

CONFIDENTIAL



# cee'd

2007 Product Guide 5DR Hatchback



Introducing the **cee'd** - KIA's latest C-segment sensation

The first Kia vehicle ever to be designed and built from the ground up in Europe, the new cee'd blends dynamic exterior styling with a spacious, high-tech interior. Combining the very highest standards of engineering with distinctive European aesthetics in every aspect of its exterior, interior, fixtures and fittings, the cee'd speaks to the needs and wants of today's young, ambitious European drivers. Offering class-leading dimensions, top-rated safety equipment and a comprehensive range of powertrains, the new cee'd epitomises great value, stylish comfort and sporty appeal.

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About the name

Conceived, created, and available exclusively in Europe, the cee'd represents Kia's commitment to fulfilling the specific needs of sophisticated European consumers with Kia's distinctive mix of quality, confidence and dynamism. The cee'd name is an acronym: "CE" denotes "Community of Europe," while "ED" represents "European Design." The word is also a homonym of "seed," symbolizing Kia's growing engagement with and focus on Europe.

The name is short and innovative, with the unconventional lower case "c" to reinforce the car's image of breaking the traditional automotive rules, delighting its drivers and surprising the competition.



MAJOR FOCUS POINTS

- 1

Balanced, Dynamic Styling

  - Well-proportioned exterior styling
  - Simple, luxurious interior
  - Clean design that never goes out of style
- 2

Sporty Handling

  - Powerful acceleration
  - Superb, responsive handling
  - Excellent braking capabilities
- 3

Spacious Interior

  - Generous head and leg room
  - Comfortable seating area
  - Roomy luggage capacity (340 litres, VDA)
- 4

Reliable Safety

  - Standard 6-airbag system
  - Advanced active headrest
  - Top-class crash test ratings Euro NCAP ★★★★★ target
  - Excellent anti-theft security
- 5

High Value

  - High fuel efficiency (MDPS)
  - Excellent quality and durability
  - Comprehensive, high-tech and generous equipment features



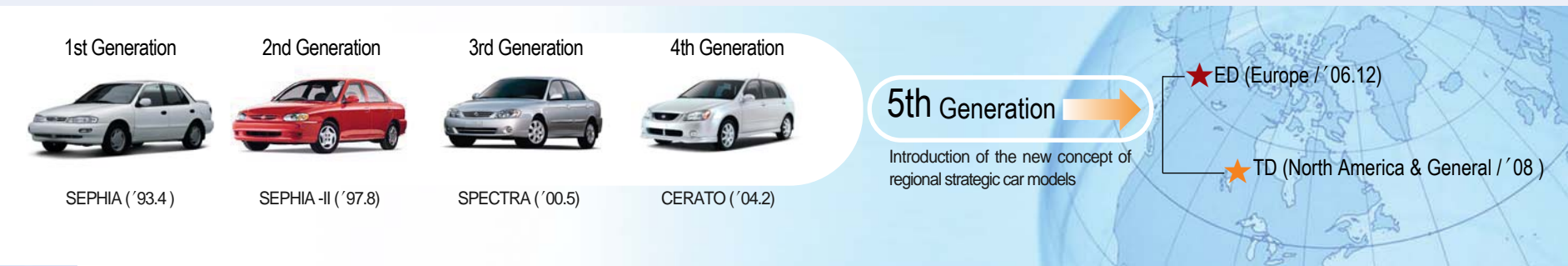


# PRODUCT STRATEGY

Superb quality exceeding European expectations

## KIA C1 SEGMENT HISTORY

The history of the cee'd begins with the birth of Kia's C1 segment debut - the Kia Sephia. With the growth of Kia's presence in the automobile market came the Sephia II and Spectra. The Cerato was a landmark vehicle for Kia, representing the company's first "pure" C-segment vehicle designed with the European market in mind. The cee'd takes that development to the logical next step, establishing a vehicle created by Europe, in Europe and for Europe



## DEVELOPMENT BACKGROUND

Kia set out to develop a competitive model at its Europe plant that encompassed both high performance and high quality. This vehicle would serve as the region's mainstay model and sell more than 500,000 units as a result of an ambitious business strategy based on the introduction of strategic models with a regional marketing focus. The cee'd is such a model, aimed at transforming what the world knows about Kia and its cars.

that sets the standard in performance, recognition and style. The development of the new cee'd reinforces Kia's presence in the mainstream C1 segment, furthering the company's long tradition of quality manufacturing and complementing the company's brand value and image.

## VEHICLE CONCEPT & TARGET

The new cee'd will initiate Kia's advancement into the mainstream C1 segment of the European automobile market. This new vehicle will enhance Kia's brand value as a manufacturer of quality vehicles, as well as its image throughout Europe as an exciting challenger in the dynamic C1 segment. Kia's all new five-door cee'd marks a major turning point in the company's history, as it is poised to become Kia's strongest-ever contender for the highly competitive European market.

### Facts about the new cee'd

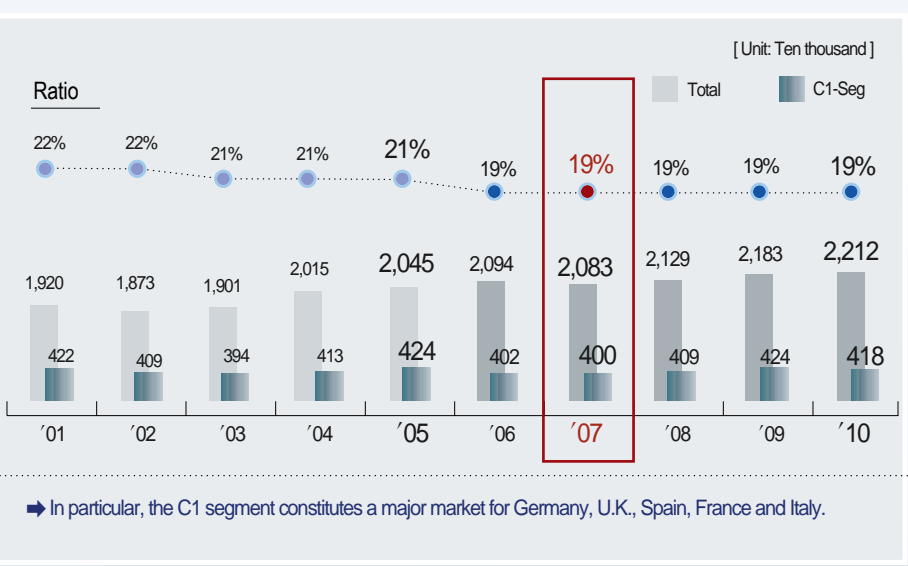
- Development Code Name : ED
- Vehicle Brand Name : cee'd
- International Debut : 2006 Paris Motor Show
- Body Size (LxWxH - W/B) (in mm)
  - (5DR) : Hatchback : 4,235 x 1,790 x 1,480 - 2,650
  - (3DR) : Sporty Hatch : 4,250 x 1,790 x 1,450 - 2,650
- Power Source
  - Gasoline : CVT 1.4 L / 1.6 L / 2.0 L
  - Diesel : VGT CRDi 1.6 L / 2.0 L
- Place of Manufacture : Kia Motors Slovakia
- Competing segment : C1 Segment
- Launch
  - (5DR) : Hatchback - December 2006
  - (3DR) : Sporty Hatch - August, 2007
  - (3DR) : Sporty Hatch - December 2007



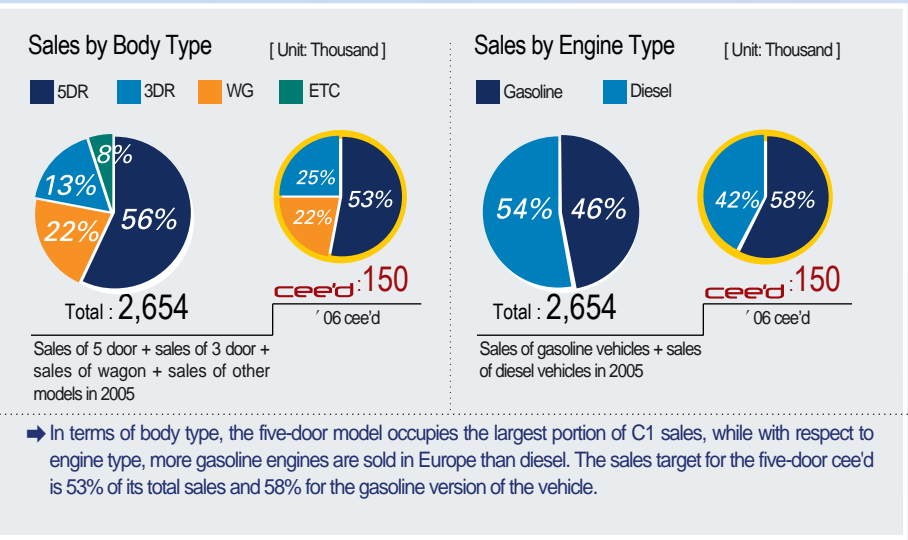
# MARKET STATUS

With the C-segment constituting the second highest number of sales of the total European automobile market, the new cee'd is Kia's answer to the ever-changing market needs.

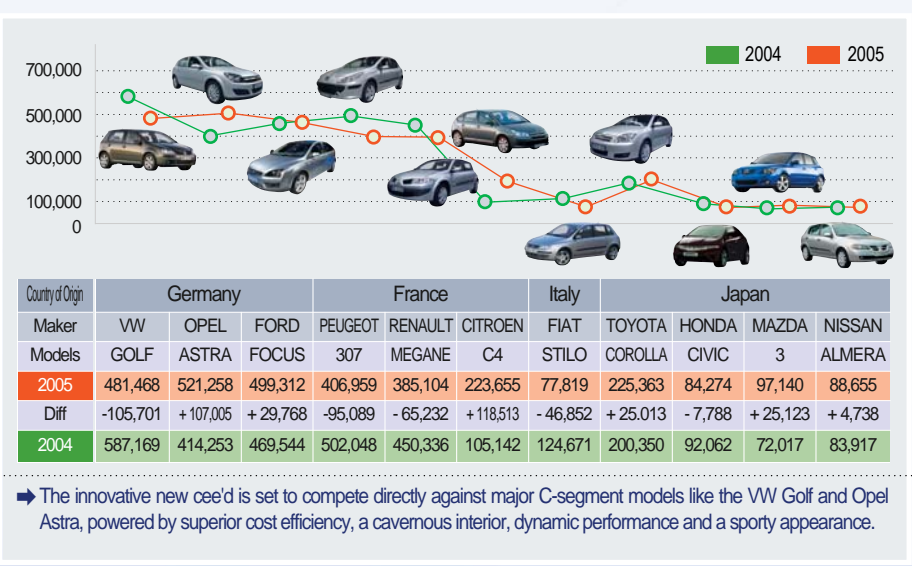
## EUROPEAN AUTOMOBILE MARKET



## SALES BY BODY AND ENGINE TYPE



## COMPETITOR CAR SALES



## LAUNCH SCHEDULE FOR NEW COMPETITOR MODELS IN EUROPE

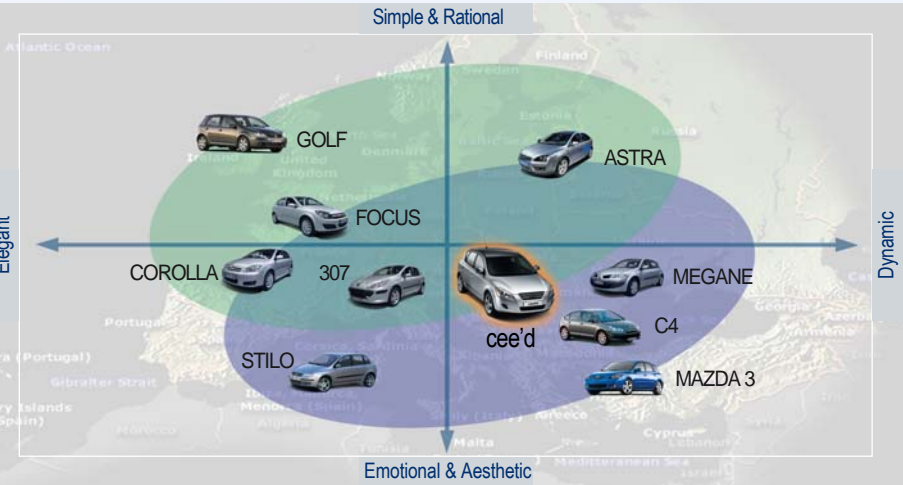
Model	2006				2007				2008				2009				Remarks
	1/4	2/4	3/4	4/4	1/4	2/4	3/4	4/4	1/4	2/4	3/4	4/4	1/4	2/4	3/4	4/4	
KIA cee'd				5DR				WGN 3DR									Dec. 2006. debut
VW Golf			CC	EOS				WGN								FMC	Dec. 2003. debut
Opel Astra			CC	Twin Top													Mar. 2004. debut
Ford Focus			CC														Sep. 2004. debut
Peugeot 307												FMC	308				Jun. 2001. debut
Renault Megane			F/L									FMC					Oct. 2002. debut
Toyota Corolla								FMC	Auris								Dec. 2001. debut
Mazda 3												FMC					Sep. 2003. debut
Honda Civic			FMC					3DR									Feb. 2006. debut
Fiat Stilo								FMC	Bravo			WGN					Feb. 2001. debut





