



Date: February 1, 2010
To: All Western Region Kia Dealers, General Managers and Sales Managers
Subject: February 2010 Consumer Incentives

2008 MY Consumer Incentives

Model Year	Model	Customer Cash 2/2/10 – 3/1/10	Military Program 2/2/10 – 3/1/10
2008	Rio	\$1,500	\$500
	Spectra	\$3,000	\$500
	Optima	\$4,000	\$500
	Amanti	\$5,000	\$500
	Sportage	\$4,000	\$500
	Sorento	\$5,000	\$500
	Sedona	\$5,000	\$500
	Rondo	\$4,000	\$500

As always, customers are eligible for either Customer Cash or, if qualified, an AmeriCredit, Kia Motors Finance (KMF) or Hyundai Motor Finance (HMF) APR/Lease program rate, but not both.

All programs referenced in this Incentive Bulletin are governed by the Kia Motors America Sales Policy, dated January 5, 2010. Please refer to the policy for specific program rules and regulations.



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2009 MY Consumer Incentives

Model Year	Model	Customer Cash 2/2/10 – 3/1/10	Owner Loyalty 2/2/10 – 3/1/10	Competitive Bonus 2/2/10 – 3/1/10	Military Program 2/2/10 – 3/1/10
2009	Rio	\$2,000	-----	-----	\$500
	Spectra	\$3,000	-----	-----	\$500
	Optima	\$3,000	\$500	\$500	\$500
	Amanti	\$3,000	-----	-----	\$500
	Sportage	\$2,000	-----	-----	\$500
	Sorento	\$5,000	-----	-----	\$500
	Sedona (Model 64202)	\$500	\$1,000	\$1,000	\$500
	Sedona (Model 64222, 64242)	\$1,500	\$1,000	\$1,000	\$500
	Rondo	\$2,000	-----	-----	\$500
	Borrego	\$3,000	\$1,500	\$1,500	\$500

**Excluding California, Oregon, and Washington.*

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2010 MY Consumer Incentives

Model Year	Model	Customer Cash 2/2/10 – 3/1/10	Owner Loyalty 2/2/10 – 3/1/10	Competitive Bonus 2/2/10 – 3/1/10	Military Program 2/2/10 – 3/1/10
2010	Rio	\$500	-----	-----	\$500
	Forte Sedan (Model C5421, C5422, C5461, C5462, C6481, C6482)	\$1,000	\$500	\$500	\$500
	Forte Koup (Model D5261, D5262, D6281, D6282)	-----	\$500	\$500	-----
	Optima	\$1,000	\$500	\$500	\$500
	Sportage	\$500	-----	-----	\$500
	Sedona	-----	\$1,000	\$1,000	\$500
	Rondo	-----	-----	-----	\$500
	Soul	-----	\$500	\$500	\$500

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2011 MY Consumer Incentives

Model Year	Model	Customer Cash <small>2/2/10 – 3/1/10</small>	Owner Loyalty <small>2/2/10 – 3/1/10</small>	Competitive Bonus <small>2/2/10 – 3/1/10</small>	Military Program <small>2/2/10 – 3/1/10</small>
2011	Sorento	\$1,000	\$1,000	\$1,000	\$500

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Specialty Incentive Programs

Specialty Incentive Program Dates: February 2, 2010 – March 1, 2010
Claim Submission Due Date: March 31, 2010

Claims mailed after this date will be subject to rejection and will be assessed an Administrative Fee. A Payment Exception will be required for the VIN in question to be eligible for Incentive Payment after rejection has occurred. The Payment Exception is subject to certification.

Note: The date indicated above is the date documentation is required to be submitted by the dealership. In the event that these dates conflict with any other KMA system, the dates provided in this Incentive Bulletin will govern.

A customer is eligible for a total of two (2) separate purchases of Kia vehicles utilizing Specialty Incentives during a calendar year and the vehicle utilized as the qualifying vehicle may not be the same vehicle in both instances. The new purchase vehicle is only eligible for one (1) OLP or CBP specialty incentive and any number of other specialty incentives that are qualified, based upon eligibility. Please note that it is the dealership's responsibility to verify the eligibility of a VIN for a specialty incentive prior to finalizing the sale. Incentive monies will not be paid on any VIN considered to be ineligible.

OLP & CBP

The following is clarification for questions regarding eligibility and documentation for Owner Loyalty and Competitive Bonus Specialty Incentive program incentives

- The claim form must be completed in full and signed by the customer.
- The date on the claim form must be consistent with the date on the sale documentation.
The name on the Buyer's Drivers License, Registration, sale documentation, and reporting information within the Kia DCS must all be the same.
- The registration for the qualifying vehicle must be current.
- When utilizing the Competitive Bonus Program, the qualifying vehicle must be included on the published list. Vehicles outside of those listed will be deemed ineligible and claim submissions will be rejected.

Retrieve listing of eligible qualifying vehicles from kdealer.net.

Military Program

Eligible Customers

- Customers eligible for this program must be a member of the United States Armed Forces or Reserves or the immediate dependant family of the participant (spouse or child) in which proper identification can be provided.

The following is clarification for questions regarding eligibility and documentation for Military Specialty Incentive program incentives.

- The claim form must be completed in full and signed by the customer.
- The date on the claim form must be consistent with the date on the sale documentation.
- The name on the Buyer's Drivers License, Registration, sale documentation, and reporting information within the Kia DCS must all be the same.
- A black and white copy of the customer's Driver's License or state ID
- If Customer is a dependant (spouse or child), proof must be provided of the dependant status based upon United States military requirements (dependant identification)
- A copy of a current earnings statement from the United States military.
- When submitting the sale in WebDCS, it is necessary to indicate MILITARY in the MILITARY ID section of the reporting process.