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0708-DC-SW/EU-LHD

The Power to Surprise™

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. So when you think of Kia, think exciting and enabling - the two qualities that best define what the new Kia is all about. From the Picanto to the Sorento, Kia offers a full lineup of cars, SUVs and MPVs that are not only practical but downright exhilarating to drive. Keep your eyes on Kia because the best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation - one of the fastest growing automakers in the world - was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 14 manufacturing and assembly operations in 9 countries produce more than 1.3 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 165 countries. Kia today has over 33,000 employees and annual revenues of almost \$19 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. Kia is an official automotive partner of FIFA - the governing body of the FIFA World Cup - as well as a EUROTOP Partner of UEFA. Kia Motors Corporation's brand slogan - "The Power to Surprise" - represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.





A new dawn in driving

Open your eyes to a brighter morning and a desire to drive your cee'd Sporty Wagon. It is designed to create a fresh and energetic motoring experience. The thrill of its responsive ride; the passion behind its great looks; the relaxation that comes with knowing every little detail from space to safety has been taken care of. A new day has dawned.

Feel something fresh

Town and traffic are part of your day. So choose a car that makes your urban journey dynamic and stimulating. cee'd Sporty Wagon will keep you fresh and motivated for the day ahead, leaving the stress and the hum-drum of everyday life far behind you.



Feel something fantastic

A carefree and stimulating drive sets the tone for both a dynamic and relaxed remainder of your day. cee'd Sporty Wagon is the perfect complement to a busy and energetic lifestyle.



An emotional response

One glance at the cee'd Sporty Wagon reflects the confidence and assertiveness of its drive. It's as comfortable cruising in the city as it is eating up the miles on country lanes; and you will be too.





Live it, love it, share it

Space in the cee'd Sporty Wagon has been well thought out to ensure that occupants have ample room, appropriately positioned controls, extraordinary technology and high levels of comfort. You'll soon take this for granted, but it's far from standard in most of today's vehicles.

Living space is important. When you're at work you need to be productive; and when at home you want to relax and enjoy your free time. The best principles of using comfort, space and light to improve the way you feel have been applied within the cee'd Sporty Wagon. When you step inside you'll fall in love with Kia's attention to detail, and the stresses of daily life will simply melt away.

The cabin has been created to maximise space and comfort for every occupant. Ample leg and headroom is enhanced by a visually appealing interior, brightened by as much natural light as possible.

Drivers can choose the driving position that they enjoy most. The steering wheel adjusts vertically and telescopically, and semi-bucket seats in the front feature lumbar adjustment controls.

Feeling good inside

Carefully located controls and dials are easy on the eyes and touch, and motor driven power steering makes driving a breeze.

Quality materials are used throughout, including a luxurious leather option, making the front and rear seating soft and supportive even when driving on the worst terrain.

And you'll love the technology. A three-stage seat warmer option and automatic climate controlled air conditioning will ensure you're perfectly comfortable inside the cabin whatever the weather outside. The Siemens audio headunit & four/six Blaupunkt audio speakers maximise the quality of music you choose, whether on CD or MP3, and the turn-by-turn satellite navigation option leaves you with virtually nothing to worry about!





A vision of delight

Driving the cee'd Sporty Wagon will inspire feelings of confidence and contentment. The position and feel of the steering wheel; the clever technology used to keep the windscreen crystal clear; the practical comforts at your fingertips. This car has been created for a driver's comfort.



Laid back luxury

Space is no frontier for the cee'd Sporty Wagon. The carefully created interior gives every occupant the room to relax, with ample leg and headroom both while stepping into the cabin and while seated. And many clever storage areas and a voluminous luggage area at the rear let you take what you want with you on the road.



Put practicality on your list

Practicality is at the heart of this exciting estate car, and Kia has taken care of the finer details, leaving you with less to worry about. From a tailgate which lifts and opens using less space to a safety net that protects your passengers from sliding rear luggage under sudden braking conditions, you can sit back and enjoy your day ahead.

1	2
3	4

1. Integrated roof rails
2. Rear safety net
3. Under-floor storage
4. Space-saving tailgate

Everyday living places different demands on different people. The beauty of the cee'd Sporty Wagon is its versatility - and everything is taken care of leaving you worry-free. Even when you've got carried away with the shopping, the space within this practical vehicle will carry the day. Take the rear luggage space for example. At 534* litres loaded to the bottom of the window space it is truly expansive, and increases to a class-leading 1,664* litres when the rear seats are laid flat.

The unique extended tailgate design enhances the sleek lines of the cee'd Sporty Wagon. More than

this, it is cleverly designed to reduce upswing and outswing and open almost vertically, so you can stand closer and open it even in the most restricted space. The tailgate hinges are set back into the roof, which creates a larger, unrestricted opening to make loading and unloading a breeze.

If you love outdoor pursuits and travel, the cee'd Sporty Wagon is on top of it, literally. The integrated full-length roof rails will be perfect for adding a roof box or roof rails.

(*VDA measuring method)





Explore wide open spaces

Even in the heart of the city you can enjoy the feeling of space. With a soft click the cee'd Sporty Wagon tailgate will open to reveal optimum space for carrying a load, and in seconds you can raise the rear seats to pick up the kids. Whatever surprises come your way you'll take them in your stride.

Every one of the 4,470 millimetres that make up the length of the cee'd Sporty Wagon have been scrutinized to provide maximum practicality without compromising sports appeal. It's rare to find a car that leads its class in space and style like this one.

The cee'd Sporty Wagon puts you in the lead in the space race, and allows you to accommodate virtually everything that a busy couple or family need to carry... from your weekly shopping haul or holiday luggage to those bulky toys and accessories that come as standard with kids!

The rear seats increase your options offering a 60/40 split for multiple space-enhancing combinations. This gives you extra flexibility when you have passengers and loads to carry.

A load off your mind

The seats fold simply and completely flat to the floor, leaving a clean and solid floor area for your loads. They can be lifted upright with one hand and returned firmly and safely into the seating position.

There's a 12V power socket back here too, as well as load securing hooks and cubby holes for keeping items safe and sound. Lift up a flat panel and a hidden storage space within the rear floor is revealed that gives you even more storage and convenience.



All seats upright



Rear seat split folding



Rear seat split folding



Rear seat folding



Breathing space

You and your family will have diverse leisure interests. The great thing about the cee'd Sporty Wagon is its ability to accommodate all your needs, whatever they may be.



A friend of the family



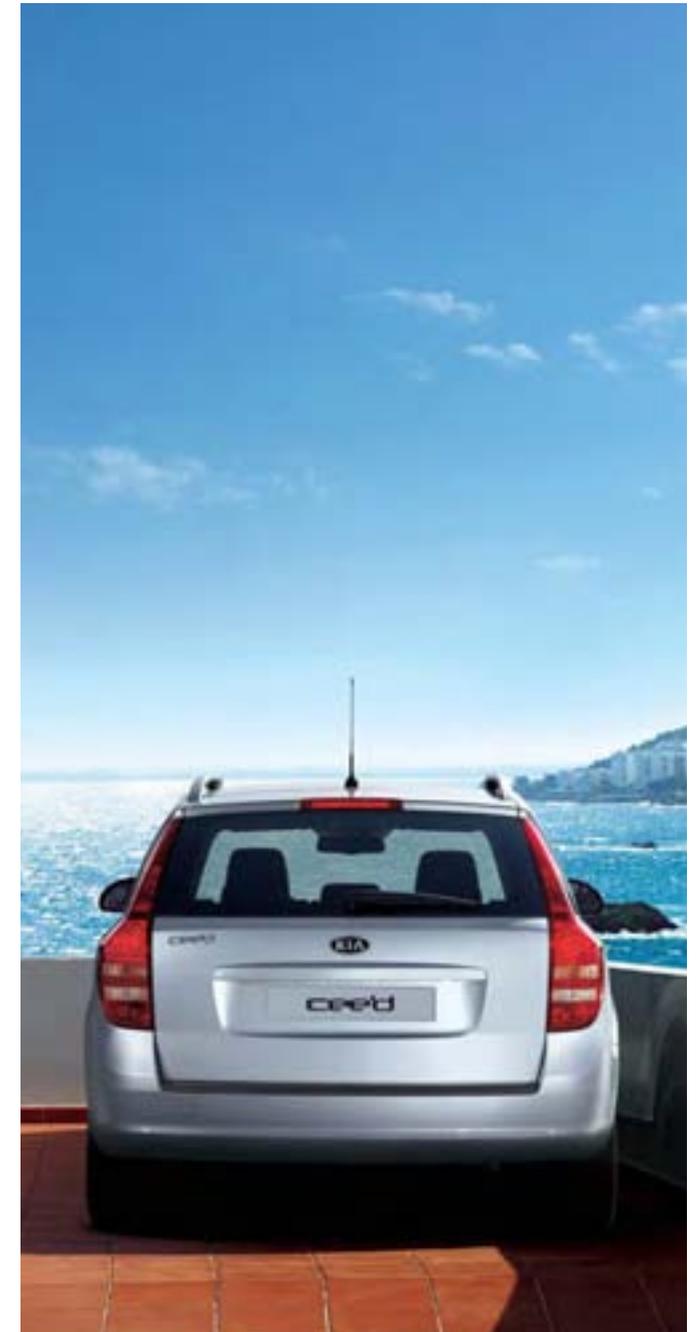
The unique tailgate opening gives you more room to stand and load items, with reduced upswing and outswing.

Take a deep breath...

Whether you're out under the deep blue sky or playing in the deep blue sea, you'll be grateful for the deep load area within the cee'd Sporty Wagon.

The tailgate is truly unique in its segment, and gives you freedom of access to the luggage and paraphernalia you'll need on a day away from home. The top hinges of the tailgate have been moved forward and the tailgate extended into the roofline by 225 mm. The distinctive arc of the swing allows you to stand closer to the car and open the tailgate in reduced space, with the outswing and upswing reduced by a massive 72 mm.

It reveals one of most accessible load areas in the C-segment. You have to bow to Kia for creating such a spacious opening - without having to bow to load up. That's because the opening is 1,021 mm deep at floor level, while the length of the opening is the biggest in the class at 965 mm.



Free your mind

True freedom is being able to enjoy life without restrictions. With so much space and utility from the cee'd Sporty Wagon, you'll enjoy the freedom to do what you want to do.





Tough, safe...
and stylish!

It's great fun to play and explore, which is why cee'd Sporty Wagon takes safety so seriously. While you drive, technology is at work monitoring, assessing and reacting to your driving style, the external conditions and the world around you. At every moment it will be helping you and your passengers maintain control and stay as safe as possible.

cee'd Sporty Wagon is an extremely safe place to be for you and your passengers. It has a range of features that protect its occupants in the event of an accident.

The car is equipped with six airbags on the inside, a standard feature that is designed to maximise protection to all occupants, both in the front and rear. The dual airbags in the front, side airbags and curtain airbags have been updated to provide considerable protection to the pelvis, torso and thorax.

They work in tandem with seatbelt pretensioners on the front seats to provide full passenger protection. All five seats include three point seatbelts and adjustable head restraints, with two ISOFIX child safety seat anchor points at the rear.

Feeling safe and secure

When the sun goes down, the headlights provide bright white, crisp and clear lighting, making both the road and car more visible during night driving. Escort lighting enables you to delay extinguishing the headlights when you leave the vehicle, while you have the option of a daytime running light if required.