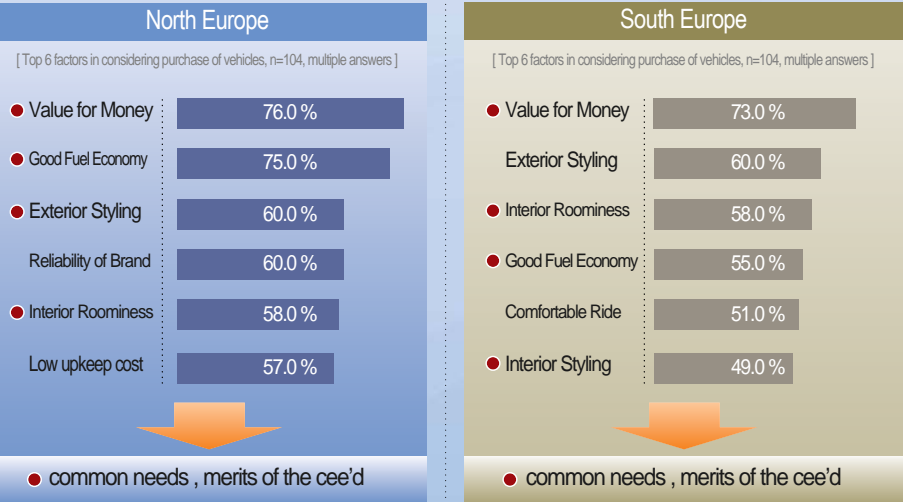
# PRODUCT CONCEPT

## POSITIONING MAP



The new cee'd is the choice vehicle for the ambitious driver, couple or young family, dynamically packaging a sharp image, luxurious amenities, competitive safety, and environment-friendly performance into an exciting new automobile. The cee'd is the brainchild of a European design put together specifically to produce a car that caters to the distinctive needs and tastes of European drivers, complemented by a stylish interior that emits a practical and luxurious retro flavour, as well as an enhanced level of comfort, convenience and space.

## KEY BUYING FACTORS



## THE cee'd 5DR TARGET CUSTOMER



Demographic	<ul style="list-style-type: none"><li>Men and women in their 30s, small families with one or two children</li><li>City dwelling professionals with mid-level education, occupations and incomes</li></ul>
Needs in Vehicle	<ul style="list-style-type: none"><li>Maximized value</li><li>Good quality and reliability</li><li>Styling</li></ul>
Shopping Pattern	<ul style="list-style-type: none"><li>Smart people that prudently research and compare various alternatives (shop around)</li><li>They have a tendency of being satisfied with and proud of their own purchase decisions</li></ul>
Personality & Lifestyle	<ul style="list-style-type: none"><li>Open minded: open to new things</li><li>Living a well-conducted and content life: high self-esteem, reliable, pragmatic, thoughtful,</li><li>Active (not extreme): enjoying jogging, swimming, tennis, golf, etc</li></ul>

## THE cee'd 5DR COMMUNICATIONS CONCEPT



## DESIGN & STYLING

# EXTERIOR



## Taking the C-Segment by Storm

The competitive C-segment is defined by three levels of need: functionality and cost efficiency, quality and comfort, design and image. Whereas some cars may only fulfil one or two of these needs, the new cee'd responds at all three levels with high value, a sophisticated interior, and sporty styling. In addition to the wide range of colours, the prevailing design concept of simple surfaces and sharp lines gives the cee'd a youthful energy that drivers will experience first hand in the stylish body and confident ride.



## FRONT VIEW 08

Aggressive and powerful

## SIDE VIEW 09

Stylish with smooth contours

## REAR VIEW10

Expressive and robust





# FRONT VIEW

The front view of the new cee'd features a dominant grill with chamfered upper corners in harmony with the voluminous bonnet. A "V" shaped line converges at the bumper, diverging through the bonnet and running through the A-pillar before culminating in the rear lamps. Trapezoid-shaped headlight units continue around the corners of the fender, while circular fog lamps are sculpted into the bumper.

## Hood Line

The hood is voluminous and shapely, complemented by a sharp V-shaped line for a sporty and powerful first impression.

## Front Bumper and Air Dam

The aggressive bumper features an advanced EuroNCAP safety system consisting of a bumper cover, energy absorber, back beam and stiffener for pedestrian protection. The stylish air dam enhances the vehicle's aerodynamic quality.



## Wind-sealed glass

The angling of the A-pillar and a large expanse of glass offer outstanding visibility.

Width : 1,352mm  
Height : 952mm



## Operating space of wipers

Long wiper blades offer extra cleaning coverage and enhanced visibility during inclement weather conditions.

Driver blade : 600mm  
Passenger blade : 450mm



## Radiator Grille

The traditional mesh-covered chamfered grille is an assertive backdrop to the chromed Kia logo.



General



Sports

## Stylish Lamps

Designed to exude a sporty effect, the angled head lamps contain 3-D graphics and high beam, low beam type bulbs for a penetrating and assertive appearance.



General



Sports

## Fog lamps



The projection-type fog lamps ensure high-visibility reflection in addition to aesthetic appeal with its chrome ring garnish accent.



# SIDE VIEW

With its relatively long wheelbase, the car's sporty character is enhanced by the voluminous shell, flat wind shield and slightly declining roof. The clear and simple surfaces accented by sharp tension lines create an elegant belt line, while the deeply chiselled wheel arches provide a strong stance. The 5-door cee'd Euro features a stylish "long roof" line that stretches to the cabin profile, reflecting the tastes of European consumers.

## D-Pillar Structure

The raised incline of the corner window adds a sporty and sophisticated touch to the voluminous moulding.

## Long Roof

The 5-door cee'd Euro features a stylish "long roof" line that stretches to the cabin profile, reflecting the tastes of consumers in Europe.



## Fuel Lid

Simple and round, unified design complemented by a user-friendly lever for easy operation.



Width : 179mm  
Height : 118mm

## Outside Mirrors

This aerodynamically-shaped two-piece unit is among the largest in its class, featuring auto-folding, driver's side wide view, blue glass, and heating capabilities.



## Outside Door Handles

The grip-type handles are ergonomically friendly, combining body-colours and chrome for an elegant and sturdy appearance.

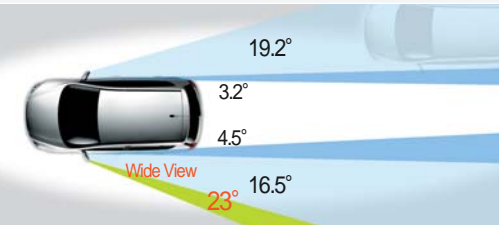


LX trim (Black)



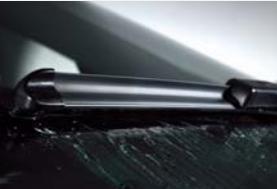
EX, TX trim (Body color)

## Operating Angle of outside mirror



Function	LX	EX (LX opt.)	TX (EX opt.)
Housing colour	Black	Body	Body
Mirror control	manual lever	Electric	Electric
Heating	-	•	•
Driver's wide view	-	•	•
Folding	Manual	Manual	Auto
Mirror color	Normal	Normal	Blue

## CHECK POINT



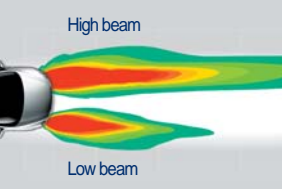
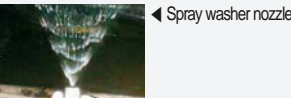
## Aero Blade Wiper

Innovative design uses air pressure to maximise contact with the windshield and deliver even pressure across the wiper blade by preventing air from lifting the blade.



## Concealed double spray washer nozzle

Discreetly placed for a cleaner image with better washing power than single sprayers.



## Head & Fog lamp

Highly functional head lamps and fog lamps will greatly enhance visibility and contribute to safe driving during nighttime or under foggy road conditions.

## CHECK POINT

## Wide Selection of Wheels

The new cee'd comes with Michelin tyres as standard and a range of alloy wheels and covers, including two variations of the 15-inch and 16-inch steel wheels and 16-inch and 17-inch alloy flangeless wheels for a crisp and clean finish. The flangeless design gives the wheels a larger appearance for a sturdy and stable image.

( 225/40 R 18-inch alloy wheels also available as an accessory)



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 Sports type





# REAR VIEW

A wrap-around rear glass and tailgate step add volume to the trunk area, with combination lamps attached to the rear glass and situated between the tailgate and shoulder line for a simple, linear effect. The view is dynamic and sporty, highlighted by the license plate that has been integrated into the tailgate, rear spoiler and bumper inset rear fog lamps that visually pull the vehicle closer to the ground.

### Rear Bumper

The wide rear bumper features a body-coloured finish, encasing bright fog lamps to complement the rear view's stable and secure image.

### Wrap-around Rear Window

Adds volume to the trunk area extending to the tailgate step for sporty appeal.

### Emblem and Rear Garnish

**cee'd CRDi** Harmonious and stylish to enhance the sporty image of the rear.

### Roof Antenna

Long style for improved audio reception quality. (400 mm)



### Rear Garnish and Rear Wiper

The aerodynamic and linear design of the rear garnish complements the compact and stylish rear wiper.



### In-bumper Exhaust Pipe



Discreet location within the bumper adds style to the robust rear view while also guarding the exhaust pipe against icy conditions

### CHECK POINT



### Multidimensional Combination

**Lamps.** these stylish combination lamps have a unique, cyclone design for a dynamic, brilliant effect. Even when not in use, colour-treated lenses make for a more distinctive appearance.



### Fog Lamps

Located in the bumper, only the left bulb of the fog lamp lights up for less intrusive illumination



### High-mounted Stop Lamp and Washer Nozzle

The HMSL also comes with an integrated washer nozzle and stylish garnish for improved visibility and enhanced safety against rear-end collisions.



### DESIGN & STYLING

# INTERIOR

### Practical and luxurious to match simple European taste

The distinctive style, quality and finish of the new Kia cee'd interior is a result of clean, flat areas and a minimalist design concept to portray a sense of sporty elegance. User friendly and driver friendly - everything about the new cee'd is comfortable and customisable. Choose from a wide variety of interior colours, including leather or fabric that will suit any personal preference. In particular, the cee'd offers an attractive rainbow interior concept unique to the C-segment that combines tones like blush or blue with matching pillars and roof linings.

The interior of the new cee'd is also high-tech and modern, from the semi-cylinder type cluster to the upgraded centre fascia. With a luxurious feel and thoroughly practical and ergonomic layout, the centre stack offers a variety of mechanisms and sophisticated information unconventional to C-class vehicles. Also featuring comfortable semi-bucket type seating and more head and leg room than any other vehicle in the class, comfort - and class - resonate throughout the cee'd. In fact, clinic tests revealed the vehicle's spacious rear seating area, 60:40 split rear seat folding system, overall user-friendliness, and the quality of the interior materials and craftsmanship as among the most appealing in the C-segment.



### DRIVER SPACE 12

Modern and user-friendly

### DOOR TRIM 15

Organization through innovation

### SEATING 16

Comfortable and sporty seating

### ROOF TRIM & LUGGAGE 18

Organization through innovation

### PACKAGE LAYOUT 19

Among the most competitive packages in its class





# DRIVER SPACE

## Sporty comfort and family-sized practicality

Drivers will revel in the compact and sporty cockpit, featuring a thick-rimmed, three-spoke steering wheel, sporty three-dial instrument cluster beneath a tightly-curved cowl, and stylishly angled centre stack. Enjoy sporty versatility with the two-tone, U-shaped centre fascia and LED cluster - designed to keep things simple yet high-tech. The ergonomic control layout and armrest controls ensure that everything important is safely within reach, while the bright cluster provides various data to keep the driver constantly informed of conditions inside and outside the vehicle.



The driver-oriented centre fascia is flanked by two asymmetric vents that facilitate the car's sophisticated heat control system. A superior layout that includes audio switches and other control buttons maximize controllability, while a comfortable centre console provides optimised storage and convenience. All features are set against three grades of quality trim, depending on the model. Customise the cabin environment by choosing from four different colour schemes and five tones, ranging from basic grey to sporty black and luxurious leather.

The centre fascia consists of a TACT type hazard and other switches for better recognition, a push-button three-level seat warmer, seatbelt reminder mechanism on both the driver and passenger side and a glove box that features not only a card and pen holder, but also a cooling mechanism that funnels air through a duct from the air conditioning unit to keep drinks cool.

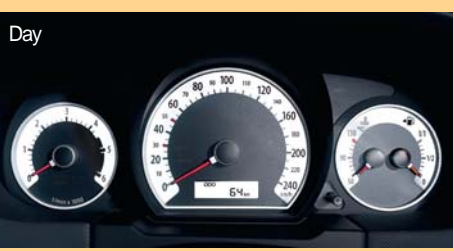
The console is also innovatively constructed to maximise driver convenience, featuring a floor console tray for the first time in the segment, as well as a separate power outlet and auxiliary jack that can even play tunes from an iPod.



PSM (Powder slush moulding)



This technique shapes a thermoplastic skin by projecting a powder onto a preheated mold, producing a skin of excellent quality and grain reproducibility for a more elegant feel.



