



Date: April 30, 2012
To: All Kia Dealers, General Managers and Sales Managers
Subject: May 2012 Consumer Incentives

2011 MY Consumer Incentives

Model Year	Model	Customer Cash 5/1/12– 6/4/12	Owner Loyalty* 5/1/12– 6/4/12	Competitive Bonus* 5/1/12– 6/4/12	Military Program 5/1/12– 6/4/12
2011	Optima Hybrid	-----	\$1,500	\$1,500	\$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 March 3, 2011. Please refer to the policy for specific program rules and regulations.

***This program cannot be combined with the College Graduate Specialty Incentive program, but can be combined with the Military Specialty Incentive program.**



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2012 MY Consumer Incentives

Model Year	Model	Customer Cash 5/1/12– 6/4/12	Owner Loyalty* 5/1/12– 6/4/12	Competitive Bonus* 5/1/12– 6/4/12	Military Program 5/1/12– 6/4/12
2012	Rio	-----	-----	-----	\$500
	Forte 4DR/5DR	\$1,000	-----	-----	\$500
	Forte Koup	\$1,000	-----	-----	\$500
	Optima	-----	\$1,000	\$1,000	\$500
	Optima Hybrid	-----	\$1,000	\$1,000	\$500
	Sportage	-----	\$500	\$500	\$500
	Sorento (Model 72201, 72222, 73222, 73422, 73242, 73442)	\$1,500	\$500	\$500	\$500
	Sorento (Model 74222, 74422, 74242, 74442, 74282, 74482)	\$1,500	\$1,000	\$1,000	\$500
	Sedona	\$2,500	\$1,500	\$1,500	\$500
	Soul	-----	-----	-----	\$500

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2013 MY Consumer Incentives

Model Year	Model	Customer Cash 5/1/12– 6/4/12	Owner Loyalty* 5/1/12– 6/4/12	Competitive Bonus* 5/1/12– 6/4/12	Military Program 5/1/12– 6/4/12
2013	Rio	-----	-----	-----	\$500
	Sorento (Model 72222, 73222, 73422, 73242, 73442)	\$1,000	\$500	\$500	\$500
	Sorento (Model 74222, 74422, 74242, 74442, 74282, 74482)	\$1,000	\$1,000	\$1,000	\$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.

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Specialty Incentive Programs

Specialty Incentive Program Dates:

May 1, 2012– June 4, 2012

Claim Submission Due Date:

June 30, 2012

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 via the automated system. 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.

***The College Graduate Specialty Incentive program cannot be combined with the Owner Loyalty or Competitive Bonus programs, but can be combined with the Military Specialty Incentive program.**

Owner Loyalty Program (OLP)

The following is clarification for questions regarding eligibility and documentation for the Owner Loyalty Specialty Incentive program.

- The name of the Buyer/Co-buyer on the sale documentation should match the Registration, WebDCS reporting information, and all other documentation.
- The Specialty Incentive Claim Form must be completed in full and signed by the customer(s), as well as an authorized Dealership Representative.
- The date on the Specialty Incentive Claim Form must be consistent with all sales documentation and reporting information.
- A copy of the fully executed Finance Contract or Buyer's Order for the new vehicle purchase must be included.
- While up to four (4) vehicles may be purchased by a retail customer, only a total of 2 may utilize specialty incentives. Any vehicle sales over a total of four (4) require utilization of a separate incentive program (DBFLT).
- If a customer purchases more than one new, eligible vehicle, a receipt for the payment of registration on both vehicles will be required. (NOTE: Application for Registration will not be accepted).
- If the qualifying vehicle is a Kia purchased from the dealer's used vehicle inventory, a receipt for the payment of the vehicle's registration is required.
- Claims submitted that do not provide the required receipt of the payment of registration will be rejected and the dealer will be charged back for the specialty incentive paid, as well as assessed an administrative fee.
- Proof of payment of registration must be either a cancelled check from the dealership with the VIN summary, the printout from the electronic submission to the state, the printout from the state site indicating the VIN and registration dates, or a copy of the actual registration.



Competitive Bonus Program (CBP)

The following is clarification for questions regarding eligibility and documentation for the Competitive Bonus Specialty Incentive program.

- The name of the Buyer/Co-buyer on the sale documentation should match the Registration, WebDCS reporting information, and all other documentation.
- The Specialty Incentive Claim Form must be completed in full and signed by the customer(s), as well as an authorized Dealership Representative.
- The date on the Specialty Incentive Claim Form must be consistent with all sales documentation and reporting information.
- A copy of the fully executed Finance Contract or Buyer's Order for the new vehicle purchase must be included.
- 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.
- While up to four (4) vehicles may be purchased by a retail customer, only a total of 2 may utilize specialty incentives. Any vehicle sales over a total of four (4) require utilization of a separate incentive program (DBFLT).
- If a customer purchases more than one new, eligible vehicle, a receipt for the payment of registration on both vehicles will be required. (NOTE: Application for Registration will not be accepted).
- If the qualifying vehicle is a vehicle purchased from the dealer's used vehicle inventory, a receipt for the payment of the vehicle's registration is required.
- Claims submitted that do not provide the required receipt of the payment of registration will be rejected and the dealer will be charged back for the specialty incentive paid, as well as assessed an administrative fee.
- Proof of payment of registration must be either a cancelled check from the dealership with the VIN summary, the printout from the electronic submission to the state, the printout from the state site indicating the VIN and registration dates, or a copy of the actual registration.

Retrieve listing of eligible qualifying competitive vehicles from kdealer.net.



Military Program

- To be eligible for this program, Customers must be members in Active Duty, honorably discharged from, retired from, or on disability with the United States Armed Forces (including Reservists). Additionally, the spouse of those individuals is also eligible for this program. The eligible customer must be able to provide one of the following: a current Earnings Statement, a copy of honorable discharge papers, a bank statement indicating a pension or disability earnings from the United States Armed Forces or an official document indicating future pension eligibility. This includes those that have “national” status from another country and are serving in the United States military.

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

- **Members of the United States Armed Forces that are active, reservists, retirees, have received an honorable discharge or military members that are on disability from the United States Armed Forces, including spouses, and can provide a copy of one of the following: a current Earnings Statement, honorable discharge papers, a bank statement indicating a pension or disability earnings or an official document indicating future pension eligibility from the United States Armed Forces**
- In order for a spouse to be eligible, they must provide one of the above listed pieces of documentation.
- Military ID of any type is not acceptable as proof of eligibility and **must not** be submitted through the specialty incentive automation system.
- The Military Incentive Program is not available to dependents, other than spouse, of the member of the United States Armed Forces.
- The name of the Buyer/Co-buyer on the sale documentation must match the Registration, WebDCS reporting information, and all other documentation.
- The Specialty Incentive Claim Form must be completed in full and signed by the customer(s), as well as an authorized Dealership Representative.
- The date on the Specialty Incentive Claim Form must be consistent with all sales documentation and reporting information.
- A copy of the fully executed Finance Contract or Buyer’s Order for the new vehicle purchase must be included.
- When submitting the sale in WebDCS, it is necessary to indicate **MILITARY** in the specialty incentive **section of the reporting process**.