When you and your little ones are away from the vehicle, you can count on anti theft protection. The Thatcham approved burglar alarm, advanced electronic immobiliser and dash-top security lamp prevent theft of and theft from the car. Speed-sensing automatic doorlocks are a secure addition to the central locking and keyless entry system, and for convenience a central locking control is located in the centre fascia for convenience.



Safety all around you



cee'd Sporty Wagon offers a high degree of both prevention and protection. Technology is at work to prevent you from having an accident, and to prevent thieves from entering or stealing your car. And protection features ensure that if an accident should happen you remain as safe as possible inside.

1	2
3	4

1. Body & crash-box
2. Integrated active headrest
3. Rear Parking Assist System
4. Ventilating front disc brakes

The entire cee'd Sporty Wagon package is created to meet any driver's requirements for safety, security and peace of mind.

The reinforced body structure has been engineered to provide exceptional torsion stiffness which not only benefits durability, but also refinement, handling and ride quality. It also has a front crash zone which will crumple in a controlled manner to absorb the forces of an impact.

The active headrests help to reduce neck and spinal injuries from the forces of a collision. By moving forwards and up within milliseconds of the moment of impact, the exact response will cushion the head and can prevent whiplash, one of the biggest injury risks.

A tyre pressure monitoring system will indicate when a tyre is punctured or has low pressure, or if a brake lamp has failed. As a parking aid, the Rear Parking Assist System has four sensors which give you an audible alert when reversing towards an obstruction.

Skidding is responsible for 60% of all accidents and the Bosch Electronic Stability Program (ESP) system is designed to detect skidding almost before it starts and actively counteract it, working in tandem with ABS to prevent skid under braking. These features combine to make cee'd Sporty Wagon a lower insurance risk.





Stimulate your passion

Cee'd Sporty Wagon is a breath of fresh air among estate cars, with a desire to be driven. The dynamic style lives up to every cubic centimetre of power when you're behind the wheel.





Power that performs

Wherever you drive and whatever your destination, cee'd Sporty Wagon gives you the engine choices to suit your lifestyle.

With three high performance petrol engines and two economical and refined diesels in the range, the choices are there to meet any driver's demands for green driving and performance, comfort and smoothness, and control and responsiveness.

The 1.4 litre, 1.6 litre and 2.0 litre CVT (Continuous Variable Valve Timing) petrol engines are designed to be as efficient as possible at both

high and low revs, ensuring that the engine is highly responsive and economical, whatever the driving conditions.

Engineered to run smooth and quietly when you take the wheel, cee'd Sporty Wagon engines provide the reassurance of a cutting-edge, reliable powerhorse under the bonnet.

The 1.6 litre and 2.0 litre VGT (Variable Geometry Turbocharger) 16-valve diesel engines are borne of the latest technology of the second generation Bosch CRDi to create an engine that combines the characteristics of a petrol engine with the economy a diesel is renowned for. These highly efficient engines ensure you feel the benefit of the turbo without lag even at slow speeds. They offer excellent fuel economy at all engine speeds, low emissions, reduced noise and all around dynamic performance.

Add to this the variations in specification and enhancements within the LX, EX and TX models and there is a unique hatchback model to meet every driver's specific requirements.

Transmission // cee'd Sporty Wagon comes with a choice of transmissions to suit your driving preferences and each engine's characteristics: the smooth and robust five or six gear manual or the slick and flexible four speeds automatic.



Whatever your engine choice, you can rest assured that you've made a great decision. Every Kia engine is the product of extensive research and development both in Europe and Korea, to offer competitive levels of refinement, economy and performance.

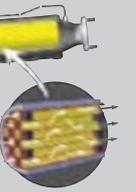
2.0 CRDi Diesel

Max. Power: 140 ps (103 kW) @ 4,000 rpm
 Max. Torque: 31.0 kg m (305.0 Nm) @ 2,000 rpm
 Max. Power: 135 ps (99.5 kW) @ 4,000 rpm
 Max. Torque: 31.0 kg m (305.0 Nm) @ 2,000 rpm
 Fuel consumption (Manual): 5.4 l / 100 Km
 CO₂ emission (Manual): 145 g / Km

* Specifications to be confirmed / Available from July 2007

DPF (Diesel Particulate Filter)

To remove diesel particulate matter or soot from the exhaust gas of a diesel engine. A DPF is installed between exhaust manifold and main resonator.



1.6 CRDi Diesel

Max. Power: 115 ps (84.6 kW) @ 4,000 rpm
 Max. Torque: 26.0 kg m (255.0 Nm) @ 1,900-2,750 rpm
 Max. Power: 90 ps (66.0 kW) @ 4,000 rpm
 Max. Torque: 24.0 kg m (235.0 Nm) @ 1,750-2,500 rpm
 Fuel consumption (Manual / 15", 16" Tyre): 4.7 l / 100 Km
 CO₂ emission (Manual / 15", 16" Tyre): 125 g / Km

1.6 DOHC Gasoline

Max. Power: 122 ps (89.7 kW) @ 6,200 rpm
 Max. Torque: 15.7 kg m (154.0 Nm) @ 5,200 rpm
 Max. Power: 115 ps (84.6 kW) @ 6,200 rpm
 Max. Torque: 15.7 kg m (154.0 Nm) @ 5,200 rpm
 Fuel consumption (Manual): 6.4 l / 100 Km
 CO₂ emission (Manual): 152 g / Km

1.4 DOHC Gasoline

Max. Power: 109 ps (80.2 kW) @ 6,200 rpm
 Max. Torque: 14.0 kg m (137.3 Nm) @ 5,000 rpm
 Max. Power: 105 ps (77.2 kW) @ 6,200 rpm
 Max. Torque: 14.0 kg m (137.3 Nm) @ 5,000 rpm
 Fuel consumption (Manual): 6.1 l / 100 Km
 CO₂ emission (Manual): 145 g / Km

2.0 DOHC Gasoline

Max. Power: 143 ps (105.2 kW) @ 6,000 rpm
 Max. Torque: 19.0 kg m (186.3 Nm) @ 4,600 rpm
 Fuel consumption (Manual): 7.1 l / 100 Km
 CO₂ emission (Manual): 170 g / Km

Cool and composed

The cee'd Sporty Wagon has as much kerb appeal as it has a desire for life on the road, and your homecoming is just the start of the adventure...





Colour and style combined



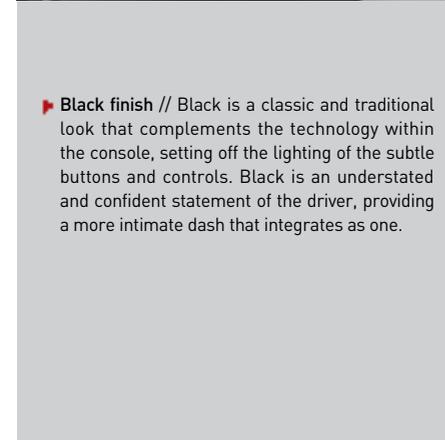
- 1. Black one tone
- 2. Black & grey two tone

DESIGN Sophisticated, sharper image The modern, fresh and clean lines of the interior dash give the cee'd Sporty Wagon a sophisticated appeal. The two colour options of single tone black or two tone grey and black combine with five cloth colour combinations and two leather options plus five trim for the dash. This gives you control over the space where you will spend so much time.

COMFORT Comfort and flexible space for your various needs Sporty and compact, the trim options make the best use of reflective light to maximise the true visual space that both driver and passenger will enjoy. The position of even the smallest controls has been ergonomically considered, with a satisfyingly tactile and high quality operation. From wide air vents to handy storage compartments, every element has its perfect place.



◀ **Silver Metallic** // The reflective metallic silver trim on the centre console shouts out quality and style. While silver is the number one colour for a car's exterior, a silver interior reflects the modern and sophisticated look that has been built beneath the skin of the cee'd Sporty Wagon.



▶ **Black finish** // Black is a classic and traditional look that complements the technology within the console, setting off the lighting of the subtle buttons and controls. Black is an understated and confident statement of the driver, providing a more intimate dash that integrates as one.



▲ **Aluminium look finish** // The fresh and modern aluminium finish adds designer style to the cockpit. Aluminium is specified worldwide when light weight and resilience are required, and the aluminium console reflects this high-technology console. cee'd Sporty Wagon has a leading level of technology, and this finish subtly underlines its capabilities.



◀ **Blue Metallic** // Add a modern and masculine touch to the console with a metallic blue trim. Blue arouses feelings of freshness, coolness and relaxation, and is a reflection of the open skies and the airy cee'd Sporty Wagon cabin.



▶ **Blush Metallic** // Blush offers a warm and feminine touch, that reflects softness and comfort. The peach undertones the blush finish are a rich and inviting highlight to the console that is both nurturing and modern in its appeal.



Classic - Full leather grey



Classic - Full fabric (Chevron pattern)



Basic - Fabric + Leather (Wave pattern)

Basic - Full fabric



Rainbow blue - Fabric + Leather (Wave pattern)

Rainbow blue - Full fabric



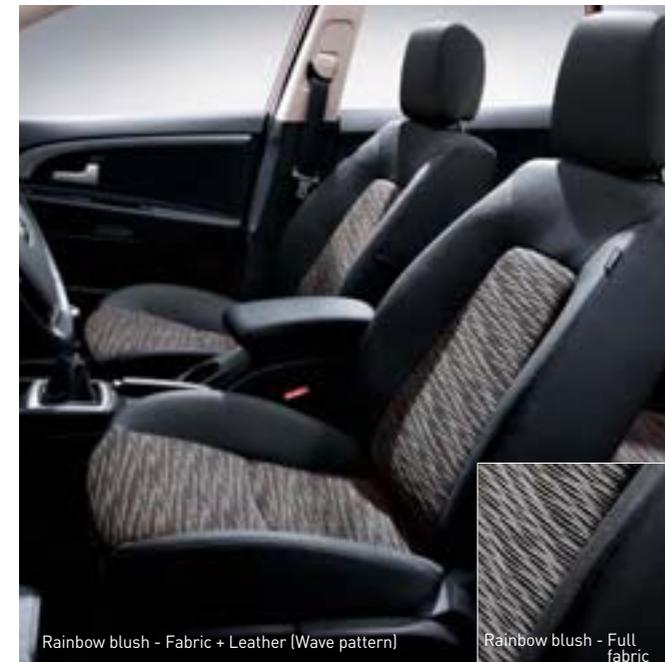
Classic - Full leather black (Black stitch)

Sports - Full leather black (Grey stitch)



Sports - Fabric + Leather (Tyre pattern)

Sports - Full fabric



Rainbow blush - Fabric + Leather (Wave pattern)

Rainbow blush - Full fabric

Interior Colour Scheme

cee'd gives you four overall concepts to combine dash, centre fascia and seat colours. Whether you choose a model with Basic, Rainbow, Classic or the Sporty, the high quality finish and fit will be the same.