**Warm Orange Lighting**  
Gauge surface lighting and metal rings reflect the European preference for a bright, high-tech semi-cylinder type cluster for a high visibility, sporty appearance.



# DRIVER SPACE

The leather package features a sophisticated combination of a leather steering wheel, metal audio remote panel, chrome inside door handles, leather parking brake with a chrome button, leather TGS knob, acrylic cap and chrome ring, and leather covered floor console. The sports package features leather with a silver stitching throughout - including the seats - as well as alloy pedals.



Driver Oriented Cylinder-Style Cluster

Featuring metal encasings and LED lighting for improved visibility and sporty high-tech appeal.

Three-spoke Steering Wheel with Cruise or Audio Control

Optimally sized and shaped for a comfortable grip, the multifunction wheel improves convenience with a symmetrical, illuminated layout and controls on both sides.

A TYPE (Audio : Audio)



Remote Audio control

One-touch mode change, mute and volume & frequency control translate into a safer driving experience.

B TYPE (Audio : Auto Cruise)



Remote Cruise Control

Enhanced accessibility with cruise control set, reset and cancel functions within safe reach.



Headlamp angle adjuster.

Display panel illumination adjuster. (Rheostat)

Front windshield deicer switch.

ESP OFF ESP off button. Disengaging automatic braking mechanism that allows additional wheel rotation.



Multi Function Switch

A European-style lever featuring multi-functional switches for lamps and wipers is ergonomically designed to European taste with voluminous boss patterns that control the revolving axis of the lever.

### Operation

**LIGHT CONTROL :** Tail / Head lamp, High beam, Front fog lamp / Rear fog lamp, Turn signal

**WIPER CONTROL :** Front wiper, Low/Auto/High/Washer, Rear wiper on/ Washer



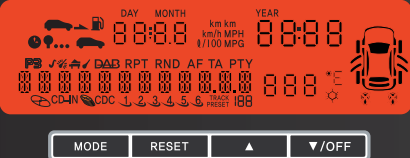


# DRIVER SPACE



## “U shape Floating” Style Centre Stacks

This key visual feature comes in five finishes. The slightly elevated design appears to “float” beside the driver and features four distinct levels stacked on one another – an information display panel, Siemens RDS audio system, lock and seat controls, and heating/ventilations knobs and buttons.



Integrated information display  
Includes audio programmed settings

### Display Function

- Digital Clock : Time, Date, Year, Outside Temperature, Icy roads warning
- Audio Information : Band, Frequency, Function, etc...
- Trip Computer : Drivable distance, Driving time, Average speed & fuel consumption, Instant fuel consumption
- Door & Tailgate open display
- Tire Pressure Monitoring System (Option) : Low pressure indicator (High-Line), Brake lamp malfunction

Date / Time

DAY MONTH YEAR  
28:09 2006  
09:28

Door open warning

Ambient Temperature

30 °C

Icy road conditions mode

(Operation - 5° ~ + 3°)

Brake lamp malfunction

Backlight off button

▼/OFF

Trip Computer

INST

12.5

l/100

Instant Fuel Consumption

AVG

13.5

l/100

Average Fuel Consumption

3:52

Elapsed Time

AVG

134

km/h

Average Vehicles Speed(AVS)

250

km

Distance to Empty

### Segmented Indicator Lighting

For convenient temperature control, the dials of the air conditioning and heating units feature illumination around and between each level of fan speed or climate control function.



Segmented indicator lighting  
(Full Auto Aircon)



Non-Segmented indicator lighting  
(Manual Aircon)

### TGS Knob

Sportier and more sophisticated, the TGS knobs come designed with aluminum, chrome, or leather tops.

LX

PVC

EX

PVC + Acryl

TX

Leather + Acryl

LX / EX

PVC

TX

Leather + Chrome

### Parking Brake Lever

Two types of levers feature PVC or Leather + Chrome embellishments.

PVC

Leather + Chrome

### ABC Pedal

The standard vehicle features traditional rubber, while the sports pack is equipped with an alloy pedal.

Sports pack alloy

Standard

Foot rest

Stroke (mm)	Clutch	Brake	Accel
Gasoline	140 mm	135 mm	55 mm
Diesel	150 mm	135 mm	48 mm



# DOOR TRIM

The new cee'd features closely matched materials, soft-touch surfaces and high-quality material originating in Europe for maximum market appeal. The range of styling choices allows the driver to customise the interior, while still enjoying a clean design theme and multiple levels of luxury.

## FRONT DOOR TRIM



TX - TRIM  
- Aluminum look, metallic paint door moulding  
- Chrome finish paint inside door knob



LX, EX - TRIM  
- No door moulding treatment  
- Black paint inside door knob



### Door Switch Panel

Operating switches located inside the driver-seat door offer convenient and safe driver access to door locks and outside rear-view mirrors.

- Auto-folding outside mirrors (open / close)
- Outside mirror angle adjuster (up / down / in / out)
- Passenger power window lock
- Driver/passenger side safety window (open / close)

Description	Type	LX	EX	TX
Front door	Power	Standard	Standard	Standard
	Safety	Option		
Rear door	Manual	Standard	Standard	-
	Power	Option	Option	Standard
	Safety	-		

## REAR DOOR TRIM



TX - TRIM  
- Safety power window switch  
- Chrome finish paint inside door knob



LX, EX - TRIM  
- Manual window lever  
- Black paint inside knob



### Rear Door Auto Power Window

Electrical-powered switches control windows. The power window option is also available for backseat windows, featuring one-touch up/down safety window functions that operate on a sensor.



### Rear Door Manual Window

Manually-operated revolving levers for rear windows are easy to control and require little effort thanks to their long handles and other convenience features.

## ALL DOOR TRIM



### Rubber Coated Inside Door Grip Handle

Inside door grip-handles are coated with a soft rubber material for a higher-quality, more comfortable feel.



### Door Map Pocket

All doors, including those in the rear, feature map pockets for greater storage space.





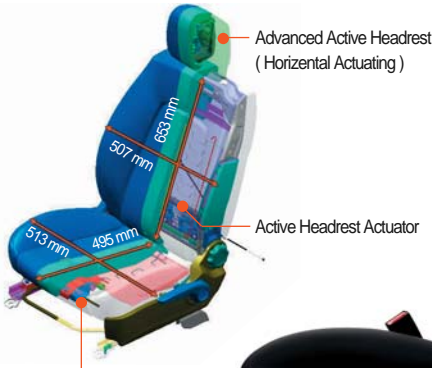
# FRONT SEAT

## Comfortable, sporty seating

The 5-door cee'd offers some of the most comfortable seating specifications in its class with generous head and leg room as well as 340 litres of luggage capacity. When combined with the large selection of high-quality upholstery and designs, drivers and passengers will enjoy the comfort of 6-way adjustable semi-bucket type seats with lumbar support, active head rests, and seat warmers.

### DRIVER SEAT MECHANISMS

**Elegant Seat Covers**  
High-quality materials and sophisticated seat design contribute to the interior's elegant ambience.



**Premium, Semi-Bucket Type Seats**  
Embraces the passenger, particularly in cornering situations, by providing added support to the shoulders and legs, resulting in a more stable ride and less travel fatigue.

**Side Padding**  
By providing additional lateral support for the passenger, the seat design relieves travel fatigue and increases comfort.

**Reclining Dial**  
Convenient knurl-shaped feature for reclining seats.  
1 rotation = 10°

**Pump-Style Seat Lever**  
Allows for easier adjustment of the seat height.



**Adjustable Head Rest**  
Front seats equipped with an active head rest can be adjusted vertically, while standard front seats are vertically adjustable up to 60mm, for enhanced neck and shoulder comfort.



**Lumbar Support Lever**  
Convenient adjustment of lumbar support for customised comfort around the occupant's back and effective prevention of back pain. (Driver & Passenger sides)



**Seatbelt Adjuster**  
Adjustable to up to four levels for a customised fit and increased safety.

**Seatback Pocket**  
Both driver and front passenger seats feature wide pockets for stowing magazines, maps, etc. (Driver & Passenger sides)



Leather Package



Fabric

**Seat Warmer**  
Heating levels for seats are adjustable to up to three levels using a TACT control switch located on the centre fascia for maximum comfort during cold driving conditions.



Seat warmer temperatures

Level		Low	Mid	High
Description				
Seat temperature	Cushion	36° C	40° C	42° C
	Back	40° C	46° C	52° C

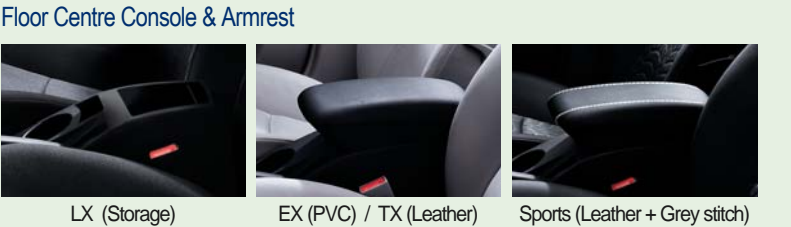


# REAR SEAT

The upholstery of the new cee'd ranges from comfortable luxury to urban sporty. Customers may select from basic grey, rainbow blue/blush, sports black, classic black, and black or grey leather and customise their cabin area to reflect practically any mood and adapt to any driving purpose. Rear-seat passengers will appreciate the spacious seating area. The extra cargo space is an added bonus for multipurpose travel or commutes.



**Rear Seat Size & Head Rest**  
The driver's seat features 6-way manual seating adjustability. The passenger seat offers a choice of four directions for manual seat customization.



## SEAT VARIATION

Fitted with a 60/40 split rear seat cushion and backrest that tip forward or fold flat to allow for increased luggage space. Detachable rear head restraints can be conveniently stored in slots located under the cushions.

Basic



The new cee'd allows for a pleasant sitting posture for 5 persons and loads of luggage with its standard seating arrangement.

Rear Seat Folding (Full Flat)



Folding the seat back with an extended luggage board easily transforms the seating into a rear full-flat storage space area.

Rear Seat Folding 60:40



By double folding down one section of the rear seat, 4 passengers have the pleasure of carrying sufficient belongings like golf bags or other large items.

Rear Seat Folding 60:40



By double folding down the other section of the rear seat, 3 passengers have the pleasure of enough space for carrying sufficient belongings.





# ROOF TRIM & LUGGAGE

## Organization through innovation

The sophisticated roof trimming of the cee'd features multiple lighting capabilities and amenities that reinforce the concept of space efficiency and design creativity. The unprecedented trunk space follows the same concept with built-in trays, compartments, tools, and other structural amenities that translate into maximum space utilization, convenience and comfort.

### ROOF TRIM



Lined in full fabric, the elegant roof trim also encompasses a map lamp and dome lamp for enhanced convenience, as well as an assist handle on the front row passenger side and both sides of the second row.

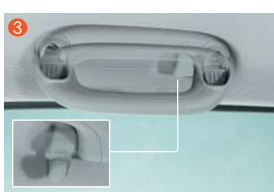
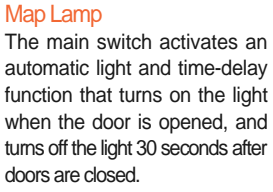
#### 3-Type Roof Trim Colour

Select from basic gray, blue, and blush as part of the rainbow trim interior package offered only by the cee'd, designed to complement the rest of the car's interior.



#### Dome Lamp

Also features automatic and manual lighting capability with time-delay function that keeps lights on for 30 seconds after all doors are closed.



#### Map Lamp

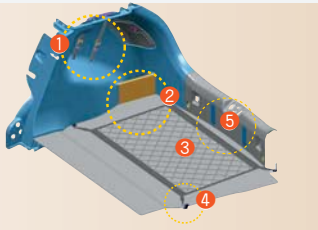
The main switch activates an automatic light and time-delay function that turns on the light when the door is opened, and turns off the light 30 seconds after doors are closed.

#### Assist Handle and Coat Hook

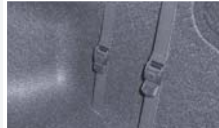
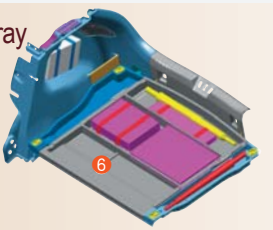
Located in three areas, the assist handles are treated with a grip-enhancing coating for a more secure grasp.

### LUGGAGE

#### Luggage Floor



#### Luggage Under Tray



#### 1 First Aid Kit Belt

By fastening the adjustable belt around oddly-shaped items, the belt prevents valuables from becoming damaged in a cramped trunk area situation by holding them securely in place.



#### 2 Trunk Side Compartments

Additional compartments attached to the sides of the trunk allow for convenient storing of emergency lights and other car essentials, remaining separate from the larger cargo of the trunk area.



#### 3 Floor Net

Enjoy more secure cargo storage with this convenient feature.

#### 4 Chrome Net Hook

This convenient feature is now more attractive with a new chrome finish.

#### 5 Emergency Tri-Angle Belt

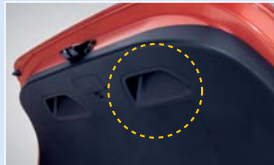
#### 6 Under Tray

An under tray built beneath the trunk allows for convenient stowing of car maintenance tools or other small items for enhanced storage capability.



