

Chevy Camaro sales are red-hot on both sides of the border

For all their popularity in Canada, sales of the Canadian-built Chevrolet Camaro are even hotter south of the border, extended a sales lead in the U.S. sports car segment in February, posting 6,482 total sales.

That works out to a 21 percent increase over January results, and marks the ninth consecutive month that Camaro total sales outpaced sports car models including the Ford Mustang, Nissan 370Z, and Dodge Challenger.

Consumers have bought nearly 75,000 Camaros

since it was launched in early 2009, and demand continues to hold steady even in winter months.

"Traditionally, we expect to see a dip in sales for rear-wheel-drive performance cars over the winter," says John Fitzpatrick, Chevrolet Performance Cars marketing manager. "But, demand for Camaro shows no sign of slowing down."

Texas, California and Florida account for about 25 percent of all Camaro retail sales, and six of the top 10 U.S. dealers for Camaro sales are located in Texas.

"We're beginning to see owners of performance cars like Mustang and 350Z trading in their cars in to get behind the wheel of a Camaro," says Fitzpatrick. "To me, that's an incredible testament of the appeal, and performance, of Camaro."

The Oshawa Assembly Plant has been running Saturday overtime since June 2009 to keep up with demand for Camaro. According to recently released data, Camaro led the segment in consumer retail registrations for 2009 calendar year.



2011 SORENTO EX-V6 LUXURY SHOWN

THE ALL-NEW 2011 KIA SORENTO Well-equipped from \$23,995*

Introducing the all-new 2011 Kia Sorento crossover SUV. With available 7-passenger seating, all-wheel drive, panoramic sunroof and standard Bluetooth® hands-free cell phone capability, the Sorento truly provides **A NEW WAY TO SEE THE WORLD.**

LEASE FROM **\$299** AT LEASE APR*** **4.9%**
PER MO. 48 MOS. \$2,150 DOWN PAYMENT



The Canadian-built Chevrolet Camaro continues to set a torrid pace in North American sales with its Oshawa production plant running on overtime since June 2009.

THE EXPECT THE UNEXPECTED EVENT



90 DAY DON'T PAY* & 0% FINANCING**
ON SELECT 2010 MODELS

2010 KIA FORTE



2010 FORTE EX SHOWN

\$13,995[†] AND **0%**
PURCHASE PRICE FINANCE APR^{††}

- 2.0L, 4-cyl., 156 HP, or available 2.4L, 4-cyl., 173 HP engine
- Bluetooth® hands-free cell phone capability*
- 4-wheel ABS disc brakes
- Power locks, windows and heated mirrors



2010 KIA SPORTAGE



2010 SPORTAGE LX-V6 LUXURY SHOWN

\$21,895[†] AND **0%**
PURCHASE PRICE FINANCE APR^{††}

- 2.0L, 4-cyl., 16-valve CVT
- 4-speed Steptronic automatic transmission
- Six airbags and ABS
- Bluetooth® hands-free cell phone capability*



2010 KIA RIO



2010 RIO EX SHOWN

\$9,995[†] AND **0%**
PURCHASE PRICE FINANCE APR^{††}

- 1.6L, 4-cyl., CVT engine
- AM/FM/CD/MP3 stereo with USB and AUX audio inputs
- Bluetooth® hands-free cell phone capability*



WE'VE GOT YOU COVERED.
*5-YEAR/100,000 KM WORRY-FREE COMPREHENSIVE WARRANTY
*5-YEAR/100,000 KM POWERTRAIN WARRANTY
*5-YEAR/100,000 KM EXTRA CARE ROADSIDE ASSISTANCE
*NO DEDUCTIBLE CHARGE



OFFERS END MARCH 31, 2010. VISIT YOUR LOCAL KIA RETAILERS OR KIA.CA



Kia Borrego SUV named a 'best bet' by The Car Book

Kia Motors America (KMA) has announced The Car Book 2010 has recognized its Borrego SUV as a "Best Bet".