Colour concept		Basic	Rainbow		Classic	Sporty
Interior colour		Black + Grey two tone	Black one tone		Black + Grey two tone	Black one tone
Centre fascia	L	Black	-		-	-
	LX	Black	Black		-	-
	EX	Silver	Blue	Blush	Silver	Silver
	TX	-	-	-	Aluminium	Aluminium
Seat	Full fabric	Grey + Black	Blue + Black	Blush + Black	Grey + Black	Black + Black
	Fabric + Leather	Grey + Black	Blue + Black	Blush + Black	Black + Black	Black + Black
	Full leather	-	-	-	Black Grey	Black
		L	LX	EX	TX	
Basic			Basic Rainbow blue Rainbow blush	Basic Classic Rainbow blue Rainbow blush Sporty	Classic Sporty	

From A to Z in detail



Sporty three-dial instrument cluster: When you're at the helm of your cee'd Sporty Wagon you'll love the space-age styling and the clear visibility of the dials, with contrasting black and white that highlight the digits. Gauge visibility is perfectly clear with the attractive surface-mounted display and Kia's signature red-orange illumination.



Integrated sat-navigation: Satellite navigation has become a buzz word for practical and sophisticated driving. With the cee'd Sporty Wagon you have the option to join this future trend. Travel becomes simpler with 'turn-by-turn' satellite navigation using clear visual arrows with voice support to direct you anywhere in Europe. (Include NavTec pan-Europe Map-CD)



3-step seat warmer: In the worst of the winter weather you'll want to feel warmth and comfort within your cee'd Sporty Wagon. You can adjust the front seats for optimum warmth and comfort when the cold weather starts to bite, through to the coldest winter days.



Seatbelt reminder: A reminder signal that the driver's seatbelt is not secured is a valuable and common warning device. cee'd Sporty Wagon takes this feature one step further. Safety is paramount and a warning activates if you should drive without a passenger fastening a seat belt, and this is applied for all seats.



Solar glass: Glaring sunshine can have two impacts on a driver. The UV rays can damage skin, as well as the cabin interior, while direct sunlight can create glare. Specially treated and tinted glass will cut out harmful and distracting sun rays before they enter the cabin.



Trip computer & Integrated information system: It's vital that you have the tools within your immediate eyeline to maintain a safe and efficient driving style.



The trip computer and display of other driving information is key to this. Useful information such as mileage and fuel levels are displayed clearly on the in-dash display. TPMS (Tyre Pressure Monitoring System)



Power window console: The smooth operating power windows are enhanced by a convenient control panel on the door armrest. With light pressure you can control the downward force on all four side windows, and operate the auto-return to close them. Perfect to lower the window at a toll or to shut out unwanted noise.



Motor driven power steering wheel: Steering in the cee'd Sporty Wagon is light and responsive, powered to your touch by the sophisticated electric motors, and minimising fuel consumption. The telescopic wheel also adjusts to preferred driving position. This allows drivers finger-tip parking maneuverability at low speed and reduced assist at higher speeds for greater stability and road feel.



Audio control on steering wheel: Safety is a paramount concern within the cee'd Sporty Wagon and distractions while driving have been addressed. One such standard feature is the steering wheel audio control. Conveniently located controls allow you to take command of the hi-fi listening environment with ease.



Rain sensor & Electronic chrome mirror: Even the slightest drops of rain or spray from other vehicles can blur your driving view. Sensors behind the windscreen activate the wipers when rain is detected, while the Electronic Chrome rear-view Mirror automatically adjusts to reduce glare from vehicle headlights behind you.



Remote keyless entry system

It's simple... lock, unlock and open your boot as you approach your cee'd Sporty Wagon with the remote keyless entry fob. Available in two button type and folding three button type.



RDS + CDP + MP3 audio, speed rated volume control: A high quality Siemens audio system developed specially for the cee'd Sporty Wagon gives you the choice to listen to FM radio, CD or external device through four / six quality Blaupunkt speakers. At high speeds the cabin noise level may increase and the volume will adjust to compensate.



USB, AUX and iPod connections: The revolution in music on the move and MP3 players such as the Apple iPod are often not supported by vehicles which are incompatible or use illegal devices to integrate MP3 with a stereo system. With the cee'd Sporty Wagon you can take your favourite music with you and simply plug in your MP3 or DVD player through built-in USB and Aux and iPod connections.



Fluidic washer nozzle: Advanced washer nozzles are mounted on the bonnet with an air deflector that ensures the water jet is placed accurately onto the windscreen. A wider nozzle spray maximises the screen cleaning of the wipers.



Aero-blade wiper: Technology is always advancing and even the way a jet of water is sprayed onto the windscreen or the movement and components of wiper blades has taken many hundreds of man hours in development. The optimum water spray is ensured while the blade provides a clear, consistent wipe.



Rain-expelling hydrophobic grass: Wouldn't it be great if you could wipe water or other daily grime from the windscreen with a soft cloth, and no effort. With the cee'd Sporty Wagon you can. A hydrophobic bonded coating creates an effective barrier against dirt, grease and liquid and can be wiped away with ease. (Only applied on side door glass)

From **A** to **Z** in comfort



Centre console box: Store items that are easy to lose or important to you beneath your elbow in the centre console, which when closed is a comfortable arm rest. With three tiers that cleverly fold away you'll find a perfect place for small items as well as a larger recess that's perfect for your CDs.



Cup Holder: Drink spills are a thing of the past with two handy drink holders. One is located adjacent to the handbrake, designed with a deep recess to ensure even tall bottles remain stable in the most arduous driving conditions, while being close at hand for the driver or front passenger. The other can be folded down from the seat back at the rear.



Glove box: The spacious glove box will hold your manuals and documentation, as well as other handy items, and when opened is designed to avoid items falling to the floor. You also have the fantastic option of a cooled compartment that is perfect for storing snacks or items that otherwise may melt or be perishable on your journey.



Overhead console: Keep your spectacles close at hand in a convenient fold down carrier at head height, which opens with a subtle push click. Besides eyewear storage space, the overhead console features include dual map lights.



All-door pocket: Storage is at a premium in any car, and the cee'd Sporty Wagon makes use of space on all four interiors of the doors beneath arm rests and openers. The innovative door pocket is both spacious and deep to prevent items from falling out when the door is opened or closed.



Centre fascia console tray & Ash-tray: It's great to have loose change for parking or other items close at hand and hidden from view of prying eyes. Conveniently located at the bottom of the centre stack this storage binnacle with a folding cover is the perfect place for storing small items, and has a convenient ash-tray and cigarette lighter within.

You will spend many hours in your cee'd Sporty Wagon which is why it caters for the little details that will be important to you. Storage is one of those necessities, and Kia has built-in clever cubby holes and hidden storage at arms reach.

Wheels

Tailor your cee'd Sporty Wagon and achieve the look you desire with a choice of wheels. You can opt for 15 inch or 16 inch steel wheels with 2 cap styles, three 16 inch alloy styles and two 17 inch alloys for the ultimate appeal.



185, 195 / 65 R15"
Wheel-cap



205 / 55 R16"
Wheel-cap



205 / 55 R16" Alloy
A type



205 / 55 R16" Alloy
B type



205 / 55 R16" Alloy
C type



225 / 45 R17" Alloy
A type



225 / 45 R17" Alloy
B type

Body Colours

A rainbow of modern paint finishes enables you to choose the body colour to suit, including *2 solid and 10 metallic colours .



* Cassa White (WD)



Machine Silver (9S)



Kompass Blue (3A)



Pewter Beige (8Q)



Dakar Yellow (A6)



Mars Red (04)



* So Red (HR)



Abyss Blue (A8)



Oil Blue (B6)



Hike Green (E2)



Piston Grey (5K)



Black Pearl (1K)

The cee'd Sporty Wagon is...

CONCEPT Appealing to your senses, cee'd Sport Wagon takes Kia in a fresh direction, creating a car that is purpose-built for the needs and desires of European drivers. At every turn, we have added value, enhanced quality and new technology in a car with class-leading levels of safety and space. cee'd Sporty Wagon is a drive that will surprise with its combination of clever practicality, long-term reliability, sporty style and high-level engineering.

DESIGN A new dimension. cee'd Sporty Wagon has a sporty design, with sweeping lines leading from its aerodynamically designed nose and grille through the bonnet and to the forward apex of the roof. The dynamic Z shaped pillars at the rear seamlessly integrate the voluminous rear space into the one flowing vehicle. The swept back front lights and L-shaped rear cluster set off the colour-integrated bumpers which envelope and define this spacious vehicle..

COMFORT Practical and well-planned space. cee'd Sporty Wagon provides a spacious interior, with plenty of head and leg room. The comfortable semi-bucket seats and a light and airy cabin are set off by clear and well-designed gauges and consoles. Storage space is maximised, including 534 litres luggage capacity (VDA) and a tailgate that reduces upswing and outswinging to open using less space. Ergonomic features such as tilt, Motor

Driven Power Steering wheel and lumbar support, ensure you maintain the perfect driving position. Add a quality sound system and the inside of the cee'd Sporty Wagon is a place you will want to be.

SAFETY Class-leading safety. The cee'd Sporty Wagon protects its occupants with features including the latest airbag technology and integrated active headrests. The body is built to absorb collision forces and remain rigid through a reinforced structure where strength is needed most. All-disc Anti-lock Braking System (ABS 8) and Advanced Braking System maximise braking performance and Electronic Stability Program (ESP 8) provides one of the most advanced vehicle stability control systems available.

PERFORMANCE Dynamic handling. The engine options for cee'd Sporty Wagon ensure you benefit from maximum economy and optimum power delivery for responsive handling. Powerful acceleration is combined with great braking control for a sporty and reassuring feel, underpinned by a suspension combination which provides a stable and solid ride. cee'd Sporty Wagon is fitted with fully independent suspension systems, both front and rear, designed to deliver crisp, responsive handling and a supple, comfortable ride on European roads. It employs the same subframe-mounted McPherson Strut (front) and in-wheel multi-link (rear) suspension layouts as several other Kia models.