#### OVM Tool & Jack Box

OVM tools and jack can be stored together, providing further convenience.



#### Inner Tailgate Handle

There's no need to go outside in the rain to close the tailgate door with this new inside feature.



#### Luggage Lamp

Provides for improved visibility of trunk storage items.

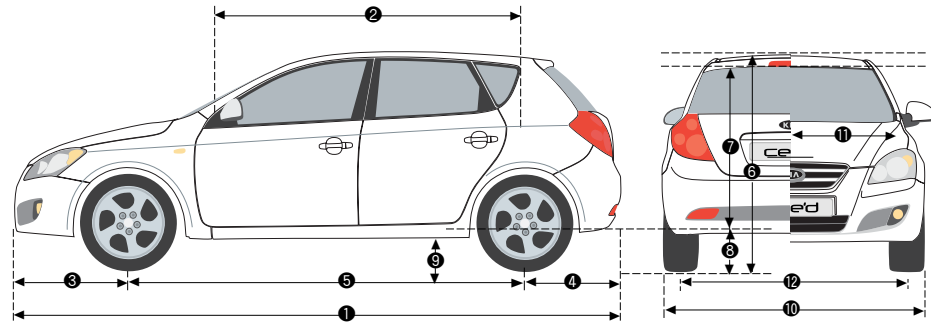


# PACKAGE LAYOUT

## Among the most competitive packages in its class

The new cee'd is a truly European car with the characteristic short overhang design, European interior, generous storage space, and maximum cargo area. Its cab-forward style and long wheelbase give the car a sporty image, while the longest cabin in its segment - 1,490 mm - allows for maximum interior space efficiency, particularly in terms of shoulder and leg room. The layout of the vehicle promotes superior side and rear views, while a low step facilitates convenient passenger loading and unloading. Wide and sturdy 225 standard tyres ensure the car's ability to carry the class-leading trunk load of 340 litres.

(Unit : mm)



### Overall Length - Cabin length among the most competitive in its class - reflecting European preferences.

Description	cee'd	P 307	ASTRA	MEGANE	GOLF-V
Overall length ①	4,235	4,200	4,250	4,210	4,210
Interior length ②	1,880	1,885	1,760	1,775	1,830
Overhang	Front ③	875	870	845	885
	Rear ④	720	765	745	745
Wheelbase ⑤	✓ 2,650	2,610	2,615	2,620	2,580

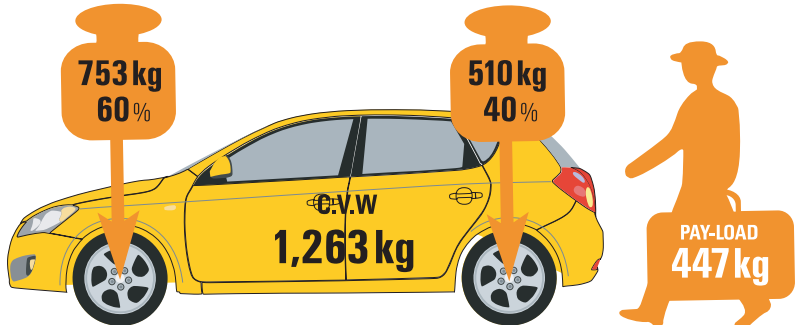
### Overall Height - Among the best interior height dimensions and competitive headroom.

Description	cee'd	P 307	ASTRA	MEGANE	GOLF-V
Overall height ⑥	1,480	1,510	1,460	1,460	1,485
Interior height ⑦	1,235	1,238	1,193	1,190	1,210
Floor height ⑧	Front	✓ 248	288	250	253
	Rear	✓ 218	258	225	224
Ground clearance ⑨	150	-	-	-	-

### Overall Width - Featuring one of the longest interior width dimensions at 1,490mm

Description	cee'd	P 307	ASTRA	MEGANE	GOLF-V
Overall width ⑩	✓ 1,790	1,750	1,755	1,780	1,760
Interior width ⑪	✓ 1,490	1,465	1,415	1,425	1,440
Tread ⑫	Front	✓ 1,546	1,505	1,490	1,540
	Rear	✓ 1,544	1,500	1,490	1,530

(Unit : kg)



### Weight - Advanced technology and sophisticated design translate into an overall lighter weight vehicle.

Description	cee'd	P 307	ASTRA	MEGANE	GOLF-V
Curb weight	Minimum	1,263	1,249	1,230	1,155
	Maximum	1,355	-	-	1,394
Gross weight	1,710	1,650	1,705	1,725	1,770
Trailer	Without brake	550	620	615	610
	With brake	1,200	1,200	1,300	1,200
Roof load	✓ 80	80	75	80	75

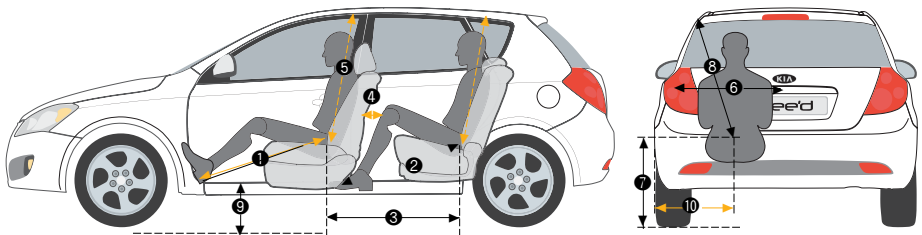




# PACKAGE LAYOUT

In addition to sporting one of the longest wheelbases of any of its competitors, the new cee'd is also wider than the 307 and Astra and even taller than the Megane and Golf. The height of the car's interior exceeds that of most other cars in its class. The legroom and shoulder dimensions of the new cee'd rival those of the 307, Astra, Megane, Golf and Corolla, while in terms of trunk space, the new cee'd outperforms most of its competitors by up to 15% at 340 litres.

(Unit : mm)



## Leg Room

Competitive front space and superior rear space.

Description		cee'd	P 307	ASTRA	MEGANE	GOLF-V
Leg room	Front ①	1,105	1,085	1,125	1,140	1,125
	Rear ②	✓ 900	805	810	815	850
Couple distant ③		✓ 775	738	727	736	724
Front/Rear space (①+②)		✓ 1,880	1,823	1,852	1,876	1,849
Knee space ④		✓ 30	-32	-17	-	-

## Head / Shoulder Room

Class-competitive head and shoulder dimensions translate into enhanced riding comfort.

Description		cee'd	P 307	ASTRA	MEGANE	GOLF-V
Head room ⑤	Front	1,020	1,045	1,025	985	1,035
	Rear	980	995	985	975	960
Shoulder room ⑥	Front	✓ 1,410	1,410	1,365	1,385	1,390
	Rear	✓ 1,385	1,380	1,335	1,380	1,345

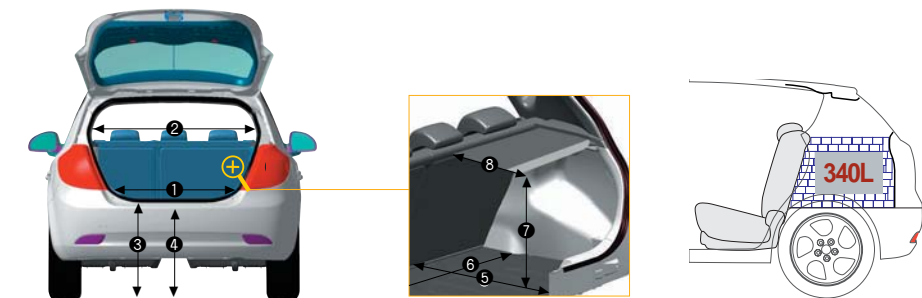
## Vehicle Accessibility

A low step and low hip point facilitate easy access.

Description		cee'd	P 307	ASTRA	MEGANE	GOLF-V
Hip point height ⑦	Front	530	550	489	534	500
	Rear	561	602	521	547	573
Doorway length ⑧	Front	822	855	829	796	846
	Rear	802	807	806	775	788
Step height ⑨		✓ 355	393	371	364	386
Step width ⑩		✓ 484	510	503	494	511

## Trunk Space

Offering more luggage room than many vehicles in its class.



(Unit : mm)

Description		cee'd	P 307	ASTRA	MEGANE	GOLF-V
Tailgate open width (T/Verse 100mm upper ① / Middle section ②)		908/1,128	964/1,180	790/1,160	875/1,077	-
Lift over height (T/Verse ③ / Upper bumper ④)		685/633	700/680	676/622	712/660	693/660
Luggage size	Floor length ⑤	✓ 820	800	802	790	810
	Width ⑥	1,040	1,050	1,050	1,151	1,044
	Height ⑦	558	518	560	516	552
	Upper length ⑧	510	483	565	454	488
Luggage space (litres, VDA mode)	Minimum	340	341	350	330	350
	Maximum	1,300	1,328	1,265	1,190	1,305

- A long wheelbase and ample body width translate into highly competitive interior space for the cee'd market segment. Interior length is the best in its class, from base of windscreen to base of backlight, while head, leg and shoulder room match or beat the most spacious class rivals.



Environment-friendly, customised driving performance-appeal Market through diversity and technological enhancements

## Powertrain Concept & Elements

The concept behind the new cee'd's advanced powertrains are two-fold: providing what drivers want in the most environment-friendly way possible. High engine and transmission technology means there is no longer a need to sacrifice performance for fuel efficiency. The engineering expertise of the new cee'd's European designers ensure that customers get the performance, ride, and handling they want. The sporty theme of the new cee'd's exterior and interior carries through to the powertrain with the hatchback's Double Overhead Camshafts featuring Continuously Variable Valve Timing (CVT) to provide higher performance at the low end of the rev range - while also reducing fuel consumption. In addition to the 1.4L and 1.6L gasoline engines, the new cee'd marks one of the most powerful 2-litre hatchbacks. Accompanying this is the smooth and effortless shifting of the 5-speed manual transmission and responsive handling. The selection of diesel engines is no less stellar, which includes the 1.5 VGT with CRDi and 2.0 VGT diesel engine, paired with 5-speed manual transmissions, as well as the "adaptive" 4-speed automatics with electronics that match the transmission to the driver's style.

## Performance

The new cee'd also boasts excellent levels of NVH (noise, vibration, harshness) and overall quietness of operation. The bodyshell of the new cee'd is torsionally stiff to ensure European standards of ride, handling and steering, while the all-disc braking system has ABS and EBD for maximum stopping power. New cee'ds underwent an intensive road test to fine-tune the suspension and ride characteristics so as to achieve the best ride and handling setup for European customer tastes. Assessment of the car's performance culminates with the installation of state-of-the-art safety mechanisms like the advanced braking system and airbags.



## ENGINE 22

Powerful performance

## TRANSMISSION 25

Smooth and effortless shifting

## RIDE AND HANDLING 27

Fine-tuning with performance in mind

## AERODYNAMICS 29

Shaped to perfection

## N.V.H 30

Smooth quiet operation

## BRAKE & STEERING 31

Confident stopping power and steering

## SAFETY 33

The Kia pledge





# ENGINE & TRANSMISSION

## Powerful Performance

A customised driving experience begins with a choice of five engines, ranging in power output from 90 to 143 ps, including an all-new 1.4L/1.6L gasoline & 1.6L diesel engine. The Euro4 compliant engines feature technical advancements that translate into less maintenance and improved durability. State-of-the-art engineering allows customers to enjoy more power and torque without having to compromise fuel efficiency or ride comfort.

