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**NEWS**

**FOR IMMEDIATE RELEASE**

**Kia Soul EV triumphs at Canadian Car of the Year Awards**

* **All-new 2015 Kia Soul EV wins ‘Best New City Car’ award**
* **Award judged by Automobile Journalists Association of Canada**

**(SEOUL) December 5, 2014** – The all-new 2015 Kia Soul EV has been announced as the winner of the ‘Best New City Car’ award by the Automobile Journalists Association of Canada (AJAC). Kia Canada was presented with the award as part of the Canadian Car of the Year Awards program.

The Soul EV faced tough competition throughout AJAC’s week-long comprehensive testing period, known as TestFest, which took place in October in Niagara Falls, Ontario.

TestFest judging involves ‘real world’ driving on public roads – where consumers drive – so that the test data and vote results are directly relevant to potential car buyers. The results are based on scores given by 73 automotive journalists to ensure fair and objective comparisons.

“We are very pleased that the Soul EV has won this prestigious award from such an esteemed organisation as the AJAC. The new Soul EV is the result of several years’ dedicated R&D effort and it is our first zero emissions electric vehicle to be sold in global markets,” comments Soon-Nam Lee, Vice President of the Overseas Marketing Group, Kia Motors Corp.

“The Soul EV is at the forefront of Kia’s ‘Clean Mobility’ program, which will see Kia provide an increasing range of environmentally-friendly transport to our customers around the world in the coming years,” he added.

As a category winner, the all-new 2015 Kia Soul EV qualifies for consideration for the overall 2015 AJAC 'Canadian Car of the Year' title, which will be awarded on February 12, 2015, at the Canadian International Auto Show in Toronto.

All-new Soul EV has also won the ‘Car of the Year’ title in Norway, which boasts the highest EV market penetration per capita in the world. Soul EV gained the highest marks among 10 eligible candidates, thanks to its excellent design, spacious interior, and the best range on a single charge among the available electric vehicle (EV) models.

**About Kia Motors Corporation**

*Kia Motors Corporation (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 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US$43 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.*