

J.D. Power has named the Cadillac DTS as the most dependable vehicle in a recent study.



DTS named most dependable large premium car

J.D. Power and Associates has ranked the Cadillac DTS highest among large premium cars in its 2011 Vehicle Dependability Study.

The DTS had 90 problems per 100 vehicles, the fewest of any vehicle in its class for the second year in a row.

For six straight years, the DTS and its predecessor, the DeVille, have earned a spot in the top three of the large premium car segment in the J.D. Power Vehicle Dependability Study. The report measures problems encountered in the past 12 months of three-year-old vehicles.

J.D. Power and Associates' annual Vehicle Dependability Study is a U.S. market based study providing insight into long-term reliability as vehicles approach the end of a typical warranty.

This year's study surveyed more than 43,700 original owners of 2008 model year vehicles after three years of ownership.

—Metroland Media
Carguide Magazine



0% FINANCING ON ALL 2011 MODELS**

PAY FOR 90 DAYS on select models*

ALL VEHICLES INCLUDE: MP3/USB INPUT BLUETOOTH CONNECTIVITY*



Soul 4u shown



2011 KIA SOUL

0% FINANCING FOR UP TO 60 MONTHS**

CASH & PAY FOR 90 DAYS*

HWY: 6.3L/100KM (45 MPG)
CITY: 7.7L/100KM (37 MPG)

DARE TO COMPARE	KIA 2011 Kia Soul 2U AT	2011 Toyota Matrix Base w/conv. pkg AT	2011 Scion xB Base AT
Comprehensive 5-year Warranty	✓	X	X
Voice Activated Bluetooth*	✓	X	X
16" Alloy Wheels	✓	X	X
Heated Front Seats	✓	X	X
Passenger Volume (L)	2,997	2,662	2,850
Roof Rails	✓	X	X



Rondo EX shown



2011 KIA RONDO

0% FINANCING FOR UP TO 60 MONTHS**

NOW GET \$1,000 IN LOAN SAVINGS*

PAY FOR 90 DAYS*

PLUS: up to \$1,000 Loyalty Bonus to existing Kia customers.†

DARE TO COMPARE	KIA 2011 Kia Rondo EX	2012 Mazda5 GS + AT	2011 Toyota Matrix w/conv. pkg AT
Comprehensive 5-year Warranty	✓	X	X
Horsepower	175 hp @ 6,000 rpm	157 hp @ 6,000 rpm	132 hp @ 6,000 rpm
Heated Front Seats	✓	X	X
CD/MP3 Stereo with USB & AUX	✓	X (no USB)	X (no USB)
Bluetooth* Handsfree Connectivity	✓	X	X
Steering Wheel Mounted Audio and Cruise Controls	✓	X (no cruise)	✓



Sorento EX-V6 Luxury shown



2011 KIA SORENTO

CASH PURCHASE PRICE FROM **\$19,895** NOW GET UP TO **\$4,100** IN CASH SAVINGS

ALL-IN PRICE \$21,679†

Includes delivery, destination and fees of \$1,784.

HWY: 7.4L/100KM (38 MPG)
CITY: 10.6L/100KM (27 MPG)

DARE TO COMPARE	KIA 2011 Kia Sorento EX-V6 AWD	2011 Honda CR-V 4x4 EX	2011 Ford Escape 4x4 XLT 3.0L
Comprehensive 5-year Warranty	✓	X	X
Horsepower	276 hp @ 6,300 rpm	180 hp @ 6,800 rpm	240 hp @ 6,550 rpm
Torque	248 lb.-ft. @ 5,000 rpm	161 lb.-ft. @ 4,400 rpm	223 lb.-ft. @ 4,300 rpm
Smart Key with Push Button Start	✓	X	X
Voice Activated Bluetooth*	✓	X	X
Rear Parking Sonar	✓	X	X



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

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KIA MEMBER REWARDS
 Earn points towards future discounts. It's **FREE** and it's incredibly rewarding.



Kia's new Customer Friendly Pricing includes delivery and destination fees and all mandatory government levies. Prices do not include dealer administration fees (\$399 to \$699), licensing, PPSA or applicable taxes.

Ford recycling program sees nearly 50,000 automobiles retired

When the Ford Recycle Your Ride program ends on March 31, 2011, Ford of Canada will have retired more than 50,000 vehicles with its Recycle Your Ride program, the equivalent of the Government of Canada's annual goal.

The total, as of March 11, 2011, stood at 49,272 recycled vehicles.

Thanks to the initiative, Ford of Canada has helped to eliminate approximately 474,308 metric tonnes of smog forming emissions from being released into the atmosphere. It is anticipated, that when the program ends on March 31, 2011, Ford of Canada will have recycled more vehicles than any other manufacturer.

