



**Date:** November 2, 2009  
**To:** All Western Region Kia Dealers, General Managers and Sales Managers  
**Subject:** November 2009 Consumer Incentives

### 2008 MY Consumer Incentives

Model Year	Model	Customer Cash	Military Program
		11/3/09 – 11/30/09	11/3/09 – 11/30/09
2008	<b>Rio</b>	\$1,500	\$500
	<b>Spectra</b>	\$3,000	\$500
	<b>Optima</b>	\$4,000	\$500
	<b>Amanti</b>	\$5,000	\$500
	<b>Sportage</b>	\$4,000	\$500
	<b>Sorento</b>	\$5,000	\$500
	<b>Sedona</b>	\$5,000	\$500
	<b>Rondo</b>	\$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 June 11, 2007. Please refer to the policy for specific program rules and regulations.



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### 2009 MY Consumer Incentives

Model Year	Model	Customer Cash 11/3/09 – 11/30/09	Owner Loyalty 11/3/09 – 11/30/09	Competitive Bonus 11/3/09 – 11/30/09	Military Program 11/3/09 – 11/30/09
2009	<b>Rio</b>	\$1,250	-----	-----	\$500
	<b>Spectra</b>	\$3,000	-----	-----	\$500
	<b>Optima</b>	\$2,500	-----	-----	\$500
	<b>Amanti</b>	\$3,000	-----	-----	\$500
	<b>Sportage</b>	\$2,000	-----	-----	\$500
	<b>Sorento</b>	\$4,000	-----	-----	\$500
	<b>Sedona</b> (Model 64202)	\$1,000	\$1,000	\$1,000	\$500
	<b>Sedona</b> (Model 64222, 64242)	\$2,000	\$1,000	\$1,000	\$500
	<b>Rondo</b>	\$1,000	-----	-----	\$500
	<b>Borrego</b>	\$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 11/3/09 – 11/30/09	Owner Loyalty 11/3/09 – 11/30/09	Competitive Bonus 11/3/09 – 11/30/09	Military Program 11/3/09 – 11/30/09
2010	<b>Forte Sedan</b> (Model C5421, C5422, C5461, C5462, C6481, C6482)	-----	\$1,000	\$1,000	\$500
	<b>Forte Koup</b> (Model D5261, D5262, D6281, D6282)	-----	-----	-----	-----
	<b>Optima</b>	-----	-----	-----	\$500
	<b>Sportage</b>	-----	-----	-----	\$500
	<b>Sedona</b>	-----	\$1,000	\$1,000	\$500
	<b>Soul</b>	-----	-----	-----	\$500

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## Specialty Incentive Programs

Specialty Incentive Program Dates: November 3, 2009 – November 30, 2009  
Claim Submission Due Date: December 31, 2009

**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](http://kdealer.net).*

### **Military Program**

Eligible Customers

- Customers eligible for this program must be an active member of the United States Armed Forces or Reserves or the immediate 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 current Military ID and Driver's License.
- When submitting the sale in WebDCS, it is necessary to indicate MILITARY in the MILITARY ID section of the reporting process.