## DOHC CVVT

## CRDi VGT

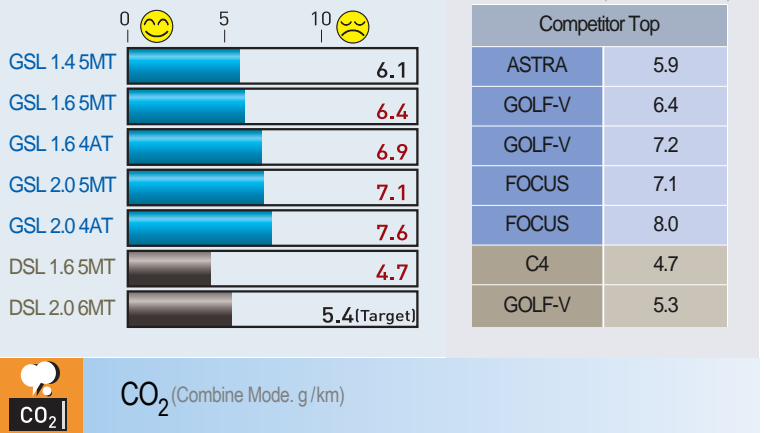
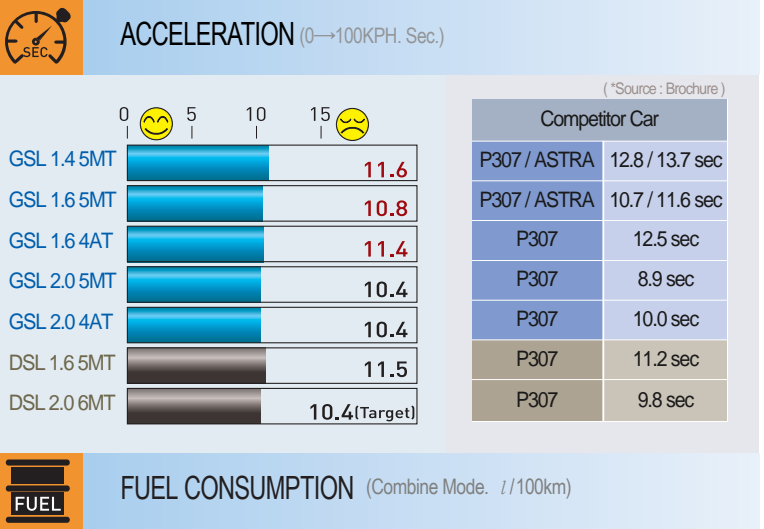
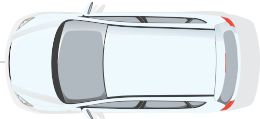


## ENGINE

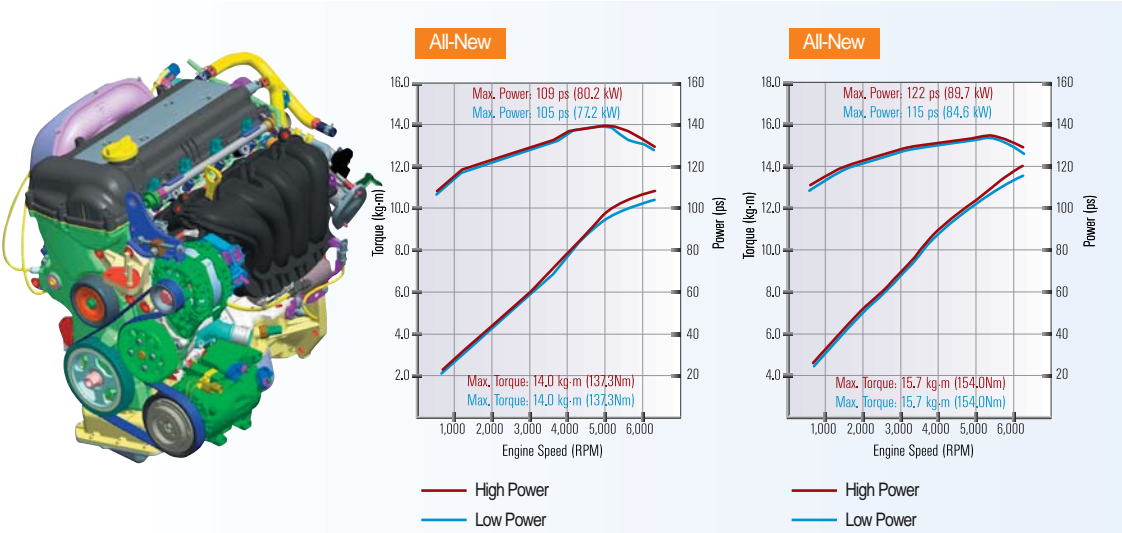
DESCRIPTION	Gasoline 1.4 DOHC	Gasoline 1.6 DOHC	Gasoline 2.0 DOHC	Diesel 1.6 CRDi	Diesel 2.0 CRDi
Type	DOHC CVVT	DOHC CVVT	DOHC CVVT	DOHC VGT	SOHC VGT
Capacity	1.4-litres, 1,396 cc	1.6-litres, 1,591 cc	2.0-litres, 1,975 cc	1.6-litres, 1,582 cc	2.0-litres, 1,991 cc
Emission controls	Closed loop, three-way catalytic converter	Closed loop, three-way catalytic converter	Closed loop, three-way catalytic converter	DPF (Diesel Particulated Filter) - optional	DPF (Diesel Particulated Filter) - optional
Emission class	Euro Stage 4	Euro Stage 4	Euro Stage 4	Euro Stage 4	Euro Stage 4
Emission system	MPI	MPI	MPI	EGR + WCC(CPF)	EGR + WCC(CPF)
Compression ratio	10.5	10.5	10.1	17.3	17.3
Cylinder Block / Head	alloy / alloy	alloy / alloy	alloy / alloy	steel / alloy	steel / alloy

## TRANSMISSION

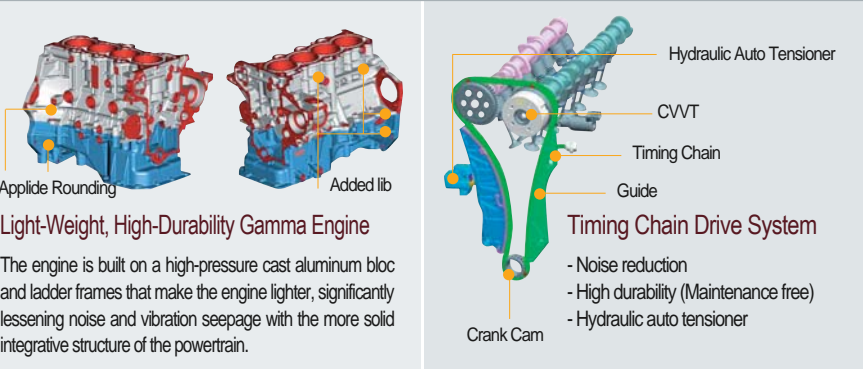
Description	MANUAL				AUTOMATIC		
	M5CF1	M5CF2	M5CF3	M6GF2	A4CF1	A4CF2	
	1.4 Gasoline	1.6 Gasoline	2.0 Gasoline	1.6 Diesel	2.0 Diesel	1.6 Gasoline	2.0 Gasoline
Drive type	FF	←	←	←	←	←	←
Drive system	5 speed	←	←	←	6 speed	4 speed	←
Gear ratio	1st / 2nd	3.786 / 2.053	3.615 / 1.950	3.308 / 1.962	3.636 / 1.962	3.615 / 1.794	2.919 / 1.551
	3rd / 4th	1.370 / 1.031	1.370 / 1.031	1.257 / 0.976	1.189 / 0.844	1.542 / 1.176	1.000 / 0.713
	5th / 6th	0.837	0.837 / -	0.778 / -	0.660 / -	0.921 / 0.732	- / -
	Reverse	3.583	3.583	3.583	3.583	3.416	2.480
	Final drive	4.412	4.294	4.188	3.941	4.063(1.2) / 2.955(3.6)	4.619
Clutch type	Single Mass Flywheel	←	←	←	Dual Mass Flywheel	Torque Converter	Torque Converter
T/M oil ( l )	1.9	←	2.0	←	1.9	6.8	6.6



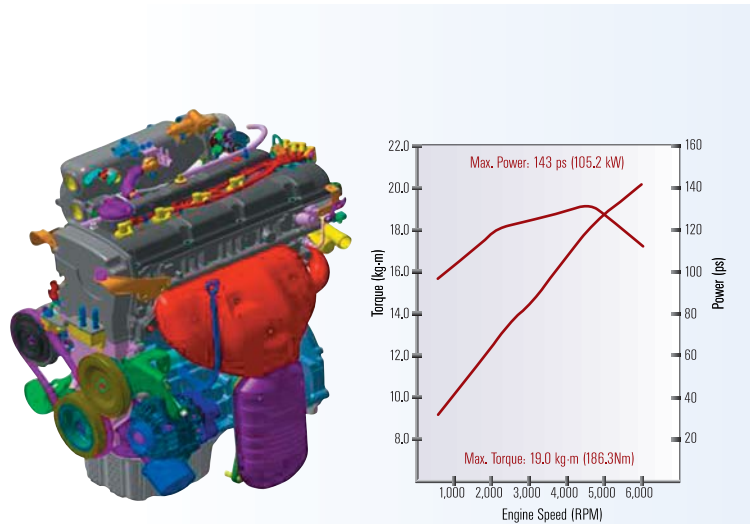
# GAMMA 1.4L/1.6L CVVT GASOLINE ENGINE



This Euro-4 compliant engine produces a maximum power of 109 ps / 6,200 rpm and maximum torque 14.0 kg-m / 5,000 rpm. The 1.6L engine also features CVVT technology - boosting power at low and medium revs - and produces a maximum power of 122 ps / 6,200 rpm and a maximum torque of 15.7 kg-m / 5,200 rpm. Both engines incorporate an offset crank to improve moving parts and produce low horsepower. Their high-pressure die cast aluminium block and ladder frames support the engine's piston and crank shaft by forming a lubrication / cooling path. The boggy type belt system operates the alternator, air conditioner, power steering pump, and water pump.

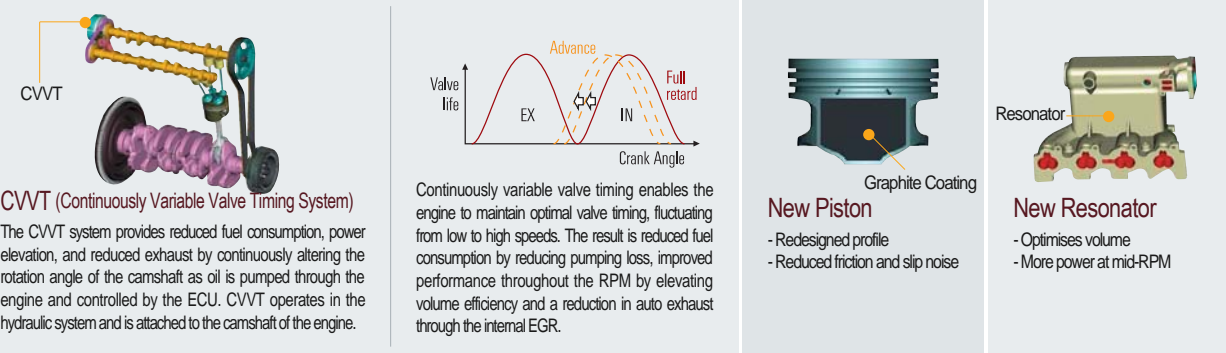


# BETA 2.0L CVVT GASOLINE ENGINE



With 143 ps of power peaking at 6,000 rpms and 19.0 kg-m of torque produced across a wide rev band before peaking at 4,600, the Beta 2.0L CVVT is a more advanced piece of machinery. This high-performing engine also boast low emissions in compliance with Euro-4 standards, improved fuel efficiency and higher performance at low and mid speeds, and less noise. A low tension piston ring and piston graphite coating work to effectively reduce frictional resistance, improve fuel efficiency and improve noise levels of the piston slab. In addition, the timing auto-tensioner works to reduce noise by improving the durability of the timing belt system.

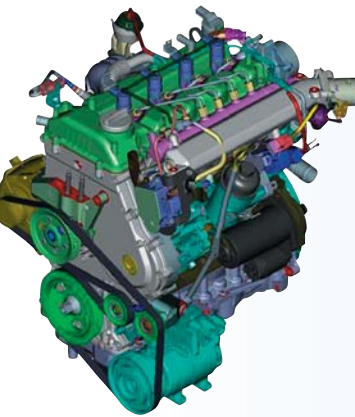
The advanced system is made up of electronic throttle control, mass air flow (MAF) sensor, injector, and exhaust system catalyser. Using an electric motor, the ECU controls the volume of air in-take and movement of the throttle valve. The MAF measures the volume of in-take air to engine, while the advanced injector system injects fuel from the fuel tank in the engine cylinder. The catalyser ensures the new cee'd is eco-friendly, meeting the most stringent emission standards. A stainless exhaust manifold improves performance by reducing the temperature of in-take air, while the boggy type belt system reduces NVH by improving belt tension. The mechanical lash adjustor improves engine durability and fuel efficiency, working in conjunction with the low-maintenance timing chain drive system designed also to improve durability and NVH.



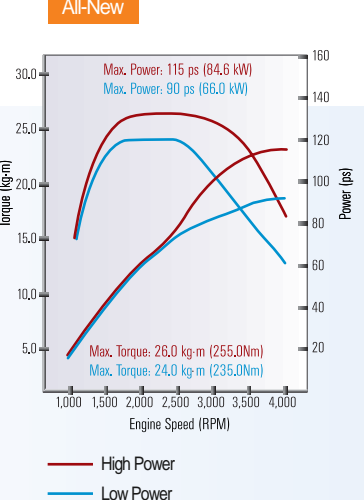


PERFORMANCE - ENGINE

1.6 VGT DIESEL ENGINE



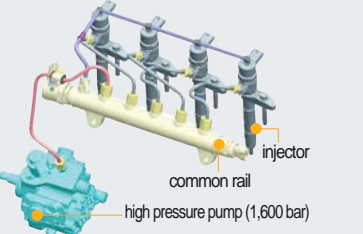
**All-New**



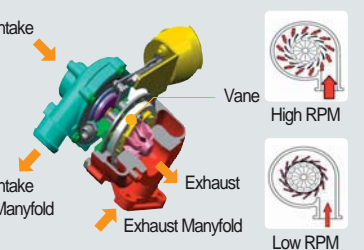
Max. Power: 115 ps (84.6 kW)  
Max. Power: 90 ps (66.0 kW)  
Max. Torque: 26.0 kg-m (255.0Nm)  
Max. Torque: 24.0 kg-m (235.0Nm)

— High Power  
— Low Power


Featuring Common Rail Direct Injection (CRDi) technology, this Variable Turbo Charger engine enjoys improved performance by varying the exhaust flow at the turbine entrance depending on driving conditions. This power box produces a maximum of 115 ps at 4,000 rpm to deliver truly best-in-its-class performance and fuel economy with 26.0 kg-m of torque up to 1,900 ~ 2,750 rpm. The 2nd-generation 32-bit ECU common rail system 1,600 bar injection pressure, 4-cylinder inline double overhead camshaft, timing chain, variable turbo charger, and electric EGR valve and cooler work together to maximize fuel efficiency and reduce noise generally considered typical of diesel engines.



