



Kia Canada announces winner of \$25,000 Drive Change Day contribution award

- Contest was integral part of annual Drive Change Day initiatives
- Canadians were encouraged to nominate an organization based on their community efforts
- Recipient to use the financial contribution to support their cause

Mississauga, ON, October 7th, 2011 – Kia Canada announced today the recipient of its 1st annual Drive Change Day contest awarding \$25,000 to a nominated charity. KidSafe was chosen for their work as a non-profit organization which cares for Vancouver's most vulnerable children and youth during school break times providing a welcome haven for them to receive a full day's nutrition, recreation and education.

The debut of the 1st annual Kia Drive Change Day was held on Sunday, August 21st, 2011 where Canadians were encouraged to give back to their communities on this particular day. They were also invited to visit the Drive Change hub at www.DriveChangeWithKia.com to register their participation in a Drive Change Day event, pledge their acts of kindness as well as nominate a charitable organization that would get the chance to win a donation of \$25,000.

"We were pleased with the overwhelming response and submissions from Canadians" said Maria Soklis, Vice President & Chief Operating Officer (COO) at Kia Canada Inc. "The heightened level of community outreach was especially compelling in the case of KidSafe, and that is what distinguished them from other nominees" she added.

"Kia is about driving change and making the world a better place." said Gerhard Maynard, Executive Director at KidSafe. "In this spirit, we are honoured to have been selected as recipient of a contribution which will be helping create a brighter future for the children in our care."

KidSafe was launched in 1993 by inner-city school principals, concerned citizens and the Vancouver Sun newspaper in response to a brutal tragedy that left an 8 year old child severely beaten, then abandoned in a vacant east side apartment. The community was outraged by the tragedy, then galvanized into action: They were united in their vision to provide vulnerable children and youth with a safe place to go when school is out. KidSafe began by keeping two schools open, in Vancouver's poorest neighbourhoods, for at-risk children during winter break.

Drive change is the cornerstone of the brand for Kia Canada. Conceived in 2010, Drive Change was developed to share Kia Canada's commitment to social responsibility and communities across the country. Kia is committed to Drive Change and will continue its annual celebration in the spirit of giving back to communities across Canada.

Kia Canada Inc. (www.kia.ca – www.facebook.com/kiacanada) -- a maker of quality vehicles for the young-at-heart -- is a subsidiary of Kia Motors Corporation (KMC) in Korea was founded in 1999 and sells and services high quality class leading vehicles like the Soul, Forte and Sorento through a network of 172 dealers nationwide. Kia Canada Inc. employs 141 people in its Mississauga, Ontario headquarters and four regional offices across Canada. Kia Motors Corporation continues to showcase the company's global commitment to surpassing customer expectations through continuous automotive innovation.