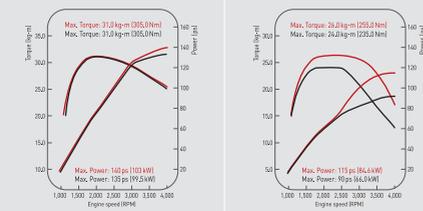
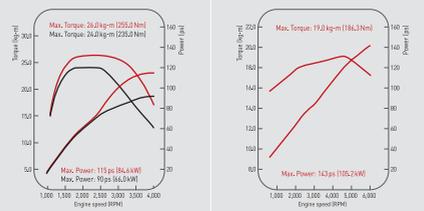
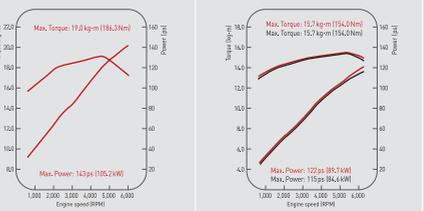
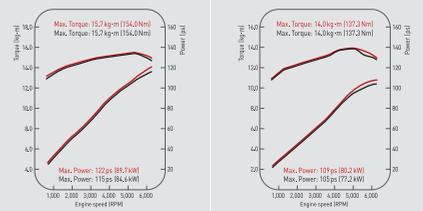
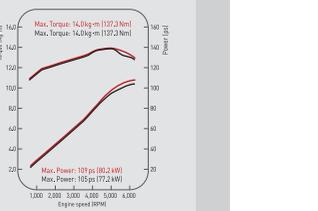
Trim list

Item	L	LX	EX	TX
Engine	Standard Gasoline 1.4 + 5MT (Euro4)	Gasoline 1.4 + 5MT (Euro4)	Gasoline 1.4 + 5MT (Euro4)	Gasoline 1.6 + 5MT (Euro4)
Option	Gasoline 1.6, Diesel 1.6 L/H (+195/65R Tire)	Gasoline 1.6, Diesel 1.6 L/H (+195/65R Tire)	Gasoline 1.6, Gasoline 2.0, Diesel 1.6 L/H, Diesel 2.0	Gasoline 2.0, Diesel 1.6 L/H, Diesel 2.0
Standard equipped	185/65 R15" Michelin tyres + Steel wheel All disc brake Anti-lock Braking System(ABS) Motor Driven Power Steering(MDPS) Immobiliser Tilt Steering 2 Airbag(Driver's + Pssenger's) Cloth + A/Leather seat Headrest up & down 60:40 Split folding rear seat Day & Night room mirror Sunvisor mirror Temporary spare tyre Central door lock & Speed sensing auto locking Black colour outside door handle Audio blank cover, 4 Speaker Metal finish(audio knob, HVAC Knob) Car-mat hook Front passenger seatbelt reminder Rear wiper & washer Roof rack Luggage undertray & net hook Roof cloth trim Tinted glass Front power window	L+ Tilt + Telescopic steering Full wheel cover 6 Airbag (Driver's + Passenger's + Side + Curtain) Digital clock & calendar Outside temperature Trip computer Full fabric seat Door open display Power outlet Glovebox, luggage lamp Assist grip(3ea) + coat hook RDS + CDP + +MP3 Audio Central door lock Rear seatbelt reminder(except G1.4) Steering wheel audio remote control Cargosecurity screen Luggage power outlet	LX+ 195/65R 16" Michelin tyres Air conditioning + Glovebox cooling Active headrest Front safety power window (Auto up & down with sensor) USB + AUX, iPod connections Foglamps Keyless entry + Burglar alarm + Security lamp Electric control outside mirror (Heated, Body colour, Driver's wide view) Driver's Height adjuster Front seat lumbar support lever Seatback pocket Sunvisor vanity lamp(except G1.4) Centre console armrest Tweeter Speaker Rear cup holder Map lamp + Sunglass case Body color Outside doorhandle Luuggage Net Hook Key-set Illumination Rheostat Dual horn Washer fluid low level warning	EX+ 205/55R 16" Alloy wheel Full auto air conditioning Electronic Stability Program(ESP) Fabric + Leather seat Rear seat centre armrest Rear safety power window (Auto up & down with sensor) Luggage net Door strip Auto folding outside mirror(Blue glass) Escort lighting Aluminium look finish (Centre fascia, TGS-cover, Door trim strip) Leather package (Steering wheel, TGS, Parking lever, Console leather wrapped + Steering wheel, TGS, Parking lever button, Door inside handle metal finish) Car mat
Option	4-Speed Automatic transmission Diesel Particulate Filter(DPF) Electronic Stability Program(ESP) 205/55R 16" Steel wheel + full wheel cover or Alloy wheel 225/45R 17" A-type alloy wheel Full leather seat	Indash 6-CDC TbT sat-navigation + Pan Europe Map CD Auto light Solar glass Hydrophobic side glass Privacy glass Auto cruise	Safety sunroof Pear Parking Assist System(4sensors) Rain sensor + ECM inside mirror Cigar lighter + Ash tray lamp Car mat(Carpet type) Front seat warmer + Wiper de-icer Tyre Pressure Monitoring System + Brake failure lamp	Folding key iPod connections Luggage under tray Sports package(Leather pack & Seat stitch line, 225/45R 17" B-type alloy wheel, Alloy pedal, Black bezel headlamp, Radiator grille) Barrier net

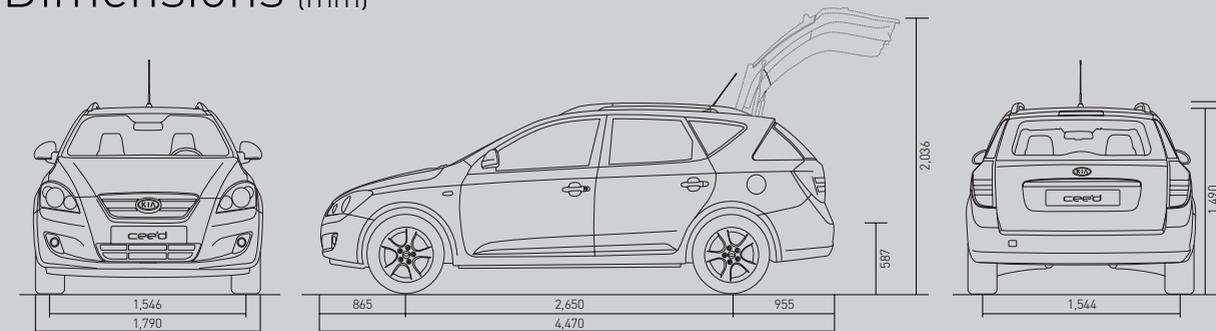
† Each trim apply to different option. Contact your local Kia dealer for current information.

Specifications

Exterior (mm)		Interior (mm)		Capacities		
Overall length	4,470	Overall length	1,880		Fuel tank	53 litres
Overall width	1,790 (including outdoor handle)		Front	Rear	Luggage (VDA)	534 litres (all seats upright) 1,664 litres (back seats folded)
Overall height	1,525	Head room	1,020	995		Trailer weight
Wheelbase	2,650	Leg room	1,105	900		
Front track	1,546	Shoulder room	1,410	1,385		
Rear track	1,544					

Engine	2.0 CRDi Diesel	1.6 CRDi Diesel	2.0 DOHC Gasoline	1.6 DOHC Gasoline	1.4 DOHC Gasoline
					
Type	Single-overhead camshaft, four-cylinder, in-line with VGT	Double-overhead camshaft, four-cylinder, in-line with VGT	Double-overhead camshaft, four-cylinder in line with CWVT	Double-overhead camshaft, four-cylinder in line with CWVT	Double-overhead camshaft, four-cylinder in line with CWVT
Capacity	2.0-litres, 1,991 cc	1.6-litres, 1,582 cc	2.0-litres, 1,975 cc	1.6-litres, 1,591 cc	1.4-litres, 1,396 cc
Emission controls	DPF (Diesel Particulated Filter) - optional	DPF (Diesel Particulated Filter) - optional	Closed loop, three-way catalytic converter	Closed loop, three-way catalytic converter	Closed loop, three-way catalytic converter
Emission class	Euro Stage 4				
Max. Power	140 ps (103.0 kW) @ 4,000 rpm	115 ps (84.6 kW) @ 4,000 rpm	143 ps (105.2 kW) @ 6,000 rpm	122 ps (89.7 kW) @ 6,200 rpm	109 ps (80.2 kW) @ 6,200 rpm
Max. Torque	31.0 kg m (305.0 Nm) @ 2,000 rpm	26.0 kg m (255.0 Nm) @ 1,900-2,750 rpm	19.0 kg m (186.3 Nm) @ 4,600 rpm	15.7 ps (154 kW) @ 5,200 rpm	14.0 ps (137.3 kW) @ 5,000 rpm
Max. Power	135 ps (99.5 kW) @ 4,000 rpm	90 ps (66.0 kW) @ 4,000 rpm		115 ps (84.6 kW) @ 6,200 rpm	105 ps (77.2 kW) @ 6,200 rpm
Max. Torque	31.0 kg m (305.0 Nm) @ 2,000 rpm	24.0 kg m (235.0 Nm) @ 1,750-2,500 rpm		15.7 kg m (154.0 Nm) @ 5,200 rpm	14.0 kg m (137.3 Nm) @ 5,000 rpm

Dimensions (mm)



† Each trim apply to different option. Contact your local Kia dealer for current information.



Big investment, big smiles

Customer satisfaction is a driving force behind Kia, and the cee'd Sporty Wagon is built to make you relax, enjoy and, above all, smile.

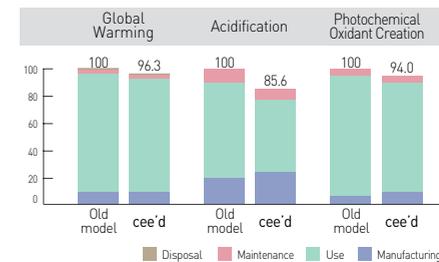
Where dreams come true

The new Kia manufacturing facility in Slovakia complements the company's new headquarters and design centre in Frankfurt, Germany. The two facilities underline Kia's commitment to making cee'd its first vehicle for the Europeans, and built by Europeans.

When a company spends a billion euros, it's for a good reason. The new cee'd is that reason. The state-of-the-art Kia production facility in Zilina, Slovakia is much more than just an enormous investment in time and money. To create a new car for European drivers required a fresh approach; a new look at efficiency, quality and productivity, all based around an inspirational concept for a C segment vehicle. cee'd is the result of this research, development and application of expertise. This is a European car for a discerning European market that meets the continent's demands for quality, value and performance. In short, satisfaction.

Of course, Kia is leading the way in balancing manufacturing with environmental responsibility. The Zilina plant features technologies that protect the planet by minimising greenhouse gases and many types of waste, and has adopted other initiatives such as heating the paint shop with heat produced from the city's existing energy plant.

Kia has assessed the environmental impact of building cee'd. Compared to similar previous models, the environmental impact decreased by 3.6% for global warming, 14.4% for acidification, and 6.0% for photo-chemical oxidant creation. These results were obtained by performing Life Cycle Assessment (LCA) and following the ISO 14040 series standard. LCA is a methodology designed to make an assessment of environmental effects generated through the entire life cycle of a vehicle, including raw material acquisition, manufacturing, transportation, use, and disposal. Design for Recycling (DfR) and Design for Dismantling (DfD) are two other initiatives.



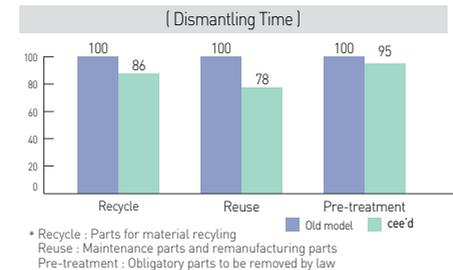
The 168 ha manufacturing site in Zilina will produce up to 300,000 cars every year including 150,000 cee'd cars benefiting from a quality supply chain in the region and a high quality workforce. Extensive training, testing and synchronising of technology and staff has created a smooth-running, highly efficient manufacturing facility for the 21st century.



- Efficient technology:** Initiatives on the shop floor include a body turnover rotation dipping system for painting, and 310 robots which weld components in the body shop.
- Skilled employees:** Zilina has created 1,200 jobs and by 2009 there will be 3,000 employees and a three-shift operation.
- High-tech operation:** The 16.3 ha building is truly state-of-the-art and took more than 2 1/2 years to construct.



In order to improve disassembly of end-of life vehicles, cee'd has been designed with recycling in mind. It meets environmental regulatory requirements and extends the recyclable opportunities beyond this level, without forgetting the ease of maintenance in its design.



The total time required for dismantling cee'd is reduced by up to 20% due to easier separation of the car's structure separated easier. For example, the glove box is snap-fit for screwless design and the bumper has fewer fasteners without compromising safety. It's compliant with the EU

Recyclability and Recoverability Regulation and the ISO 22628 method.

