



**Date:** January 3, 2012  
**To:** All Kia Dealers, General Managers and Sales Managers  
**Subject:** January 2012 Consumer Incentives

### 2011 MY Consumer Incentives

Model Year	Model	Customer Cash 1/4/12- 1/31/12	Owner Loyalty* 1/4/12- 1/31/12	Competitive Bonus* 1/4/12- 1/31/12	Military Program 1/4/12- 1/31/12
2011	<b>Rio</b>	\$1,000	-----	-----	\$500
	<b>Forte 4DR/5DR</b>	\$1,000	\$500	\$500	\$500
	<b>Forte Koup</b>	\$1,000	\$500	\$500	\$500
	<b>Optima</b>	-----	\$1,500	\$1,500	\$500
	<b>Optima Hybrid</b>	-----	\$1,500	\$1,500	\$500
	<b>Sportage</b>	-----	\$1,000	\$1,000	\$500
	<b>Sorento</b> (Model 72201, 72222, 72422, 72242, 72442)	\$1,000	\$1,000	\$1,000	\$500
	<b>Sorento</b> (Model 74222, 74422, 74242, 74442, 74282, 74482)	\$1,000	\$1,500	\$1,500	\$500
	<b>Sedona</b>	\$3,000	\$1,500	\$1,500	\$500
	<b>Soul</b>	-----	\$750	\$750	\$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 1/4/12– 1/31/12	Owner Loyalty* 1/4/12– 1/31/12	Competitive Bonus* 1/4/12– 1/31/12	Military Program 1/4/12– 1/31/12
<b>2012</b>	<b>Rio</b>	----	----	----	\$500
	<b>Forte 4DR/5DR</b>	\$500	\$500	\$500	\$500
	<b>Forte Koup</b>	\$500	\$500	\$500	\$500
	<b>Optima</b>	----	\$1,000	\$1,000	\$500
	<b>Optima Hybrid</b>	----	\$1,000	\$1,000	\$500
	<b>Sportage</b>	----	\$500	\$500	\$500
	<b>Sorento</b> (Model 72201, 72222, 73222, 73422, 73242, 73442)	\$1,000	\$500	\$500	\$500
	<b>Sorento</b> (Model 74222, 74422, 74242, 74442, 74282, 74482)	\$1,000	\$1,000	\$1,000	\$500
	<b>Sedona</b>	\$2,500	\$1,500	\$1,500	\$500
<b>Soul</b>	----	----	----	\$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: January 4, 2012– January 31, 2012  
Claim Submission Due Date: February 29, 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. 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.
- **If the Qualifying Vehicle registration includes the make and model of the qualifying vehicle, CARFAX is not required.**
- **If the Qualifying Vehicle registration does not include the make and model of the vehicle, a copy of CARFAX is required.**
- 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](http://kdealer.net).*



## **Military Program**

### Eligible Customers

- **Customers eligible for this program must be a member of the United States Armed Forces, Reserves, Retirees, military members that are on disability or the immediate dependant family of the participant (spouse or child) for whom proper identification can be provided. The eligible customer must be able to provide a current Earnings Statement from the United States Military.** 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.

- 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.
- **Active, reservists, retirees, dependants, or military members that are on disability and can provide a copy of a current earnings statement from the United States Armed Forces.**
- If Customer is a dependant (spouse or child), proof must be provided of the dependant status based upon United States military requirements (dependant identification).
- When submitting the sale in WebDCS, it is necessary to indicate MILITARY in the MILITARY ID section of the reporting process.