional accessories and upgrades available at extra cost. All offers are subject to change without notice. All pricing includes delivery and destination fees up to \$1,650, PPSA, other fees and certain taxes (including the levies) and A/C charge (\$100, where applicable) and excludes licensing, registration, insurance, dealer admin fees (if applicable), other taxes and down payment (if applicable and unless otherwise specified). Other lease and financing options also available. Dealer order may be required on some models. **Don't Pay Until Fall offer (180-day payment deferral) applies to purchase financing/lease on new 2013 Sorentos. No interest will accrue during the first 150 days of the contract. After 180 days, interest accrues and the purchaser will repay both the principal and interest monthly over the contract's term. ***Don't Pay for 90 Days offer (90-day payment deferral) applies to purchase financing/lease on new 2013 models. No interest will accrue during the first 90 days of the contract. After 90 days, interest accrues and the purchaser will repay both the principal and interest monthly over the contract's term. **Bi-weekly payments on us offer is available on approved credit to eligible retail customers who purchase, finance or lease a new 2013 Kia/Roads from a participating dealer between April 2 and April 30, 2013. Customers will either receive a cheque from dealer in the amount of three payments (excluding taxes) to a maximum of \$300 per month or can choose up to \$900 reduction from the selling/lease price after taxes. *90% purchase financing is available on new 2013 Kia models OAC. Terms vary by model and selling price. See dealer for complete details. Representative financing example based on 2013 Sorento LX AT (SR75BD) with a selling price of \$29,078 financed at 0% APR for 60 months. 60 bi-weekly payments equal \$224 per payment with a down payment/equivalent trade of \$0. *Bi-weekly finance payment OAC. For new 2013 Sorento 3.5L LX FWD (SR75BD)/2013 Sportage 2.4L LX MT FWD (SP55ID)/2013 Soul 1.6L MT (R055ID)/2013 Rio 4-Door LX MT (R055ID)/2013 Optima LX MT (OP54ID) based on an MSRP of \$31,246/\$23,745/\$18,445/\$15,350/\$23,550 is \$163/\$135/\$107/\$85/\$84/\$133 with a down payment/equivalent trade of \$0 APR of 1.49%/1.99%/1.49%/1.49%/1.49% for 60 months amortized over an 84 month period. Estimated remaining principal balance of \$8,373/\$6,900/\$4,372/\$4,283/\$6,833 plus applicable taxes due at the end of 60-month period. Loan savings for 2013 Sorento 3.5L LX FWD (SR75BD)/2013 Sportage 2.4L LX MT FWD (OP54ID)/2013 Optima LX MT (OP54ID) is \$3,000/\$750/\$500 on purchase financing only OAC. Loan savings vary by model and are deducted from the selling price before taxes. *Lease offer available on approved credit (OAC) on 2013 Sorento LX AT FWD (SR75BE) is based on monthly payments of \$297 (includes delivery and destination fees of \$1,750, other fees and certain taxes (including the levies), A/C tax (\$100, where applicable)) for 48 months at 2.90% with a \$4,100 down payment/equivalent trade, security deposit, the purchase/lease price after taxes. **Cash purchase price for 2013 Forte LX + AT (F074PD)/2013 Forte Koup EX AT + Sunroof (F072AD)/2013 Forte LX + AT (F075PD)/Optima LX MT (OP54ID)/Optima Hybrid Base (OP74AC) is \$16,250/\$20,750/\$17,950/\$19,550/\$26,450 and includes a cash credit up to \$4,000/\$2,000/\$3,000/\$3,000/\$4,700 cash savings (which is deducted from the negotiated selling price before taxes and cannot be combined with special lease and finance offers), delivery and destination fees of \$1,555/\$1,555/\$1,555/\$1,555, other fees and certain taxes (including the levies) and A/C tax (\$100, where applicable). Licence, insurance, applicable taxes, registration and dealer administration fees are extra. Retailer may sell for less. Available at participating dealer between April 2 and April 30, 2013. *Turbo upgrade credit for 2013 Optima EX Turbo models only (OP74X0/OP74Y0) is \$1,800. Optima Turbo credit + \$500 loan savings and is applicable to the purchase/lease/finance of a new 2013 Optima EX with a Turbo engine (OP74X0/OP74Y0) and is deducted from the negotiated selling price before taxes. Certain restrictions apply. **CO-Credit for 2012 Optima Hybrid Base (OP74AC) is \$1,000 and is applicable to the purchase or lease of a new 2012 Optima Hybrid Base (OP74AC). *Selling price includes delivery and destination fees of \$1,750, other fees and certain taxes (including the levies) and A/C charge (\$100, where applicable) and excludes licensing, registration, insurance, dealer admin fees (if applicable and unless otherwise specified). Other dealer charges may be required at the time of purchase. Retailer may sell for less. Highway/city fuel consumption is based on the 2013 Forte Sedan 5-door 2.0L MPI 4-cyl (AT)/2013 Forte Koup 2.0L MPI 4-cyl (AT)/2013 Sorento 2.4L GDI 4-cyl (AT)/2013 Soul 1.6L GDI 4-cyl (AT)/2013 Rio 4-door 1.8L GDI 4-cyl (AT)/2013 Optima 2.4L GDI 4-cyl (AT)/2012 Optima Hybrid 2.4L MPI 4-cyl (AT). These updated estimates are based on the Government of Canada's approved criteria and testing methods. Refer to the EnerGuide Fuel Consumption Guide. Your actual fuel consumption will vary based on driving habits and other factors: Sorento LX 2012L vs. CR-V LX 2012L with second-row seats folded, 60 months/100,000km vs. 36 months/60,000km; Sorento LX 2013 vs. RAV4 LE 170hp Sportage LX 740L vs. Compass SportNorth 643L Sportage LX 176hp vs. CX-5 GS 155hp, 60 months/100,000km vs. 36 months/60,000km, 60 months/100,000km vs. 36 months/100,000km; Soul 2.0L 164hp vs. Scion xB 158hp; Soul 1.6L 2.89L vs. Cube S 2.766L; Optima 2.4L LX 200hp vs. Honda Accord 2.4L LX 189hp; Optima 2.4L LX 186 lbs vs. Ford Fusion 1.6L EcoBoost SE 175 lbs, 36 months/100,000 km vs. 36 months/60,000km; Forte LX 2.760L vs. Civic DX 2.662L, 60 months/100,000km vs. basic 36 months/60,000km; Forte LX 156hp vs. Sentra 1.8 S 130hp. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. Information in this advertisement is believed to be accurate at the time of printing. Some conditions apply to the \$500 Grad Rebate/Military Program. See dealer or kia.ca for details. Information in this advertisement is believed to be accurate at the time of printing. For more information on our 5-year warranty coverage, visit kia.ca or call us at 1-877-542-2886. KIA is trademark of Kia Motors Corporation.

Designed to inspire



The All-New 2014
FORTE



The All-New 2014
CADENZA



The All-New 2014
RONDO



Guided by the vision of Peter Schreyer, President and Chief Design Officer of Kia Motors Corporation, the company's design and engineering teams are creating vehicles that make an emotional connection with Kia owners.

"Today, cars are no longer just a means of transport but also expressions of lifestyles," Schreyer notes. "Cars are an essential part of our lives, and increasingly more emphasis is being put on their emotional value in terms of bringing us happiness and satisfaction."

Peter Schreyer, President & Chief Design Officer



The Power to Surprise