To meet the EU heavy metal ban, Kia has restricted the use of lead, cadmium, mercury and hexavalent chromium in materials and parts for vehicles since 2003. Throughout every stage from development to end-of life vehicles, we've thoroughly controlled heavy metal use. We've also developed alternative materials for banned materials, substituting non-chromium or trivalent chromium for hexavalent chromium as a corrosion prevention coating to bolts, nuts and steel plates.

Lead free materials are applied to brake pads, carbon brushes for electric motors, spark plug glazes, glass in bulbs, stabilisers in protection paints, wheel balance weights, steel plates for fuel tanks and so on.

The power to surprise? We think so.



Satisfy All Your Senses **ceed'd**
5 - d o o r h a t c h b a c k





The style of ooooh!



Satisfy All Your Senses // the **cee'd**

cee'd is a car that will challenge your expectations by appealing to all of your senses. The car has been born from the innovation of Kia and its power to surprise. Explore your sensory perception with cee'd.



The taste of yummy!

Taking a new direction

Sense something new // the cee'd

See the dynamic appeal of its contours. Listen to the sweet sound of the finely tuned engine. Feel the quality of the interior materials and faultless finish. Take in the unmistakable scent of a brand-new vehicle. Enjoy a taste of the inspiring new cee'd.

When we started dreaming of a new C segment car, we didn't begin with a familiar Kia formula... or cars we had built in the past... or even technology we could adapt from our existing production facilities. We started with a blank piece of paper.

We looked at what drivers in Europe really demand from this type of car. We pulled together top-class designers, efficient production facilities and the best technologies. The common theme: a European team that would create a car for Europe.

Kia has an acute sense of direction with cee'd -- a new direction that is founded on principles that Kia holds dear. Environment plays a critical part in the development of cee'd. To further our global environmental management goals, we established the Eco-technology Research Institute -- the first of its kind among automobile makers-in 2005. This facility enables us to

engage in developing environmental technology across entire fields of work, and to implement these studies ourselves.

The Eco-technology Research Institute has set its own environmental management targets for environmental living and solving global environmental issues. It is also expected to be a leading institute in developing environmentally friendly products and technologies that meet regulatory requirements.



Eco-technology Research Institute (Mabok, Korea)



Kia is implementing integrated environmental management in all fields from production, sales and aftersales to end-of life vehicles. With a consistent environmental strategy, we hope to respond quickly and pro-actively to all environmental issues.

Kia lives by the motto 'The Power to Surprise™'. And this approach, as well as this desirable car, will do just that. There is nothing about cee'd that is superficial. At first glance you will appreciate its head-turning exterior, with strong flowing lines, powerful haunches and well-considered flourishes. But a deeper inspection will reveal the clever engineering and consideration of the driver's environment within that makes this the genuine article.

No element of practicality is limited in favour of style. Quality is never diminished to make way for affordability. Performance is not compromised by our desire to provide economy.

cee'd will leave you with no doubt that you are enjoying exceptional value for money. Within its construction are elements of design and technology that you would expect to find in a class-leading vehicle, and the flexibility that will enable cee'd to suit all buyers' tastes.

It is designed and built in Europe -- combining 'ce' from the *Conformité Européenne* mark, and 'ed' for its exacting European design. The hallmarks of European expertise are stamped all over cee'd.

Of course, this hatchback is the start. The cee'd family will grow with the addition of the 'Sporty Wagon' in September 2007 and the 'Sporty Hatch' [3-door] in December 2007. The Sporty Wagon estate car will appeal to a wide range of people, offering European quality and luxurious space. The sports dimension will be enhanced with the 3-door cee'd, which will be a popular choice among the young and young at heart.

A sense of style

cee'd has the style to set it apart from the norm. Whether you are driving in the country or cruising the high street, it is a car you'll be proud to be seen in.



Dream in colour

Your car is a reflection of your individuality, and cee'd gives you the colour palette to make that statement. With 2 solid and 10 metallic colours to select from, the choice is enviably yours.





Open your heart and mind

cee'd is a journey for everyone to take. For those who demand style and performance, or those who want practicality and economy, there is no compromise.



Sense something new —
and mine all mine!

Technology working for you // the **cee'd**

Success is no understatement. Kia has achieved exactly what it set out to do with cee'd. The appeal of cee'd goes far beyond its head-turning looks, sweeping aerodynamics, new technology inside and out, and fantastic drivability. cee'd will delight and surprise, and your passion will only grow.

Technology means nothing unless it has been designed around its user. cee'd is packed with technology, and every element has its own valuable purpose.

There is technology that will keep you comfortable, such as motor driven power steering and a steering wheel that adjusts vertically and telescopically to suit your driving position. The semi-bucket front seats have a three-stage seat warmer option, and automatic climate controlled air conditioning will ensure you're perfectly comfortable inside the cabin whatever the weather outside.

The technology that keeps your attention on driving is equally as valuable. Take the windscreen for example. When it rains the wipers will be activated automatically, while the hydrophobic glass option that repels water and aero-blade wipers that sweep every drop away combine to ensure excellent visibility.

Then there is the technology that triggers the six standard airbags in the event of a collision, and the anti-theft protection that will deter would-be thieves. The seat belt reminder will ensure that you never drive away while driver and all passengers are unbuckled.

And let's not forget the technology that is at the heart of the vehicle: four-sensor ABS 8* brakes with Electronic Brake-force Distribution (EBD) for efficient braking; the fully independent McPherson strut and in-wheel multi-link suspension to make your ride more smooth and sporty; and Electronic Stability Program (ESP 8*) that makes the handling crisp, responsive and as safe you would wish to be, incorporating BAS (emergency Brake Assistance System) and TCS (all-speed Traction Control System).

*ABS 8 and EPS 8 systems are products of Bosch.



Driving should be a joy

From the driver's perspective, cee'd has everything at hand to make the driving experience relaxing. The position and feel of the steering wheel; the clever technology used to keep the windscreen crystal clear; the practical comforts at your fingertips. cee'd has been created for a driver's comfort.



The feeling of space

The carefully created interior ensures that all the occupants have the space to relax in comfort. Plenty of leg and headroom and a tastefully designed cabin will ensure cee'd is the ideal choice for a short run or a long-distance drive.



iPod* connection available from May 2007. (Cable in image is for display purposes only.)

Sight and sound in harmony // the **cee'd**

cee'd is a car that will meet your exacting demands for style, performance, practicality and economy... but it has the little extras that make driving a real pleasure. This is a car that's attractive to see, pleasant to touch, enticing to smell and a joy to listen to.

1	2
3	4

1. Semi cylinder type gauge cluster
2. Auto cruise control
3. Centre fascia
4. USB, AUX and iPod* connections

* iPod* is a registered trademark of Apple, Inc.

The gauge cluster is carefully located and designed to help you monitor your speed, distance travelled, engine revs and fuel gauge without being distracted from the road ahead. It is lit with a high visibility red-orange glow that is designed not to be distracting, but to ensure the eye easily adjusts to the gauges at night.

The integrated digital information panel shows a range of useful data at a glance, including calendar, clock, trip computer, outside temperature, audio system information, door ajar indicator and tyre pressure monitoring system. The fully automatic temperature control panel allows you to cool or warm the cabin in seconds, with clear controls and an LCD panel showing inside temperature and air direction settings.

The Siemens audio headunit & four / six Blaupunkt audio speakers maximise the quality of music you choose, and the way you want to listen is also yours. At high speeds the cabin noise level may increase and the volume will adjust to compensate. cee'd is equipped as standard with a state of the art RDS stereo with CD and MP3 player, all neatly mounted in the centre console of the dash. The ready-to-go USB, AUX and iPod* connections allow you to take your iPod* or other MP3 player, Minidisc or DVD player with you. Steering wheel audio controls are also standard for adjustment on the fly.

Whatever your destination cee'd can make map reading a thing of the past. The arrow-type 'turn-by-turn' satellite navigation option uses clear visual arrows with voice support to direct you anywhere in Europe.





Breathing space

Space is not an afterthought in cee'd, with its ample head and leg room, a 340 litre luggage capacity in the boot and fold-down rear seats that can accommodate the bulkiest of items through the rear hatch door.

In touch with a driver's needs // the **cee'd**

cee'd is 4.2 metres in length giving it a uniquely long wheelbase that provides class-leading interior space. The space has been well defined to ensure the occupants have ample room, appropriately positioned controls, extraordinary technology and levels of comfort that you'll soon take for granted, but are far from standard in most modern vehicles.

cee'd has everything at hand to make every driving experience relaxed and enjoyable - both for the driver and passengers.

Driver and car work in unison. The driving position is made as comfortable as possible thanks to carefully located controls and dials as well as an airy and visually appealing interior. From this advantageous position you will appreciate the performance and driveability of the car. The seating is designed for optimum comfort, with semi-bucket seats in the front featuring lumbar adjustment controls for the perfect seating

position. Quality materials are used throughout, including a luxurious leather option, making the front and rear seating soft and supportive even when driving on the worst terrain.

Head and legroom are ample, making entry and exit from the vehicle simple and long journeys more comfortable. The 340* litre luggage space is vast for a C sector vehicle, and increases to 1,300* litres when the rear seats are laid flat. Whether you're carrying luggage, doing the shopping or taking the children to class, the space within cee'd is a real winner. [*VDA measuring method]

60:40 split / folding seat





Open to the elements

cee'd is a car that combines fun and enjoyment with good common sense. It's a fusion of practicality, sportiness and economy that will meet your particular needs, whatever element is your first priority. Available from the first half of year in 2007.





Power and performance // the cee'd

Wherever you drive and whatever your destination, cee'd gives you the engine choices to suit your lifestyle.

With three high performance petrol engines and two economical and refined diesels in the range, the choices are there to meet any driver's demands for green driving and fuel economy, acceleration and performance, comfort and smoothness, and control and responsiveness.

The 1.4 litre, 1.6 litre and 2.0 litre CVVT (Continuous Variable Valve Timing) petrol engines are designed to be as efficient as possible at both high and low revs, ensuring that the engine is highly responsive and economical,

whatever the driving conditions. Engineered to run smooth and quietly when you take the wheel, cee'd engines provide the reassurance of a cutting-edge, reliable powerhouse under the bonnet.

The 1.6 litre and 2.0 litre VGT (Variable Geometry Turbocharger) 16-valve diesel engines are borne of the latest technology of the second generation Bosch CRDi to create an engine that combines the characteristics of a petrol engine with the economy a diesel is renowned for. These highly efficient engines ensure you feel the benefit of the turbo without lag even at slow speeds. They offer excellent fuel economy at all engine speeds, low emissions, reduced noise and all around dynamic performance.

Add to this the variations in specification and enhancements within the LX, EX and TX models and there is a unique hatchback model to meet every driver's specific requirements.

Transmission // cee'd comes with a choice of transmissions to suit your driving preferences and each engine's characteristics: the smooth and robust five or six gear manual or the slick and flexible four speed automatic.



Whatever your engine choice, you can rest assured that you've made a great decision. Every Kia engine is the product of extensive research and development both in Europe and Korea, to offer competitive levels of refinement, economy and performance.