Ford of Canada's Recycle Your Ride initiative was launched in September 2009 for any 1995 model year or older, and expanded in May 2010 for any 2003 model year or older vehicles. For those that qualify, the program currently offers up to \$2,000 from Ford of Canada (2003 model year vehicles or older), plus \$300 from the Government of Canada's Retire Your Ride (1995 model year vehicles or older), toward the purchase of a new qualifying Ford or Lincoln model, when you retire your vehicle. Nearly 60 per cent of the vehicles on Canadian roads today are 2003 model year or older.

Based on fuel consumption values from NRCAN's Fuel Consumption Guide for Canada, an average driver who moves from a typical 1995 model year mid-size car to a 2011 Ford Fusion 2.5L could save approximately \$469 a year on fuel, while moving from a typical 1995 model year SUV to a 2011 Ford Escape 2.5L FWD could save approximately \$889 a year on fuel.

Anyone who buys an eligible new 2011 Ford or Lincoln vehicle by March 31, 2011 and who qualifies for the Ford Recycle Your Ride program, will receive \$1,000 towards the purchase of a new 2011 Ford car or small SUV/CUV or \$2,000 towards the purchase of a new 2011 Ford large sport utility vehicle, F-Series pickup truck or Lincoln vehicle.



*0% purchase financing available on all 2011 models on approved credit (OAC). Term varies by model and trim. Financing example based on 2011 Rondo (RN75B) with purchase price of \$21,679, 0% financing for 60 months. Cost of borrowing is \$0. Delivery and destination fee (\$1,650) and other fees (\$54) included. OAC fee, environmental fee and A/C tax (where applicable) included. License, insurance, applicable taxes, variable dealer administration fees (up to \$699), PPSA and registration fees are extra. Financing example excludes \$1,000 loan credit. Retailer may sell for less. See dealer for full details. **Don't Pay for 90 Days* on select models (90-day payment deferral) applies to purchase financing offers on 2011 Forte, 2011 Forte Coup, 2011 Forte, 2011 Rio, 2011 Rio S, 2011 Magentis, 2011 Rondo and 2011 Soul models on approved credit (OAC). 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 the principal interest monthly over the term of the contract. †Cash purchase price for 2011 Sorento (SR540B) is \$21,679 and includes a cash credit of \$4,100 and delivery and destination fees of \$1,650. OAC fee, environmental fee and air tax (where applicable), based on the MSRP of \$23,995. ‡Loan credit (cash savings) for 2011 Soul (S0550B), 2011 Rondo (RN75B) is \$500/\$1,000 and is available on purchase financing only on approved credit (OAC). Loan credit varies by model and trim. All offers exclude licensing, registration, insurance, PPSA, applicable taxes and variable dealer administration fees (up to \$699). Vehicles advertised may include optional accessories or after-sale equipment and may not be exactly as shown. *Highway/city fuel consumption for 2011 Soul (S0550B) is 6.3L (45 MPG)/7.7L (37 MPG); 2011 Rondo (RN75B) is 7.5L (38 MPG)/10.6L (27 MPG); 2011 Sorento (SR540B) is 7.4L (38 MPG)/10.6L (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 *EnergyGuide Fuel Consumption Guide*. †2011 Kia Soul/2011 Kia Sorento awarded the Top Safety Pick by the Insurance Institute for Highway Safety. The award is applicable to all 2011 Sorento models manufactured after March 2010. Visit www.iihs.org for full details. **No Charge Scheduled Maintenance* is applicable to all new 2010 and 2011 Kia Rondo and Sorento models related and delivered between March 15 and March 31, 2011. This offer is non-transferable and cannot be used as a cash equivalent. Maintenance covered includes 1-year, 24,000 km basic scheduled maintenance (basic service 1 at 16,000 km, basic service 2 at 16,000 km, basic service 1 at 24,000 km). Maintenance must be completed at an authorized Kia dealer using genuine Kia parts. See dealer for details. †Loyalty Bonus offer available on 2011 Kia Sorento/Rondo models at a value of \$1,000/\$500 for any current Kia owners towards the purchase or lease of a new 2011MY or 2010MY Sedans/Rondo. Offer applicable on cash purchase, lease and purchase financing only between March 15 and March 31, 2011. Offer is transferable within same household only (must provide proof of address). Limit of one bonus per customer or household. Certain restrictions apply. See dealer for details. †The Bluetooth* word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Some conditions apply to the \$500 Grad Rebate Program and \$750 Kia Mobility Program. See dealer for details. Information in this advertisement is believed to be accurate at the time of print. For more information on our 5-year warranty coverage, visit kia.ca or call us at 1-877-542-2896. Offers end March 31, 2011. KIA is a trademark of Kia Motors Corporation. © 2011 Kia Canada Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. All information is believed to be accurate, based on information available at the time of printing. Information sourced from independent third-party research.