**Bosch's 2nd-Generation Common Rail System**  
An advanced ECU (Electronic Control Unit) receives digital and analogue signals for optimal exhaust release and injection timing, pressure and volume, taking into consideration driving conditions. The results are boosted power output, minimized emissions, and improved fuel economy.



**VGT (Variable Geometry Turbocharger)**  
Improved maximum power and reduced emissions with increased efficiency of the turbocharger at low and high speeds as a result of variable vane control.

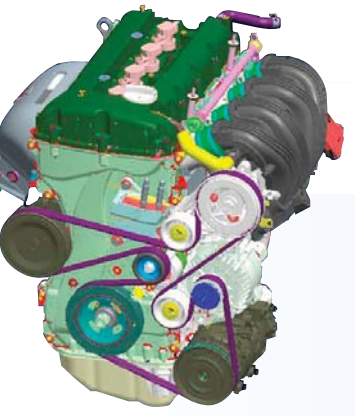


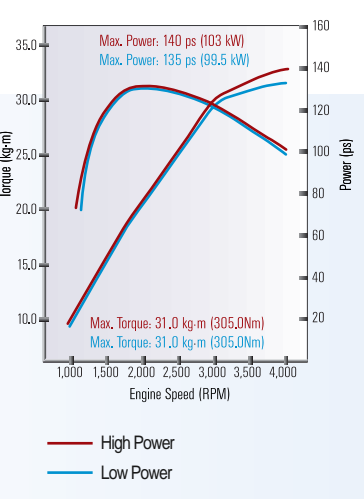
**DPF (Diesel Particulate Filter, Optional)**  
This advanced mechanism allows the new cee'd to meet emissions requirements in Europe and works to collect solid and liquid particulate matter emissions while allowing the exhaust gasses to pass through walls. As a result, the car is more environment-friendly, achieving a high collection efficiency.

	DPF	Material	Volume
Front		Cordierite	1.3L
Rear		Aluminum Titanate	3.1L

PERFORMANCE - ENGINE

2.0 VGT DIESEL ENGINE

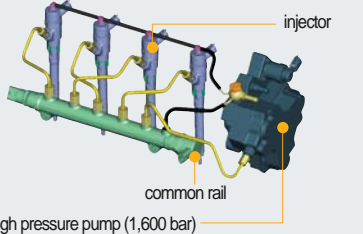




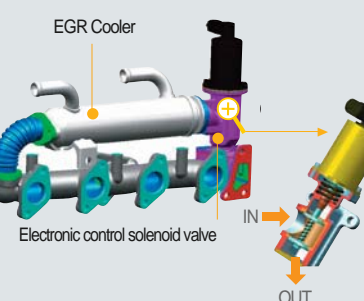
Max. Power: 140 ps (103 kW)  
Max. Power: 135 ps (99.5 kW)  
Max. Torque: 31.0 kg-m (305.0Nm)  
Max. Torque: 31.0 kg-m (305.0Nm)

— High Power  
— Low Power

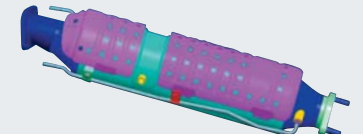
This Euro-4 compliant engine delivers a maximum horsepower of 140 ps at 4,000 rpm and a maximum torque of 31.0 kg-m up to 2,000 rpm. Also featuring VGT technology, the engine's performance is further enhanced by staggered fuel injection and increased T/M cohesion. State-of-the-art technology translates into improved fuel efficiency and reduced emissions. The common rail direct injection engine is more durable and less noisy. The 32-bit ECU provides integrated control, while the Bosch 1,600 bar high pressure electric fuel injection system results in lower emissions by reducing the variation of injected air fuel. An advanced diesel particulate filter also reduces the amount of harmful exhaust gasses without obstructing the flow of exhaust or engine performance. Noise abatement is achieved with the adaptation of the fuel pilot injection system, while an advanced combustion system results in a reduced compression ratio.



**Bosch's 2nd-Generation Common Rail System**  
An advanced ECU (Electronic Control Unit) receives digital and analogue signals for optimal exhaust release and injection timing, pressure and volume, taking into consideration driving conditions. The results are boosted power output, minimized emissions, and improved fuel economy.



**Electric Control E.G.R Water Cooler**  
- Combined cooler and valve structure.  
- Reduced air temperature and expanded volume.  
- Reduced NOx & PM swirl control valve.



**DPF (Diesel Particulate Filter, Optional)**  
This advanced mechanism allows the new cee'd to meet stringent emissions requirements and works to collect solid and liquid particulate matter emissions while allowing the exhaust gasses to pass through walls. As a result, the car is more environment-friendly, achieving a collection efficiency of more than 90%.

	DPF	Material	Volume
Front		Cordierite	1.7L
Rear		Silicon Carbide	3.9L

PERFORMANCE

TRANSMISSION

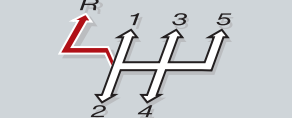
Smooth and effortless shifting

The advanced powertrains available for the new cee'd come with a choice of a 5-speed manual transmission or an adaptive 4-speed automatic, equipped with neuro-fuzzy technology to learn the driver's unique style and adjust shifting behaviour based on the driver's habits. The 2.0L VGT diesel engine comes with an advanced 6-speed manual transmission for the smoothest and most effortless shifting imaginable. Drivers of the new cee'd can choose between fully-automatic gear changes for town-driving conditions or driver-controlled manual gear selection - more appropriate for rougher driving conditions. An electronic controller, or powertrain control unit (PCU), consisting of a transmission control unit (TCU) and engine control unit (ECU), acts as an advanced learning memory function that monitors a range of parameters including acceleration, deceleration, engine speed and road speed, while adapting to road conditions and the individual's driving style for excellent shift quality.


Neuro-fuzzy technology is a type of artificial intelligence that allows the advanced PCU to sharply increase driving satisfaction as it automatically selects the optimal driving model based on information stored through its learning memory function. Neuro-fuzzy functionality also leads to improved fuel efficiency because the oil level system and the hydraulic system automatically adjust to the vehicle's speed, minimizing power loss.

Manual Transmission

5 speed

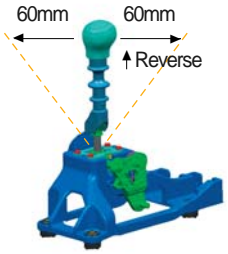


6 speed  
(Diesel 2.0 only)



Five- and Six- Speed Manual Transmissions

Kia's advanced manual transmissions operate with less noise as a result of an improved process that dulls the friction in the contact between gear teeth. With the application of a new type of poppet ball and rectilinear bearing, shifting is smoother because of less friction resulting from the bearing's rotation. Double- and triple-cone synchronisers, as well as a concentric slave cylinder for improving clutch pedal response also improve shifting efficiency and delivery. The additional gear on the 6-speed manual translates into better fuel economy, higher top speed, and more power at peak RPM.



Short-stroke Lever

The range of movement of the cee'd gear knob is among the shortest in its class, making gear shifting more comfortable and convenient. The shorter activation stroke translates into safer, more comfortable and more convenient shifting with lower incidences of shifting mishaps.

(Unit : mm)

Description	cee'd	P 307	GOLF-V	COROLLA	MEGANE
Stroke	60	70	60	60	65

Auto Transmission

4 speed



Four - Speed Automatic Transmissions

The automatic transmission is made up of several perfectly-harmonised parts for sporty shifting capability. A line-variable pressure control mechanism builds up an optimal amount of line pressure in accordance with driving conditions, improving delivery and fuel efficiency. The transmission case is thicker for reinforced rigidity, lessening bending vibration and improving connection rigidity for overall improved NVH. Application of a new disk-type return spring allows the gearbox to maintain an optimal level of performance by preserving the spring against wear and tear. Lubrication of the clutch and brake friction plates increases the parts' heat absorption capacity and lowers the friction coefficient. The platform torque converter has also been improved to allow more torque.



New gate shift pattern and shift lock application

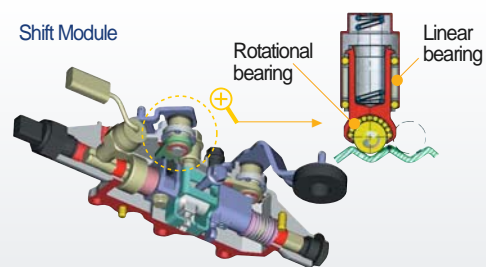
Shifting is easier with the relocation of the reverse gear to the upper left side next to "Reverse". This feature makes reverse shifting more secure, particularly when combined with the pull-shift feature of the gear knob and ergonomically-located 6th gear.





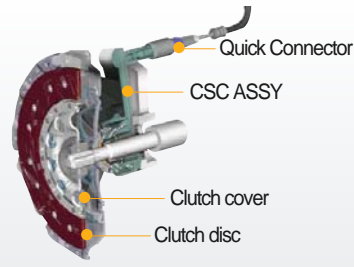
# TRANSMISSION

## Manual Transmission Technology



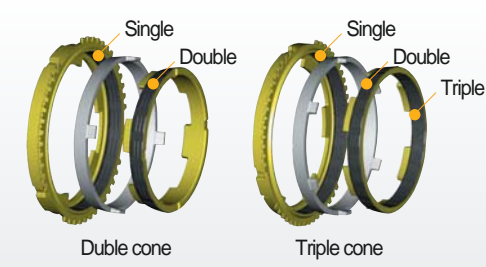
### New-Type Pocket Ball

The addition of linear bearings to the roller bearings reduces friction for smoother, rapidly repeating pumping action.



### Concentric Slave Cylinder (CSC)

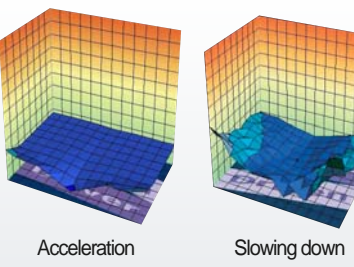
CSC enhances pedal sensibility and efficiency, eliminating the need for complex clutch release fork and linkage mechanisms. Direct hydraulic load applied to the clutch via the master cylinder and CSC means less pedal effort.



### Multi Cone Synchro

The triple cone structure of this sophisticated mechanism ensures optimum shifting and reliability by more efficiently synchronising the car's speed before gear engagement.

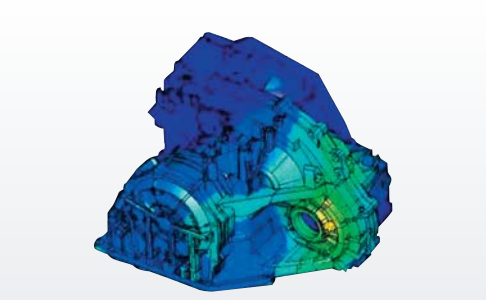
Engine	Description	1	2	3	4	5	6	R
G 1.4 / 1.6	M5CF1	D	D	D	S	S	-	S
G 2.0 / D 1.6	M5CF2/3	T	T	D	D	D	-	D
D 2.0	M6GF2	T	T	T	D	S	S	D



### Quieter Gear-Shifting

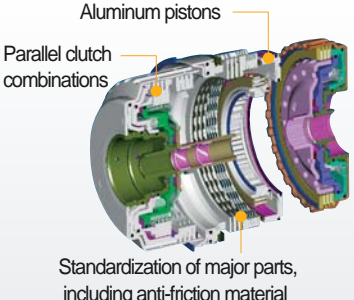
Mechanical design better tolerates poor gear contact for reduced noise.

## Auto Transmission Technology



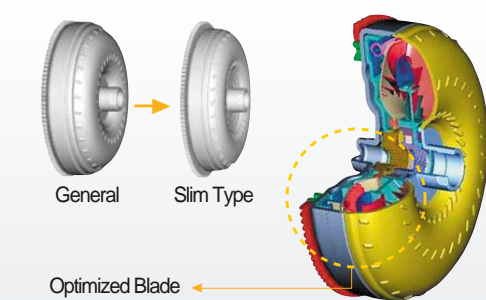
### Case and Converter Housing Ridity

The case and converter housing has a thick casing to improve rigidity and reduce bending vibration for improved NVH performance.



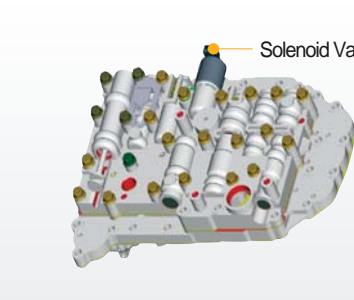
### Clutch

Power transmission system becomes smaller and lighter thanks to structural improvements in the clutch, while a wider use of aluminum makes the transmission system shorter.



### Slim-type Torque Converter

The blade has been optimised using a computer analysis, allowing for an increase in the width of the torque converter and possible torque. Also contributes to the car's lighter weight and shorter front over hang.



