

**Kia Canada partners with Automotive Recyclers of Canada to support environmental sustainability with new \$1 million commitment**

MISSISSAUGA, ON, Aug. 7 /CNW/ - Kia Canada and the Automotive Recyclers of Canada today announced their partnership to encourage drivers to recycle their older vehicles for more efficient and environmentally friendly vehicles.

Through this partnership, Kia Canada will proactively support environmental sustainability by committing \$1 million to galvanize Sephia owners, between the model years 1997 and 2001, to "recycle their ride" over the next six months.

"Kia Canada is proud to establish this partnership with the Automotive Recyclers of Canada as part of Kia Canada's commitment to corporate social responsibility," said Maria Soklis, COO and Vice-President at Kia Canada.

"This partnership offers us an opportunity to demonstrate our commitment to advance the cause of environmental sustainability, one of the core goals of Kia Canada's "Moving the World Together Initiative."

"We are pleased to work with Kia Canada to ensure that these vehicles are properly retired and recycled," said Steve Fletcher, Managing Director of the Automotive Recyclers of Canada.

Kia Canada's "Moving the World Together" Corporate Social Responsibility Initiative is comprised of four mobility themed programs: Environmental Movement - supplying vehicles that encourage environmental sustainability; Safety Movement - providing vehicles and programs that ensure safer mobility; Youth movement - enabling marginalized youth to lead more fulfilling and enriched lives; and Community Movement - supplying vehicles and services that enable community service and volunteering opportunities for KCI employees.

Kia Canada Inc. (<http://www.kia.ca>) - is a subsidiary of Kia Motors Corporation (KMC) in Korea. Founded in Canada in 1999, Kia Canada Inc. sells and services high quality class leading vehicles like the Soul and Forte through a network of 155 dealers nationwide. Kia Canada Inc. employs 134 people in its Mississauga, Ontario headquarters and four regional offices across Canada.