This marks the fifth consecutive year that Kia Motors has been recognized for honors by The Car Book, a U.S. publication.

"We are extremely pleased to have Kia Motors once again recognized as a 'Best Bet' by The Car Book," said Michael Sprague, vice president, marketing of KMA. "It reflects the continued growth of the Kia brand and the strong quality and value our wide-ranging and diverse lineup brings to market for consumers."

The Car Book 2010 is an updated and expanded guide to buying a new car, van, truck or SUV. It presents the latest safety ratings, dealer prices, fuel economy, insurance premiums, maintenance costs, tires, as well as a chart of state lemon laws, and is published in cooperation with the Center for Auto Safety.

The Car Book's "Best Bet" distinction, given annually, is based on objective information collected from government and independent sources that evaluate the safety and performance needs of the American consumer.

Only cars that have ratings in all of the key Car Book categories (safety features, fuel economy, rollover, front and side crash tests, maintenance and repair costs, warranties, insurance costs, and complaints, with the greatest emphasis placed on crash test performance) are considered as potential "Best Bets."

—MetrolandMedia Group
CarGuide Magazine

90 Day Don't Pay (90 day payment deferral) applies to purchase financing offers on all new 2010 Kia models. No interest will accrue during the first 60 days of the finance contract. After this period interest starts to accrue and the purchaser will repay principal and interest monthly over the term of the contract. *0% financing available 2010 Rio EX (R0542A)/2010 Forte (F0540A)/2010 Sportage (SP751A) up to 36 months on approved credit (OAC). Cash back amount varies by model and trim. **MSRP for 2011 Sorento LX MT (S8540B) is \$23,995. Delivery and destination fees of \$1,650 excluded. ***Monthly lease payment for 2011 Sorento (S8540B) is \$299 for 48 months at 4.9% lease APR with a \$2,150 down payment. Total lease obligation is \$16,522 with the option to purchase at end of term for \$10,658. Delivery and destination fees of \$1,650 excluded. Lease has 20,000 km/year allowance (other packages available) and \$0.10/km for excess. †Purchase price for 2010 Rio EX (R0542A)/2010 Forte (F0540A)/2010 Sportage (SP751A) is \$9,995/\$13,995/\$21,895 and includes a cash rebate of \$3,700/\$1,800/\$2,000 based on an MSRP of \$13,695/\$15,795/\$23,895. Delivery and destination fees of \$1,455/\$1,455/\$1,650 excluded. All offers exclude license, insurance, other taxes, down payment and variable dealer administration fees. Other dealer charges may be required at the time of purchase. Other lease and finance options also available. Dealers are free to set individual prices. Prices subject to change without notice. Certain restrictions may apply. †Highway/city fuel consumption for 2010 Rio EX (R0542A) is 5.8 L / (49 MPG)/7.1 L (40 MPG); 2010 Forte EX (F0540A) is 5.8 L / (49 MPG)/8.3 L (34 MPG); 2011 Sorento 2.4L MT (S8540B) is 7.4 L (38 MPG)/10.5 L (27 MPG); 2010 Sportage LX MT (SP531A) is 7.8 L (36 MPG)/10.5 L (27 MPG). The actual fuel consumption of these vehicles may vary. These estimates are based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication EnerGuide Fuel Consumption Guide. †The 2010 Kia Forte was awarded Car of the Year by NADAGuides.com. To learn more please visit www.NADAGuides.com. Green Score for the 2010 Kia Rio based on specification within its segment. Refer to GreenerCars.org for full details. NHTSA (National Highway Traffic Safety Administration) test results. Visit www.safercar.gov for full details. †The Bluetooth® word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Some vehicles advertised may include optional accessories or after-sale equipment and may not be exactly as shown. Information in this advertisement is believed to be accurate at the time of print. Offer ends March 31, 2010. KIA is a trademark of Kia Motors Corporation.