

FOR IMMEDIATE RELEASE



Kia Soul EV Wins 2015 Canadian Green Car Award



From left to right: Peter Gorrie, co-chair for Canadian Green Car Award, Eric Novak, co-chair for Green Car Award, Maria Soklis, COO and EVP for Kia Canada, Michael Bettencourt, co-chair for Canadian Green Car Award

TORONTO, March 27, 2015 – The Kia Soul EV today won the 2015 Canadian Green Car Award.

A panel of top Canadian automotive journalists selected the Soul EV from among six

category winners as the vehicle that best combines environmental benefits and mass-market appeal.

Cherise Burda, Ontario Director of the Pembina Institute, one of Canada's premier environmental research and advocacy organizations, presented the third annual Award trophy to Maria Soklis, Vice President and COO with Kia Canada Inc., at the Green Living Show in the Metro Toronto Convention Centre.

"Kia Canada is truly honoured to receive the Canadian Green Car Award for the 2015 Soul EV," said Maria Soklis. "With the Soul EV's class-leading range, no-compromise utility and award-winning design it offers an exceptional zero-emission vehicle alternative for Canadians."

"Congratulations to Kia on winning this important environmental award," said Cherise Burda, who directs the Pembina Institute's research and implementation strategies for transportation and renewable energy solutions.

"The transportation sector makes up about 25 per cent of Canada's greenhouse gas emissions. It's the largest emitting sector in Ontario, at 34 per cent, and rising. So it's critical we find ways to decarbonize it. While efforts to get more people on to public transit will make the biggest difference, people are still going to drive, so let's make vehicles as clean as possible.

"It's good to see a range of clean vehicles being featured in the competition, from battery electric to cleaner conventional, in part because the greenest car depends on how clean the electricity grid is."

The Soul EV had won the Battery Electric category, in an earlier selection round, after extensive testing and assessments by the judges.

The category winners include:

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| 1. Battery-Electric/Zero Emission | - | Kia Soul EV |
| 2. Plug-in Hybrid | - | Porsche Cayenne S E-Hybrid |
| 3. Conventional Hybrid | - | Honda Accord Hybrid |
| 4. Efficient Gasoline or Diesel
Internal Combustion | - | Volkswagen Golf TDI |
| 5. Efficient Three-Row Family Vehicle | - | Kia Rondo |
| 6. Fun Car | - | Mini Cooper S |

The Fun Car category, new this year, demonstrates that "green" can be synonymous with driving pleasure and excitement.

The Soul EV and other category winners will be on display for the duration of the three-day Green Living Show, open until 8 p.m. today; from 10 a.m. to 8 p.m. on Saturday and 10 a.m. to 5 p.m. on Sunday.

The Canadian Green Car Award recognizes vehicles, widely available in Canada, that combine impressive environmental attributes with strong mass-market appeal,

As a result, the assessments included both “objective” criteria, such as fuel economy, emissions and price, and the judges’ evaluations of performance, driving experience, value, features and “green” qualities. Those environmental benefits included not only fuel efficiency and emissions but also the use of sustainable or recyclable materials and measures taken by manufacturers to green their operations.

“I’d like to congratulate Kia, the other category winners, and all the manufacturers whose vehicles were nominated for this year’s Canadian Green Car Award,” said Laurie Simmonds, CEO of Green Living Enterprises. “The cars in the Green Living Show’s Canadian Green Car Award display are outstanding examples of how vehicles, no matter what technology propels them, continually get greener and better. The Show gives consumers an opportunity to view all the exemplary category winners. In addition, at the Ride and Drive, they can experience four other leading electric vehicles.”

The competition began with judges submitting five nominees for each category. They could choose any vehicle as long as it met basic “green” criteria based on technology type and fuel economy. Fun Car entries also needed the ability to accelerate from zero to 100 kilometres per hour in eight seconds or less. The vehicles with the most support in each group moved on to the next round in which the judges selected the six category winners. Finally, they picked the overall winner from among those finalists.

This open process, in which eligibility doesn’t depend on whether a manufacturer is willing to pay a substantial entry fee, is in line with other global green car awards and makes the program a very meaningful gauge for consumers.

Ford’s Fusion Hybrid won the 2013 Canadian Green Car Award, followed last year by the Honda Accord Hybrid.

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About The Green Living Show

The Green Living Show is Canada’s largest consumer show dedicated to simple solutions for leading a healthy and sustainable lifestyle. This three-day event offers inspiration for all ages and features influential speakers; eco home, cottage and garden design; local and organic food and wine tastings; health, wellness and yoga pavilions; eco fashion and green beauty makeovers; electric and hybrid car test drives; nature exhibits and fun activities for the entire family.

www.greenlivingshow.ca

About the Canadian Green Car Award

The Canadian Green Car Award is Canada's premier award recognizing vehicles with the greatest potential for environmental benefits. The Award is an independent program developed by automotive journalists Eric Novak, Michael Bettencourt and Peter Gorrie, who comprise its steering committee. The Award recognizes vehicles, widely available in Canada, that offer both impressive environmental attributes and strong mass-market appeal, since any product can have a significant impact only if it sells in large numbers.

For more details on the 2015 Canadian Green Car Award, including the list of all vehicle nominees and the judges who assessed them, visit

www.canadiangreencaraward.ca .

For media enquiries about the Canadian Green Car Award, please contact:

Susan Elliott | susan.elliott@elliott-com.com | 416-726-2403