### Line Pressure Variable Control

This advanced system optimizes line pressure according to driving conditions. A PID control solenoid valve and reducing valve stabilize shifting control pressure, reducing the wear on the oil pump and enhancing fuel efficiency.

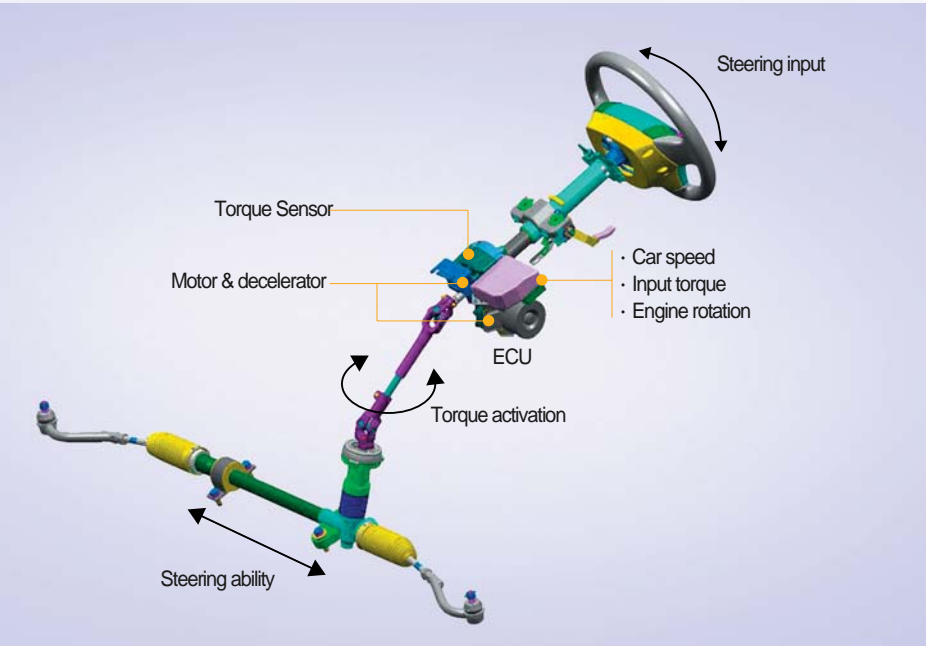


# RIDE AND HANDLING

## Fine-tuning with performance in mind

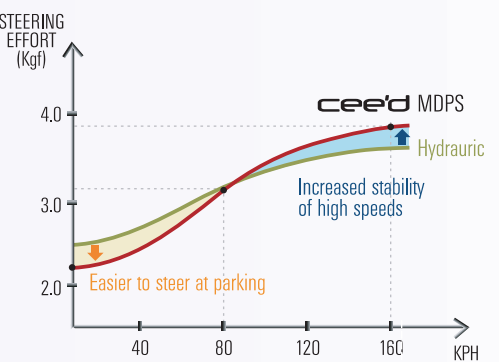
In preparation for the exciting debut of the new cee'd, Kia's German R&D centre held a Europe-wide road test to perfect the vehicle's suspension and ensure that it meets the demands of European drivers and terrain. The car's sport-tuned suspension has been adapted to provide the best ride and handling in its class and to suit customer tastes.

## MDPS ( MOTOR DRIVEN POWER STEERING )



The new cee'd features advanced motor driven power steering (MDPS) consisting of an electric motor that produces an auxiliary steering force. The power steering unit assists the rotation of the steering wheel by controlling an electric current fed to the electric motor based on steering information. MDPS also features steering angle detection and overload protection devices to reduce the electric current fed to the electric motor. The overload protection device reduces the electric current fed to the electric motor if the steering angle detected exceeds a predetermined angle.

The tilt and telescopic steering wheel allows the driver to adjust the steering column to his specific needs. A single lever will tilt the angle of the steering wheel from -20 mm to +20 mm, and the telescopic stroke from -15 mm to +25 mm for greater convenience.

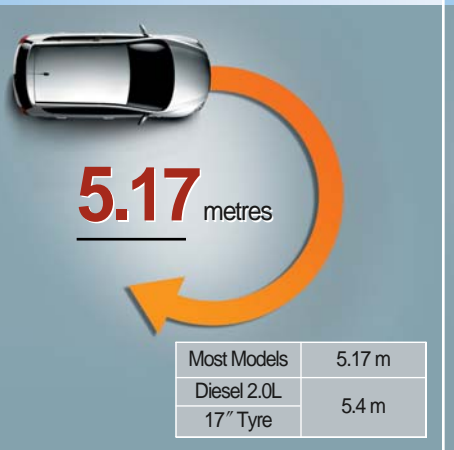


Low speed driving such as parking requires less force, while at high speeds, steering requires more force for more controlled, stable driving.

## TILT & TELESCOPE STEERING



## TURNING RADIUS



## LOCK-TO-LOCK







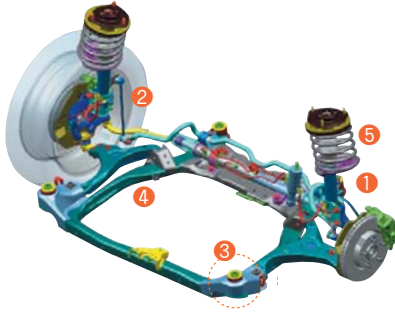
# RIDE AND HANDLING

The result is a fully independent suspension tuned with performance in mind. At the front are Macpherson Struts with a solid frame designed to achieve sharp cornering capability and smooth drivability on European roads. The suspension sub frame has been strengthened, while the roll centre has been increased from 47 to 60 mm for a better rolling effect. Sachs gas shock absorbers, the L-shaped lower arm, grid-shaped sub frame and stability bar attached to the strut's MTG combine for better cruising, handling and control.

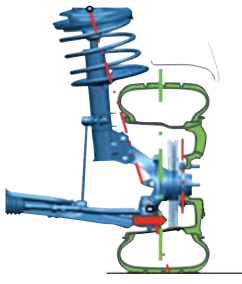
In the rear, the in-wheel type dual link system enhances stability at high-speeds. The front negative camber has been increased from -0.5 to -1.0 degree to enhance handling and steering through camber changes while turning and braking. The bump steer or change in toe angle was reduced from 0.0009 to 0.0005 degrees per millimetre, resulting in a more stable and sporty ride.

Description	cee'd	GOLF-V
Max. Circle speed	✓ 53 KPH	52 KPH
Max. Hori. accel.	✓ 0.74 g	0.71 g

## Front MacPherson Strut Suspension



1 Sachs gas shock absorbers for enhanced handling and NVH  
2 REVERSE "L" LOWER ARM toughens the exterior, adding protection against collision  
3 Grid-shaped SUBFRAME and SOLID MOUNTING provides improved handling

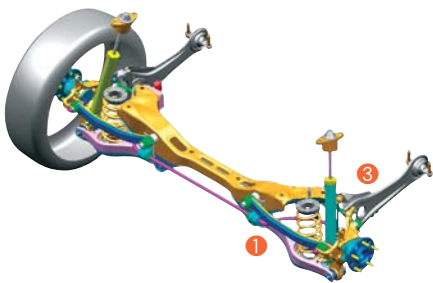


4 Mounted strut on stab bar for enhanced rolling protection  
5 Application of a large caster improves straight driving stability

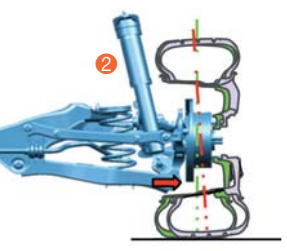
Camber Angle : -0.3° → -0.5°

MacPherson Strut suspension provides for improved driving stability, greater protection against collision and better endurance while accommodating wider-radius wheels for enhanced driver control. It incorporates an optimal front geometry design and stabilizer bar, negative pin offset that prevents veering, a grid-like sub frame and hydroforming sub frame to minimise collision impact, reverse "L" lower arm that contributes to a tougher exterior, and next-generation taper roller bearings.

## Rear In-wheel Type Multi-link Suspension



1 Dual Upper Arm Multilink  
2 Minimised, non-protruding shock absorber housing creates more interior space  
3 Sachs gas shock absorbers for improved handling



Camber Angle : -0.5° → -1.0°

Multi-link suspension results in less vibration and optimal NVH. The design optimises the wheel-fitting for more stable driving. A reduced shock absorber housing and non-protruding rear shock absorber allow for more interior space. The rear arm and assist arm pillow ball joint provide for greater driver control.

## TYRE

The new cee'd offers multiple wheel choices - all with Michelin tyres. The LX and EX models come with 15-inch, 5.5J wide steel wheels with full-cover plastic trims as standard. The LX trim comes equipped with 185/65 R15 tyres, while the EX models feature wider 195/65 tyres. 6.0J alloy wheels and 205/55 R16 tyres come as standard on the premium TX-trim line.



- 185/65R - 15" H (210 KPH)
- 195/65R - 15" H (210 KPH)
- 205/55R - 16" V (240 KPH)

ENERGY 3A



### Asymmetric Tread

Allows optimisation of the compromise between dry and wet performances due to :

An interior shoulder which has more sipes and grooves and thus more biting edges

An exterior shoulder with larger and more robust tread blocks

- 225/45R - 17" W (270 KPH)

PRIMACY HP



The 225/45R-17" tyre features improved handling and comfort, enhanced effectiveness on wet surfaces, and leading performance in rolling resistance and wear.

The high performance tyre is generally available only on premium vehicles like Mercedes, BMW and Audi.



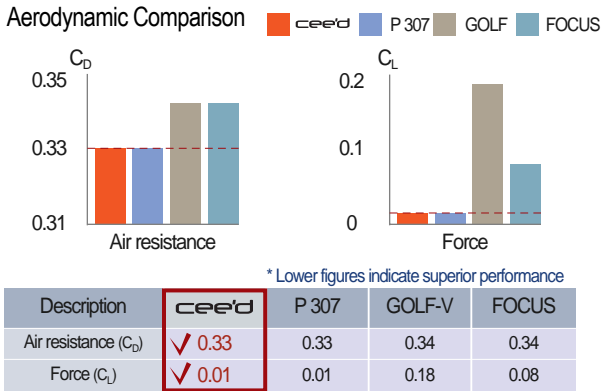
# AERODYNAMICS

## Shaped to perfection

In tests against major competitor vehicles at 110 kph, the new cee'd recorded a lower sound pressure level than the Peugeot 307 and VW Golf by up to .5 dB and a lower level of loudness by more than 3 sones. Wind resistant structures around the side mirrors and door frame help to keep silence in and noise out. Across a wide range of speeds, the new cee'd recorded lower sones in the Yaw -20 to 20 range. Vibration levels in the steering wheel and noise emitted from the floor panels were also competitively lower compared to the Astra and 307. Air intake noise is minimized through the application of porous ducts, and an inner main silencer reduces emissions noise.

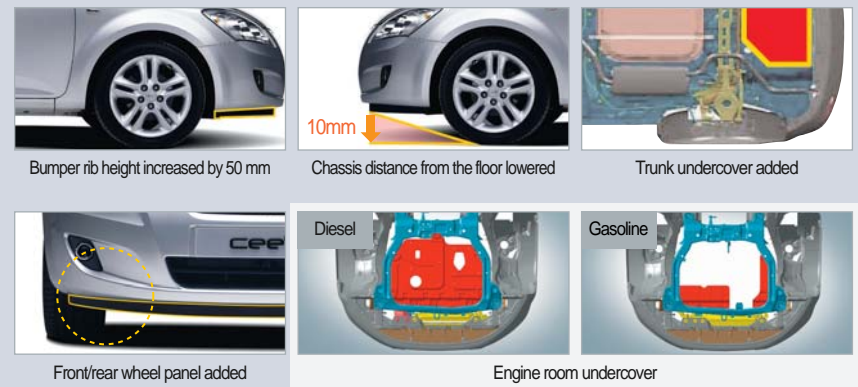
The aerodynamic advantages of the new cee'd stem from the smooth, slippery shape of the vehicle and the removal of any unnecessary external features. Possessing highly competitive drag and lift coefficients, the new cee'd records a Cd of just 0.33 - better than the Golf or the Focus - and low levels of wind noise, aided by the fitting of multi-layer rubber seals around the doors and tailgate.

## Aerodynamics

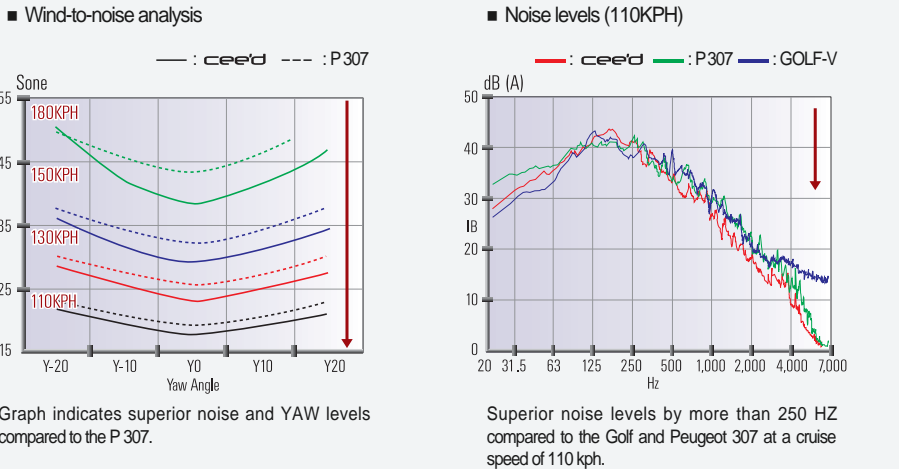


## Improved lower chassis

Improved fuel efficiency with enhanced aerodynamics. Reduced force for more stable cruising at high speeds.