2.0 CRDi Diesel

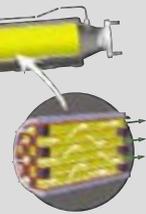
Max. Power: 140 ps (103 kW) @ 4,000 rpm
Max. Torque: 31.0 kg m (305.0 Nm) @ 2,000 rpm
Max. Power: 135 ps (99.5 kW) @ 4,000 rpm
Max. Torque: 31.0 kg m (305.0 Nm) @ 2,000 rpm

Fuel consumption (Manual): 5.4 l / 100 Km
CO₂ emission (Manual): 145 g / Km

* Specifications to be confirmed / Available from July 2007

DPF (Diesel Particulate Filter)

To remove diesel particulate matter or soot from the exhaust gas of a diesel engine. A DPF is installed between exhaust manifold and main resonator.



1.6 CRDi Diesel

Max. Power: 115 ps (84.6 kW) @ 4,000 rpm
Max. Torque: 26.0 kg m (255.0 Nm) @ 1,900-2,750 rpm
Max. Power: 90 ps (66.0 kW) @ 4,000 rpm
Max. Torque: 24.0 kg m (235.0 Nm) @ 1,750-2,500 rpm

Fuel consumption (Manual / 15", 16" Tyre): 4.7 l / 100 Km
CO₂ emission (Manual / 15", 16" Tyre): 125 g / Km

1.6 DOHC Gasoline

Max. Power: 122 ps (89.7 kW) @ 6,200 rpm
Max. Torque: 15.7 kg m (154.0 Nm) @ 5,200 rpm
Max. Power: 115 ps (84.6 kW) @ 6,200 rpm
Max. Torque: 15.7 kg m (154.0 Nm) @ 5,200 rpm

Fuel consumption (Manual): 6.4 l / 100 Km
CO₂ emission (Manual): 152 g / Km

1.4 DOHC Gasoline

Max. Power: 109 ps (80.2 kW) @ 6,200 rpm
Max. Torque: 14.0 kg m (137.3 Nm) @ 5,000 rpm
Max. Power: 105 ps (77.2 kW) @ 6,200 rpm
Max. Torque: 14.0 kg m (137.3 Nm) @ 5,000 rpm

Fuel consumption (Manual): 6.1 l / 100 Km
CO₂ emission (Manual): 145 g / Km

2.0 DOHC Gasoline

Max. Power: 143 ps (105.2 kW) @ 6,000 rpm
Max. Torque: 19.0 kg m (186.3 Nm) @ 4,600 rpm

Fuel consumption (Manual): 7.1 l / 100 Km
CO₂ emission (Manual): 170 g / Km



Tough, safe... and snugly!

It's great fun to play and explore, which is why cee'd takes safety so seriously. While you drive, technology is at work monitoring, assessing and reacting to your driving style, the external conditions and the world around you. At every moment it will be helping you and your passengers maintain control and stay as safe as possible.

A sense of safety and security // the **cee'd**

cee'd is an extremely safe place to be. It has a range of features that protect its occupants in the event of an accident.

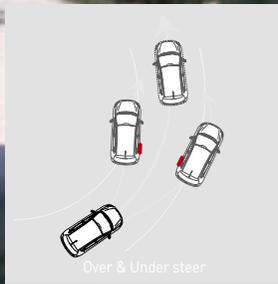
The active headrests help to reduce neck and spinal injuries from the forces of a collision. By moving forwards and up within milliseconds of the moment of impact, the exact response will cushion the head and can prevent whiplash, one of the biggest injury risks. cee'd is equipped with six airbags on the inside, a standard feature that is designed to maximise protection to all occupants, both in the front and rear. The dual airbags in the front, side airbags and curtain airbags have been upgraded to provide considerable protection to the pelvis, torso and thorax.

They work in tandem with seatbelt pretensioners on the front seats to provide full passenger protection. All five seats include three point seatbelts and adjustable head restraints, with two ISOFIX child safety seat anchor points at the rear.

The reinforced body structure has been engineered to provide exceptional torsion stiffness which not only benefits durability, but also refinement, handling and ride quality. It also has a front crash zone which will crumple in a controlled manner to absorb the forces of an impact. These features combine to make cee'd a lower insurance risk.



Six airbags



Safety all around you // the **cee'd**

cee'd will inspire with its attention to detail. It was developed from a clean sheet of paper, such as an immobiliser system developed with the Thatcham Motor Insurance Research Centre and the vehicle characteristics engineered based on use of Michelin tyres.

1	2
3	4

1. Bosch ABS 8 & ESP 8
2. Integrated active headrest
3. Rear Parking Assist System
4. Body & Crash-box

The entire cee'd package is created to meet any driver's requirements for safety, security and peace of mind.

The headlights provide bright white, crisp and clear lighting, making both the road and car more visible during night driving. Escort lighting enables you to delay extinguishing the headlights when you leave the vehicle, while you have the option of a daytime running light if required. Anti theft protection is high, with Thatcham approved burglar alarm, advanced electronic immobiliser and dash-top security

lamp to prevent theft of and theft from the car. Speed-sensing automatic doorlocks are a secure addition to the central locking and keyless entry, and for convenience a central locking control is located in the centre fascia.

A tyre pressure monitoring system will indicate positions when a tyre is punctured or has low pressure, or if a brake lamp has failed. As a parking aid, the Rear Parking Assist System has four sensors which give you an audible alert when reversing towards an obstruction.



Feeling good

State of the art engineering of the chassis, suspension and body shell gives cee'd a smooth and quiet ride with precise handling, minimising body roll and road noise, and maximising grip and ride comfort.





Colour and style combined



- 1. Black one tone
- 2. Black & grey two tone

DESIGN Sophisticated, sharper image The modern, fresh and clean lines of the interior dash give cee'd a sophisticated appeal. The two colour options of single tone black or two tone grey and black combine with five cloth colour combinations and two leather options plus five trim for the dash. This gives you control over the space where you will spend so much time.

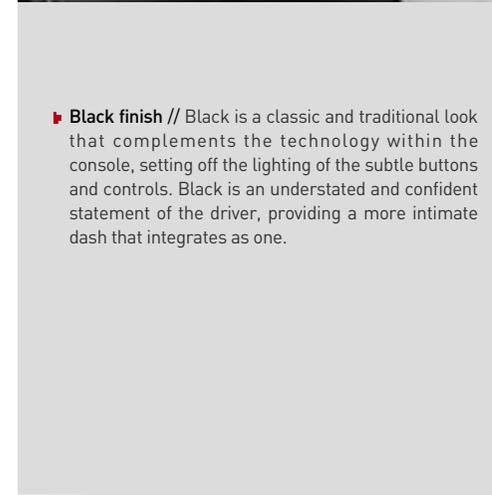
COMFORT Comfort and flexible space for your various needs Sporty and compact, the trim options make the best use of reflective light to maximise the true visual space that both driver and passenger will enjoy. The position of even the smallest controls has been ergonomically considered, with a satisfyingly tactile and high quality operation. From wide air vents to handy storage compartments, every element has its perfect place.



▀ **Silver Metallic** // The reflective metallic silver trim on the centre console shouts out quality and style. While silver is the number one colour for a car's exterior, a silver interior reflects the modern and sophisticated look that has been built beneath the skin of the cee'd.



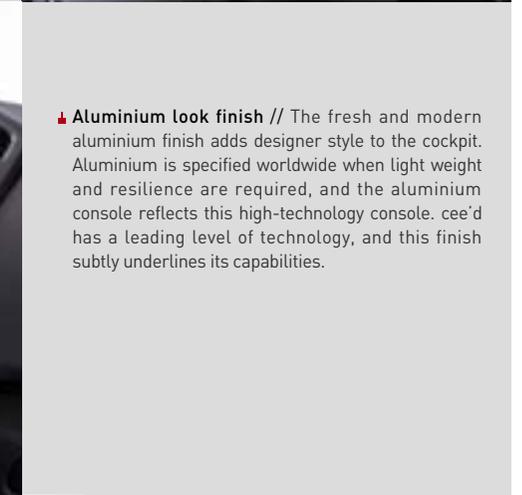
▀ **Aluminium look finish** // The fresh and modern aluminium finish adds designer style to the cockpit. Aluminium is specified worldwide when light weight and resilience are required, and the aluminium console reflects this high-technology console. cee'd has a leading level of technology, and this finish subtly underlines its capabilities.



▀ **Black finish** // Black is a classic and traditional look that complements the technology within the console, setting off the lighting of the subtle buttons and controls. Black is an understated and confident statement of the driver, providing a more intimate dash that integrates as one.



▀ **Blue Metallic** // Add a modern and masculine touch to the console with a metallic blue trim. Blue arouses feelings of freshness, coolness and relaxation, and is a reflection of the open skies and the airy cee'd cabin.



▀ **Blush Metallic** // Blush offers a warm and feminine touch, that reflects softness and comfort. The peach undertones the blush finish are a rich and inviting highlight to the console that is both nurturing and modern in its appeal.



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Classic - Full leather grey



Classic - Full fabric (Chevron pattern)



Basic - Fabric + Leather (Wave pattern)

Basic - Full fabric



Rainbow blue - Fabric + Leather (Wave pattern)

Rainbow blue - Full fabric



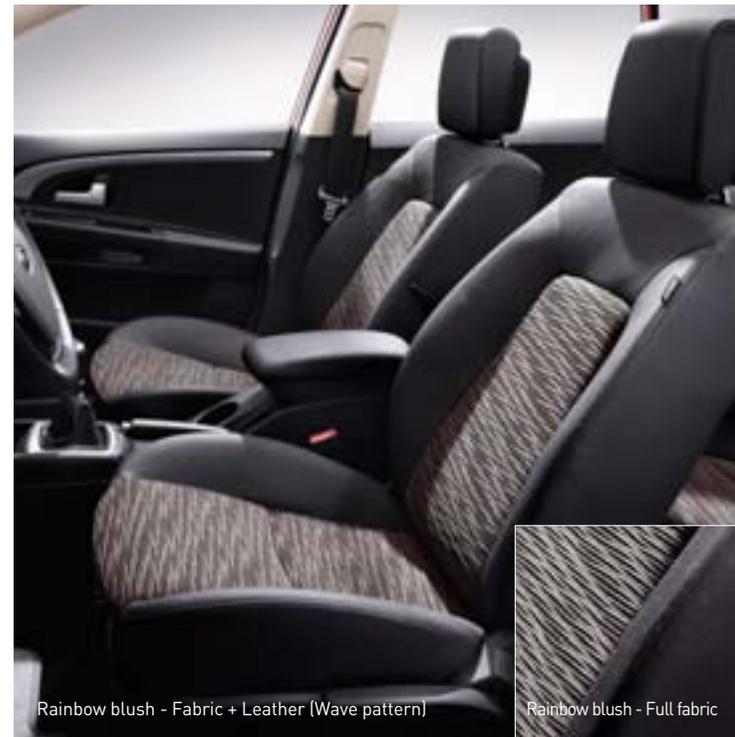
Classic - Full leather black (Black stitch)

Sports - Full leather black (Grey stitch)



Sports - Fabric + Leather (Tyre pattern)

Sports - Full fabric



Rainbow blush - Fabric + Leather (Wave pattern)

Rainbow blush - Full fabric

Interior Colour Scheme

cee'd gives you four overall concepts to combine dash, centre fascia and seat colours. Whether you choose a model with Basic, Rainbow, Classic or the Sporty, the high quality finish and fit will be the same.

