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Dealertrack Canada Launches Dealer Portal for Kia Canada Inc.

Mississauga, ON, Canada, October 31, 2016 – Dealertrack Canada, a Cox Automotive Canada brand, has successfully launched a branded Centric Finance Portal (CFP) to all 189 Kia dealers across Canada. This Kia branded portal will seamlessly integrate with the OEM's systems providing real-time data updates, new vehicle inventory, incentives, aftermarket products and accessories and, CPO program data.

“This launch of the Kia portal, powered by Dealertrack, reaffirms our commitment to the Canadian OEM market” said Richard Evans, Vice President and General Manager, Dealertrack Canada. “We continue to be committed to improving Canadian OEM workflow and building efficiencies that drive bottom-line results.”

The integrated portal will enable credit application submissions by Kia dealers that are financing transactions through the Dealertrack network. The agreement also provides Kia Canada with transactional data allowing them to proactively respond to market needs in real time.

“As Kia Canada continues to expand its sales in Canada, it is essential we align ourselves with industry leaders in order to best serve our customers” said Ted Lancaster, Vice President and Chief Operating Officer, Kia Canada. “The new Dealertrack portal is one of many initiatives aimed at providing consumers with a smooth, seamless and enjoyable purchase experience. We are very pleased with our Cox Automotive partnership and happy to make the announcement today.”

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About Cox Automotive

Cox Automotive is a leading provider of vehicle remarketing services and digital marketing and software solutions for automotive dealers and consumers. Cox Automotive, a subsidiary of Atlanta-based Cox Enterprises includes Manheim, Autotrader, Kelley Blue Book, vAuto, NextGear Capital, and a host of global businesses and brands. Headquartered in Atlanta, Cox Automotive employs nearly 24,000 employees in over 150 locations worldwide. The company partners with more than 40,000 dealers as well as most major automobile manufacturers and touches over 67 percent of all

car buyers in the U.S. with the most recognized brands in the industry. Cox Automotive unites more than 20 brands in this space, providing an end-to-end solution to transform the way people buy and sell cars every day.

About Cox Automotive Canada

Headquartered in Mississauga, Ontario, Cox Automotive Canada operates nine businesses and brands including Manheim, vAuto, NextGear Capital, RMS, Dealer.com, HomeNet, VinSolutions, Xtime and Dealertrack.

About Dealertrack

Dealertrack Canada is headquartered in Mississauga, Ontario, Canada, and provides products and services to dealers, manufacturers and lenders that are fully integrated. From robust desking tools that enrich the in-store experience to the largest lender network in Canada connecting 8000 dealers to 60+ lenders, imaging documents and data insights, our solutions make workflows more efficient, transparent and profitable.

About Cox Cares

Cox Cares is the cornerstone of Cox Automotive Canada's corporate social responsibility program. Cox Cares supports the communities where we work and the charitable initiatives that are important to our employees.

About Kia Canada Inc.

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) which was founded in 1999 and sells and services high quality, class leading vehicles like the Soul, Forte, Optima and Sorento through a network of 189 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and four regional offices across Canada, including a state-of-the-art facility in Montreal. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.