

## FREQUENTLY ASKED QUESTIONS (FAQ's)



### KIA Member Rewards Program - Customer Document

#### Who qualifies for a member rewards card?

Any new or existing Customer of a specific Kia dealership qualifies to be a member. That includes new Kia purchasers, pre-owned vehicle purchasers or service Customers.

#### When will the cards be activated?

The Dealer will ensure that your card is activated prior to leaving the Dealership. Once it is activated, you will have access to an online webpage to review your points balance.

#### How does the Customer earn Reward points?

Customers earn 10 points for every \$1 spent in the service department for parts & labour, accessories and maintenance services. This is equivalent to 5% of the purchase amount which is banked on their card. Kia Canada will equally match those points for all service purchases. The points matched by Kia Canada will assist the Customer with the purchase of their next New Kia vehicle.

#### Can points be earned or redeemed at any KIA dealership?

There are two (2) different types of points to be earned: 1) "Dealer Points" which are the points provided to you by your Kia Dealer based on the amount of purchase at the dealership or through bonus incentives, and 2) "Kia Canada" points which are earned through vehicle purchases, and sponsored by Kia Canada. Therefore, "Dealer Points" can only be redeemed at your respective servicing dealership. "KIA Canada" points can be redeemed at any KIA dealership towards a new vehicle purchase.

#### How do Customers redeem their Reward Points?

Customers can redeem their points at their servicing Kia Dealer, as indicated on the back of their membership card. To redeem 1\$ is equivalent to 200 points: the points can only be redeemed in blocks of \$10. Thus, Customers cannot use their points towards purchases under \$10. Whereas, any Customer purchasing an amount exceeding a multiple of \$10 ex. \$28.50, they can redeem 2 X 10\$ = \$20 in points and the remainder \$8.50 will remain with the customer.

#### How does one qualify for the Loyalty Bonus Reward of up to 100,000 points?

You must be an existing Kia vehicle owner to take advantage of this special offer. Customers can earn up to 100,000 points, over and above their actual points matched from Kia Canada. This offer is to be redeemed

upon the purchase of your *next* new Kia vehicle. Please see chart below for breakdown on points and for model purchased.

Loyalty Benefit		Points Value
Rio, Forte, Koup, Forte5, Soul	\$300	60,000
Optima, Rondo, Sportage, Sedona	\$400	80,000
Sorento, Borrego	\$500	100,000

### **Can Customers without an email address become a member and enter contests?**

Customers without email can participate; however, they may be excluded from some 'special offers and events' that are offered uniquely through email promotions. It is beneficial for a customer to provide an email address in order to take advantage of these special offers.

### **What happens to a member's points if they move or choose to do business with another dealer?**

Each card activated is assigned only to your Kia dealership so points are not transferrable to another dealership. Members will have to redeem any outstanding points at the original dealer to ensure they receive their entitled benefit.

If a Customer chooses to do business with another dealer, he/she would:

- Redeem any outstanding points at the original dealer to ensure they receive their entitled benefit(s)
- Become a new Rewards Member card member directly from their new dealer

### **Can points be transferred between members?**

Yes, members can transfer their points to members of their household. Members may also transfer their points to a subsequent owner of their vehicle.

### **How long are points valid for?**

Points are valid for 5 years, under the condition that the Customer makes at least one (1) transaction within an (18) month period.

### **Where do I call for Customer Assistance?**

Members may contact Kia Canada's Customer Experience Department 1-877-542-2886.