Colour concept	Basic	Rainbow	Classic	Sporty	
Interior colour	Black + Grey two tone	Black one tone	Black + Grey two tone	Black one tone	
Centre fascia	LX	Black	Black	-	
	EX	Silver	Blue Blush	Silver	
	TX	-	-	Aluminium	
Seat	Full fabric	Grey + Black	Blue + Black Blush + Black	Grey + Black	Black + Black
	Fabric + Leather	Grey + Black	Blue + Black Blush + Black	Black + Black	Black + Black
	Full leather	-	-	Black Grey	Black
	LX	EX	TX		
	Basic Rainbow blue Rainbow blush	Basic Classic Rainbow blue Rainbow blush Sporty	Classic Sporty		

From A to Z in detail



Sporty three-dial instrument cluster: When you're at the helm of your cee'd you'll love the space-age styling and the clear visibility of the dials, with contrasting black and white that highlight the digits. Gauge visibility is perfectly clear with the attractive surface-mounted display and Kia's signature red-orange illumination.



Integrated sat-navigation: Satellite navigation has become a buzz word for practical and sophisticated driving. With cee'd you have the option to join this future trend. Travel becomes simpler with 'turn-by-turn' satellite navigation using clear visual arrows with voice support to direct you anywhere in Europe. (Include NavTec pan-Europe Map-CD)



3-step seat warmer: In the worst of the winter weather you'll want to feel warmth and comfort within your cee'd. You can adjust the front seats for optimum warmth and comfort when the cold weather starts to bite, through to the coldest winter days.



Seatbelt reminder: A reminder signal that the driver's seatbelt is not secured is a valuable and common warning device. cee'd takes this feature one step further. Safety is paramount and a warning activates if you should drive without a passenger fastening a seat belt, and this is applied for all seats.



Solar glass: Glaring sunshine can have two impacts on a driver. The UV rays can damage skin, as well as the cabin interior, while direct sunlight can create glare. Specially treated and tinted glass will cut out harmful and distracting sun rays before they enter the cabin.



Trip computer & Integrated information system: It's vital that you have the tools within your immediate eyeline to maintain a safe and efficient driving style. The trip computer and display of other driving information is key to this. Useful information such as mileage and fuel levels are displayed clearly on the in-dash display. TPMS (Tyre Pressure Monitoring System)



Automatic climate control: Maintain the perfect driving temperature with automatic climate control. Set the level you need and the interior climate will be adjusted automatically through air conditioning. AQS (Air Quality System) senses outdoor air quality and when to redistribute internal air, and you can adjust where cool or warm air is circulated with clear settings you can see at a glance.



Motor driven power steering wheel: Steering in cee'd is light and responsive, powered to your touch by the sophisticated electric motors, and minimising fuel consumption. The telescopic wheel also adjusts to preferred driving position. This allows drivers finger-tip parking maneuverability at low speed and reduced assist at higher speeds for greater stability and road feel.



Audio control on steering wheel: Safety is a paramount concern within cee'd and distractions while driving have been addressed. One such standard feature is the steering wheel audio control. Conveniently located controls allow to you to take command of the hi-fi listening environment with ease.



Rain sensor & Electronic chrome mirror: Even the slightest drops of rain or spray from other vehicles can blur your driving view. Sensors behind the windscreen activate the wipers when rain is detected, while the Electronic Chrome rear-view Mirror automatically adjusts to reduce glare from vehicle headlights behind you.



Remote keyless entry system

It's simple... lock, unlock and open your boot as you approach your cee'd with the remote keyless entry fob. Available in two button type and folding three button type.



RDS + CDP + MP3 audio, speed rated volume control: A high quality Siemens audio system developed specially for cee'd gives you the choice to listen to FM radio, CD or external device through four / six quality Blaupunkt speakers. At high speeds the cabin noise level may increase and the volume will adjust to compensate.



USB, AUX and iPod[®] connections: The revolution in music on the move and MP3 players such as the Apple iPod[®] are often not supported by vehicles which are incompatible or use illegal devices to integrate MP3 with a stereo system. With cee'd you can take your favourite music with you and simply plug in your MP3 or DVD player through built-in USB and Aux and iPod[®] connections.



Fluidic washer nozzle: Advanced washer nozzles are mounted on the bonnet with an air deflector that ensures the water jet is placed accurately onto the windscreen. A wider nozzle spray maximises the screen cleaning of the wipers.



Aero-blade wiper: Technology is always advancing and even the way a jet of water is sprayed onto the windscreen or the movement and components of wiper blades has taken many hundreds of man hours in development. The optimum water spray is ensured while the blade provides a clear, consistent wipe.



Rain-exPELLing hydrophobic grass: Wouldn't it be great if you could wipe water or other daily grime from the windscreen with a soft cloth, and no effort. With cee'd you can. A hydrophobic bonded coating creates an effective barrier against dirt, grease and liquid and can be wiped away with ease. (Only applied on side door glass)

From A to Z in comfort



Centre console box: Store items that are easy to lose or important to you beneath your elbow in the centre console, which when closed is a comfortable arm rest. With three tiers that cleverly fold away you'll find a perfect place for small items as well as a larger recess that's perfect for your CDs.



Cup Holder: Drink spills are a thing of the past with two handy drink holders. One is located adjacent to the handbrake, designed with a deep recess to ensure even tall bottles remain stable in the most arduous driving conditions, while being close at hand for the driver or front passenger. The other can be folded down from the seat back at the rear.



Glove box: The spacious glove box will hold your manuals and documentation, as well as other handy items, and when opened is designed to avoid items falling to the floor. You also have the fantastic option of a cooled compartment that is perfect for storing snacks or items that otherwise may melt or be perishable on your journey.



Overhead console: Keep your spectacles close at hand in a convenient fold down carrier at head height, which opens with a subtle push click. Besides eyewear storage space, the overhead console features include dual map lights.



All-door pocket: Storage is at a premium in any car, and cee'd makes use of space on all four interiors of the doors beneath arm rests and openers. The innovative door pocket is both spacious and deep to prevent items from falling out when the door is opened or closed.



Centre fascia console tray & Ash-tray: It's great to have loose change for parking or other items close at hand and hidden from view of prying eyes. Conveniently located at the bottom of the centre stack this storage binacle with a folding cover is the perfect place for storing small items, and has a convenient ash-tray and cigarette lighter within.

You will spend many hours in your cee'd which is why it caters for the little details that will be important to you. Storage is one of those necessities, and Kia has built-in clever cubby holes and hidden storage at arms reach.

Wheels

Tailor your cee'd and achieve the look you desire with a choice of wheels. You can opt for 15 inch or 16 inch steel wheels with 2 cap styles, three 16 inch alloy styles and two 17 inch alloys for the ultimate appeal.



185, 195 / 65 R15" Wheel-cap

205 / 55 R16" Wheel-cap

205 / 55 R16" Alloy A type

205 / 55 R16" Alloy B type

205 / 55 R16" Alloy C type

225 / 45 R17" Alloy A type

225 / 45 R17" Alloy B type

Body Colours

A rainbow of modern paint finishes enables you to choose the body colour to suit, including *2 solid and 10 metallic colours .



* Cassa White (WD)



Machine Silver (9S)



Kompass Blue (3A)



Pewter Beige (8Q)



Dakar Yellow (A6)



Mars Red (04)



* So Red (HR)



Abyss Blue (A8)



Oil Blue (B6)



Hike Green (E2)



Piston Grey (5K)



Black Pearl (1K)

The cee'd is...

CONCEPT Appealing to your senses. cee'd takes Kia in a fresh direction, creating a car that is purpose-built for the needs and desires of European drivers. At every turn, we have added value, enhanced quality and new technology in a car with class-leading levels of safety. cee'd is a drive that will surprise with its combination of clever practicality, long-term reliability, sporty style and high-level engineering.

DESIGN A new dimension. cee'd has a sporty design, with sweeping lines leading from its aerodynamically designed nose and grille through the bonnet and to the forward apex of the roof. The solid rear underlines the robust nature of the car, with wide and well-balanced haunches and carefully carved wheel arches. The swept back front lights and contained rear cluster set off the colour-integrated bumpers which envelope and define this compact vehicle.

COMFORT Practical and well-planned space. cee'd provides a spacious interior, with plenty of head and leg room. The comfortable semi-bucket seats and a light and airy cabin are set off by clear and well-designed gauges and consoles. Storage space is maximised, including 340 litres luggage capacity (VDA), with ergonomic features such as tilt, Motor Driven Power Steering wheel and lumbar support, ensuring you maintain

the perfect driving position. Add a quality sound system and the inside of the cee'd is a place you will want to be.

SAFETY Class-leading safety. The cee'd protects its occupants with features including the latest airbag technology and integrated active headrests. The body is built to absorb collision forces and remain rigid through a reinforced structure where strength is needed most. All-disc Anti-lock Braking System (ABS 8) and Advanced Braking System maximise braking performance and Electronic Stability Program (ESP 8) provides one of the most advanced vehicle stability control systems available.

PERFORMANCE Dynamic handling. The engine options for cee'd ensure you benefit from maximum economy and optimum power delivery for responsive handling. Powerful acceleration is combined with great braking control for a sporty and reassuring feel, underpinned by a suspension combination which provides a stable and solid ride. cee'd is fitted with fully independent suspension systems, both front and rear, designed to deliver crisp, responsive handling and a supple, comfortable ride on European roads. cee'd employs the same subframe-mounted McPherson Strut (front) and in-wheel multi-link (rear) suspension layouts as several other Kia models.

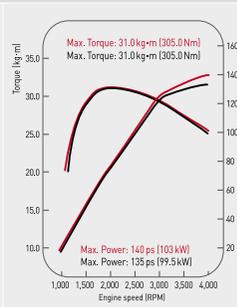
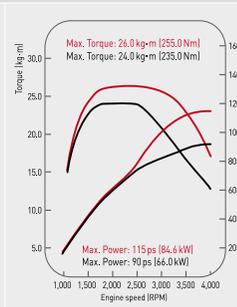
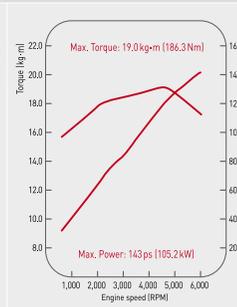
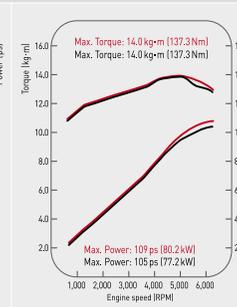
Trim list

Item	LX	EX	TX
Engine	Standard Gasoline 1.4 + 5MT (Euro4)	Gasoline 1.4 + 5MT (Euro4)	Gasoline 1.6 + 5MT (Euro4)
	Option Gasoline 1.6, Diesel 1.6	Gasoline 1.6, 2.0, Diesel 1.6, 2.0	Gasoline 2.0, Diesel 1.6, 2.0
Standard equipped	185 / 65R 15" Michelin tyres + Steel wheel + Full wheel cover All disc brake Anti-lock Braking System (ABS) Motor Driven Power Steering wheel (MDPS) Tilt & Telescopic steering wheel Six airbags (Driver's + Passenger + Side + Curtain) Full fabric seat Headrest up & down 60:40 Split folding rear seat Seatbelt reminder Passenger airbag switch RDS + CDP + MP3 audio, 4speakers Trip computer Outside temperature Digital clock & Calendar Day & Night room mirror Sunvisor mirror Temporary spare tyre Central door lock & Speed sensing auto locking Black colour outside door handle Power outlet	LX+ 195 / 65R 15" Michelin tyres Air conditioning + Glovebox cooling Active headrest Front safety power window (Auto up & down with sensor) USB, AUX, iPod *connections Keyless entry + Burglar alarm + Security lamp Electric control outside mirror (Heated, Body colour, Driver's wide view) Driver's height adjuster Front seat lumbar support lever Seatback pocket Sunvisor vanity lamp Centre console armrest Tweeter speaker Rear cup holder Map lamp + Sunglass case Body colour outside door handle Luggage net hook Key-set illumination Rheostat Fog lamps Washer fluid low level warning	EX+ 205 / 55R 16" Alloy wheel Full auto air conditioning + AQS Electronic Stability Program (ESP) Fabric + Leather seat Rear seat centre armrest Rear safety power window (Auto up & down with sensor) Luggage net Door strip Auto folding outside mirror (Blue glass) Escort lighting Aluminium look finish (Centre fascia, TGS-cover, Door trim strip) Leather package (Steering wheel, TGS, Parking lever Console leather wrapped + Steering Wheel, TGS, Parking lever button, Door inside handle metal finish)
Option	4-Speed Automatic transmission Diesel Particulate Filter (DPF) Electronic Stability Program (ESP) 205 / 55R 16" Steel wheel + Full wheel cover or Alloy wheel 225 / 45R 17" A-type alloy wheel Full leather seat Indash 6-CDC TbT sat-navigation + Pan Europe Map-CD	Auto light Solar glass Hydrophobic side glass Privacy glass Auto cruise Safety sunroof Rear Parking Assist System (4sensors) Rain sensor + ECM inside mirror Cigar lighter + Ash tray lamp	Car mat (Carpet type) Front seat warmer + Wiper de-icer Tyre Pressure Monitoring System + Brake lamp failure Folding key iPod *connections Luggage under tray Sports package (Leather pack & Seat stitch line, 225 / 45R 17" B-type alloy wheel, Alloy pedal, Black bezel headlamp, Radiator Grille)

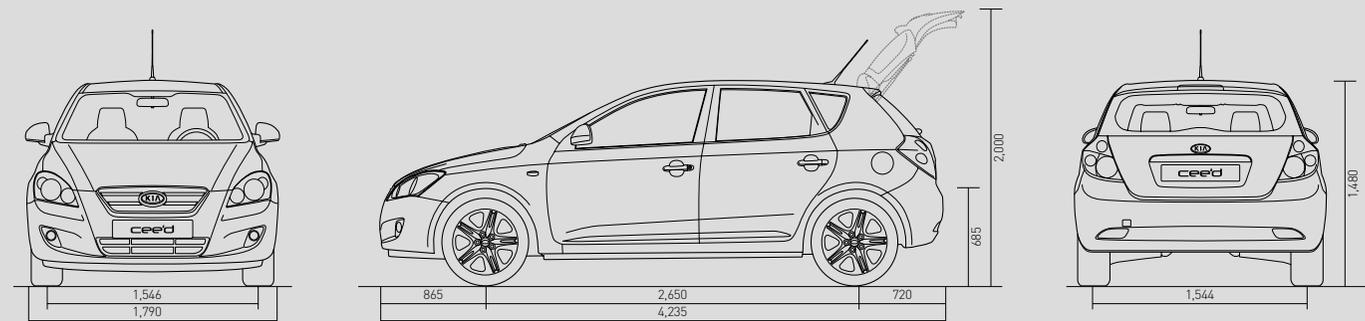
• Each trims apply to different option. Contact your local Kia dealer for current information.

Specifications

Exterior (mm)		Interior (mm)		Capacities	
Overall length	4,235	Overall length	1,880	Fuel tank	53 litres
Overall width	1,790 (including outdoor handle)	Front	Rear	Luggage (VDA)	340 litres (all seats upright) 1,300 litres (back seats folded)
Overall height	1,480	Head room	1,020	Trailer weight	Unbrake 550 kg Brake 1,200 - 1,500 kg
Wheelbase	2,650	Leg room	1,105		
Front track	1,546	Shoulder room	1,410		
Rear track	1,544		1,385		

Engine	2.0 CRDi Diesel	1.6 CRDi Diesel	2.0 DOHC Gasoline	1.6 DOHC Gasoline	1.4 DOHC Gasoline
					
Type	Single-overhead camshaft, four-cylinder, in-line with VGT	Double-overhead camshaft, four-cylinder, in-line with VGT	Double-overhead camshaft, four-cylinder in line with CWT	Double-overhead camshaft, four-cylinder in line with CWT	Double-overhead camshaft, four-cylinder in line with CWT
Capacity	2.0-litres, 1,991 cc	1.6-litres, 1,582 cc	2.0-litres, 1,975 cc	1.6-litres, 1,591 cc	1.4-litres, 1,396 cc
Emission controls	DPF (Diesel Particulated Filter) - optional	DPF (Diesel Particulated Filter) - optional	Closed loop, three-way catalytic converter	Closed loop, three-way catalytic converter	Closed loop, three-way catalytic converter
Emission class	Euro Stage 4				
Max. Power	140 ps (103.0 kW) @ 4,000 rpm	115 ps (84.6 kW) @ 4,000 rpm	143 ps (105.2 kW) @ 6,000 rpm	122 ps (89.7 kW) @ 6,200 rpm	109 ps (80.2 kW) @ 6,200 rpm
Max. Torque	31.0 kg m (305.0 Nm) @ 2,000 rpm	26.0 kg m (255.0 Nm) @ 1,900-2,750 rpm	19.0 kg m (186.3 Nm) @ 4,600 rpm	15.7 kg m (154.0 Nm) @ 5,200 rpm	14.0 kg m (137.3 Nm) @ 5,000 rpm
Max. Power	135 ps (99.5 kW) @ 4,000 rpm	90 ps (66.0 kW) @ 4,000 rpm		115 ps (84.6 kW) @ 6,200 rpm	105 ps (77.2 kW) @ 6,200 rpm
Max. Torque	31.0 kg m (305.0 Nm) @ 2,000 rpm	24.0 kg m (235.0 Nm) @ 1,750-2,500 rpm		15.7 kg m (154.0 Nm) @ 5,200 rpm	14.0 kg m (137.3 Nm) @ 5,000 rpm

Dimensions (mm)



• All information and illustrations are based on data available at the time of publication and subject to change without notice.



Big investment, big smiles

Customer satisfaction is a driving force within Kia, and the cee'd is built to make you relax, enjoy and, above all, smile.

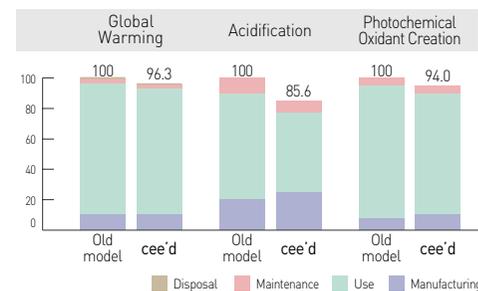
Where dreams come true

The new Kia manufacturing facility in Slovakia complements the company's new headquarters and design centre in Frankfurt, Germany. The two facilities underline Kia's commitment to making cee'd its first vehicle for the Europeans, and built by Europeans.

When a company spends a billion euros, it's for a good reason. The new cee'd is that reason. The state-of-the-art Kia production facility in Zilina, Slovakia is much more than just an enormous investment in time and money. To create a new car for European drivers required a fresh approach; a new look at efficiency, quality and productivity, all based around an inspirational concept for a C segment vehicle. cee'd is the result of this research, development and application of expertise. This is a European car for a discerning European market that meets the continent's demands for quality, value and performance. In short, satisfaction.

Of course, Kia is leading the way in balancing manufacturing with environmental responsibility. The Zilina plant features technologies that protect the planet by minimising greenhouse gases and many types of waste, and has adopted other initiatives such as heating the paint shop with heat produced from the city's existing energy plant.

Kia has assessed the environmental impact of building cee'd. Compared to similar previous models, the environmental impact decreased by 3.6% for global warming, 14.4% for acidification, and 6.0% for photo-chemical oxidant creation. These results were obtained by performing Life Cycle Assessment [LCA] and following the ISO 14040 series standard. LCA is a methodology designed to make an assessment of environmental effects generated through the entire life cycle of a vehicle, including raw material acquisition, manufacturing, transportation, use, and disposal. Design for Recycling (DfR) and Design for Dismantling (DfD) are two other initiatives.



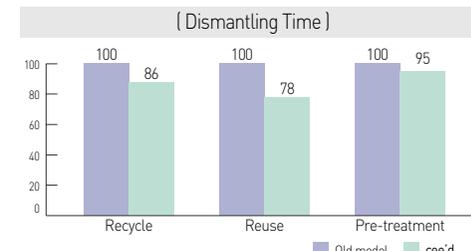
The 168 ha manufacturing site in Zilina will produce up to 300,000 cars every year including 150,000 cee'd cars benefiting from a quality supply chain in the region and a high quality workforce. Extensive training, testing and synchronising of technology and staff has created a smooth-running, highly efficient manufacturing facility for the 21st century.



- Efficient technology** : Initiatives on the shop floor include a body turnover rotation dipping system for painting, and 310 robots which weld components in the body shop.
- Skilled employees** : Zilina has created 1,200 jobs and by 2009 there will be 3,000 employees and a three-shift operation.
- High-tech operation** : The 16.3 ha building is truly state-of-the-art and took more than 2 1/2 years to construct.



In order to improve disassembly of end-of life vehicles, cee'd has been designed with recycling in mind. It meets environmental regulatory requirements and extends the recyclable opportunities beyond this level, without forgetting the ease of maintenance in its design.



* Recycle : Parts for material recycling
 Reuse : Maintenance parts and remanufacturing parts
 Pre-treatment : Obligatory parts to be removed by law

The total time required for dismantling cee'd is reduced by up to 20% due to easier separation of the car's structure separated easier. For example, the glove box is snap-fit for screwless design and the bumper has fewer fasteners without compromising safety. It's compliant

with the EU Recyclability and Recoverability Regulation and the ISO 22628 method.

To meet the EU heavy metal ban, Kia has restricted the use of lead, cadmium, mercury and hexavalent chromium in materials and parts for vehicles since 2003. Throughout every stage from development to end-of life vehicles, we've thoroughly controlled heavy metal use. We've also developed alternative materials for banned materials, substituting non-chromium or trivalent chromium for hexavalent chromium as a corrosion prevention coating to bolts, nuts and steel plates.

Lead free materials are applied to brake pads, carbon brushes for electric motors, spark plug glazes, glass in bulbs, stabilisers in protection paints, wheel balance weights, steel plates for fuel tanks and so on.

The power to surprise? We think so.



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About Kia Motors Corporation

Kia Motors Corporation was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. // Kia's 12 manufacturing and assembly operations in seven countries produce more than 1.1 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 160 countries. Kia today has 32,500 employees and annual revenues of US\$16 billion. // Kia is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. From 2007 to 2014, Kia will be an official automotive partner of FIFA - governing body of soccer's FIFA World Cup. // Kia Motors Corporation's brand slogan - The Power to Surprise™ - represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.