## Cruise noise levels (Air noise)







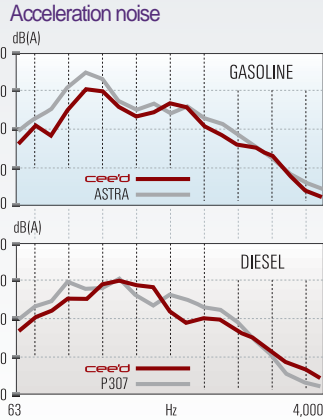
N.V.H

Smooth quiet operation

The new cee'd reduces NVH by going to the source of the problem - the body structure, powertrain and chassis, and wind noise. Technological advancements in these areas result in less noise seeping into the cabin area and less vibration throughout the car's body shell for a more comfortable and gentler driving experience.

Quiet engine noise levels

The cee'd gasoline recorded a superior noise level compared to the Astra, while the cee'd diesel outperformed the 307 as a result of advanced NVH technology that minimizes the penetration of engine noise into the cabin area.



N.V.H comparison chart

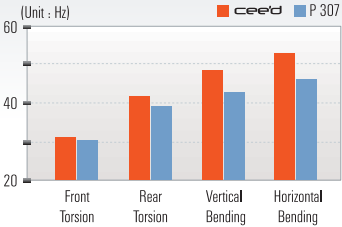
Description	Gasoline 1.6 L		Diesel 1.6 L	
	cee'd	ASTRA	cee'd	P 307
S/Wheel Vibration	110	108	✓ 112	112
Noise Penetration	✓ 53	55	✓ 54	54

Reinforced chassis and tailgate opening

European-standard round structure of the tailgate opening.

Anti-vibration material applied to the pillars

Vibration absorbing material incorporated into each pillar reduces interior noise and improves airtight quality for enhanced quietness.



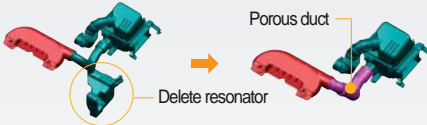
Vibration-dampening material applied to pillars for greater sealing-off effect

Double floor panels and application of anti-vibration material minimise noise, while light-weight composition of chassis and reinforced rigidity result in enhanced quietness.

Air intake noise tuning

Gasoline: porous duct to improve air intake noise levels (decreased by 350Hz).

- Greater accelerated noise achieved through the elimination of the resonator
- High-frequency noise minimized through the application of the porous duct



Exhaust Noise Tuning

Noise penetration minimised with the main silencers of the European-style sound quality.

Description	cee'd	COROLLA	P 307
Flange	SUS439	SUS	SUS
Pipe	SUS439	SUS	STAC
Muffler capacity	18L(2+16)	18L(3+15)	22L(3+19)



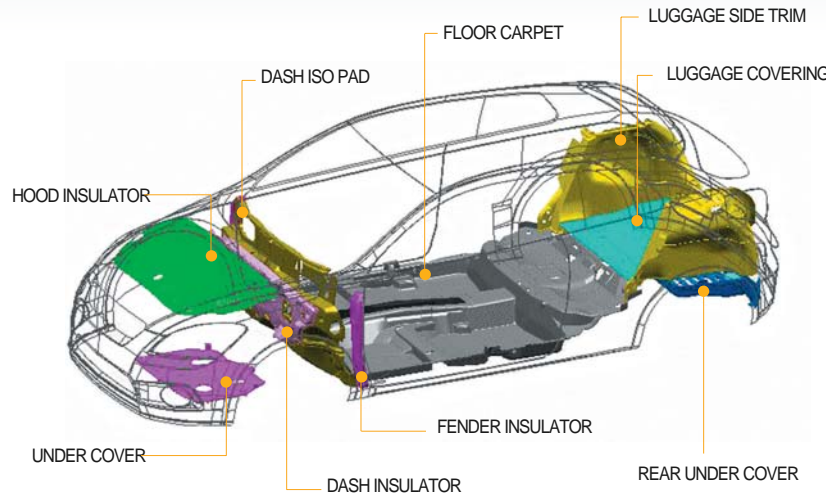
Advantages

1. Stainless flange improves anti-corrosive nature, while SUS439 pipes improve quietness.
2. A longer tail pipe works to lower emissions booming by 3dB.

- Powerful acceleration sound at low frequency
- Blocking Transmitted sound at high frequency

Maximum noise resistance

NVH system enhanced by Rieter, the leading global supplier of sound deadening materials.



The advanced body shell of the new cee'd combines strength with rigidity, making the vehicle more resistant to flexing and bending. The reinforced tailgate opening, multiple-layer floor panels and a reduction in materials reduce the car's weight and contribute to a quieter ride. A cross-shaped member in the in-dash panel helps to block engine noise for improved dampening of vibration and noise.

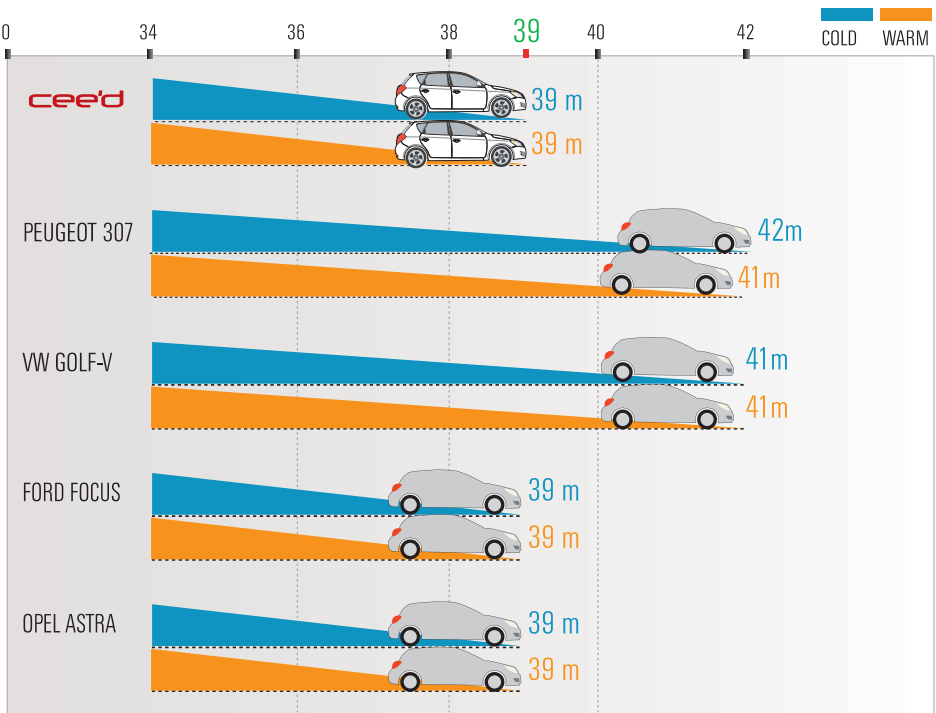


BRAKE & STEERING

Confident stopping power and steering

Safety is always Kia's number one priority. Featuring an all-disc braking system and ABS (Anti-lock Braking System) and EBD (Electronic Brake Distribution) technology, the new cee'd promises maximum stopping power and some of the best braking performance in its class. The front and rear disc brakes have been enlarged by 5mm, resulting in enhanced safety for emergency braking situations on any road conditions. The new cee'd outperformed the VW Golf and Peugeot 307 by 5% in braking distance in both cold and warm weather tests. To accommodate the typically short pedal strokes characteristic of European driving, the new cee'd provides a rapid braking response.

AMS TEST ( 10 brake tests going from 100 kph to 0 kph)



Befitting European road conditions, the cee'd features a sharp pedal stroke mechanism for a more effective braking response. Compared to other vehicles, the cee'd enjoys superior braking power with shorter distances.

Auto-motor-und-sport (AMS) is a leading German magazine that addresses automotive manufacturing trends and solutions worldwide. After 10 brake tests going from 100 kph to 0 kph, the cee'd tied or outperformed its competitors in terms of braking distance, virtually constituting a new European standard in braking performance.

CONVENTIONAL BRAKING SYSTEM

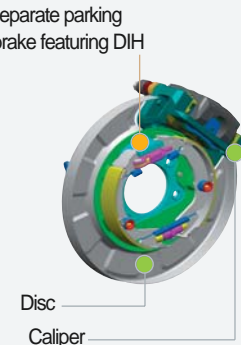


Front Disc Brake

Larger size brakes and high-friction composition result in superior braking performance.

Ø280 mm (15") ventilated disc brake  
Inner-type brakes are easier to maintain.

Description	Item	cee'd	P 307
Disc	Size (Diameter x Width)	Ø280 x 26t	Ø282 x 26t
	Type	General	General
Caliper	Housing case	Steel	Steel
	Cylinder diameter	Ø57	Ø54



Rear Disc Brake

Large brake size and separate parking brake mechanism provide maximum braking effectiveness.

Ø175 mm (15") solid disc brake  
Rear disc brakes feature a lightweight aluminium alloy.

Description	Item	cee'd	P 307
Parking Brake	Type	✓ Drum In Hat	Parking Integrated Caliper
Caliper	Type	General	PIC
	Housing Case	steel	alloy
	Cylinder Diameter	Ø34	Ø38



Booster

Description	Item	cee'd	P 307
Booster	Size	10" Single	10" Single
	Magnification	9.0	7.5
Master Cylinder	Diameter	Ø22.2	Ø23.8
	Length	162 mm	138 mm

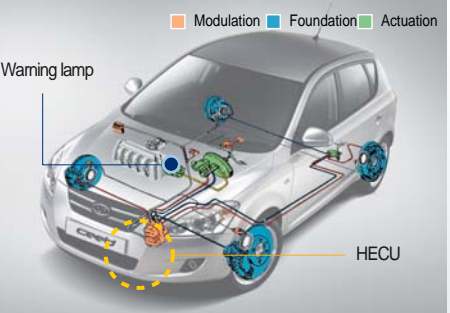




PERFORMANCE

# BRAKE & STEERING

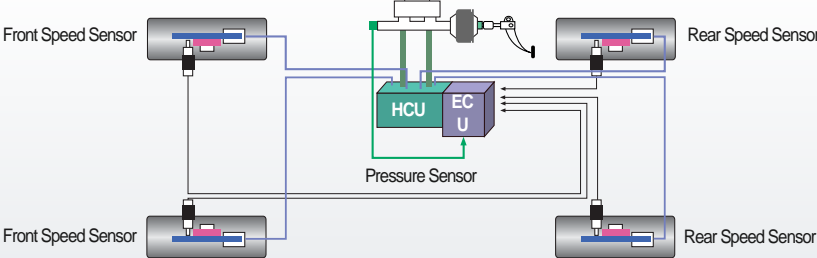
## ABS (With EBD)



### ABS (Anti-Lock Braking System)

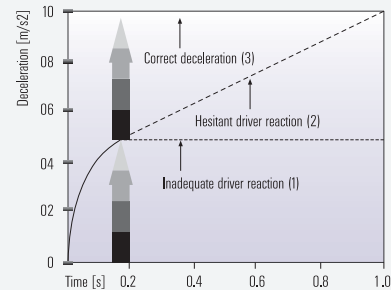
The standardized ABS offers significantly improved safety and control for drivers in on-road situations. The system allows for improved control when braking suddenly on any road conditions by preventing wheel lock and allowing the driver to manoeuvre around obstructions while applying full pressure to the brake.

### Conventional Actuation



## ESP (Electronic Stability Program, Includes BAS/TCS)

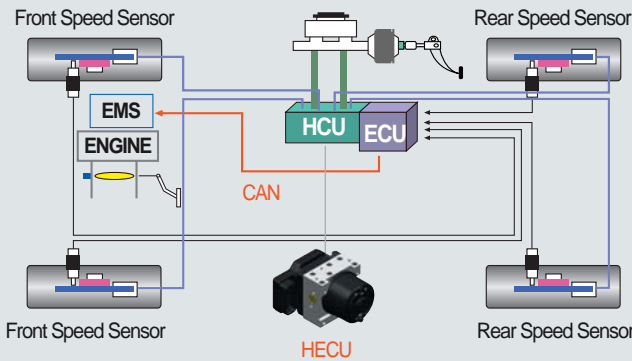
### BAS (Brake Assist System)



BAS is an advanced technology that learns braking habits through electronic sensors that monitor brake pedal movements, storing them as data that the system can instantly recognize in the event of an emergency. During sudden braking conditions, BAS will apply an electronic valve on the brake booster system for full braking, while ABS prevents wheel locking, resuming normal brake control when the brake pedal is released.

### TCS (Traction Control System)

The traction control system prevents wheels from spinning and improves vehicle acceleration through sensors that monitor the behaviour of each wheel against the internal computer model, applying the brake or increasing the throttle engine output as required. Also reduces tyre abrasion.

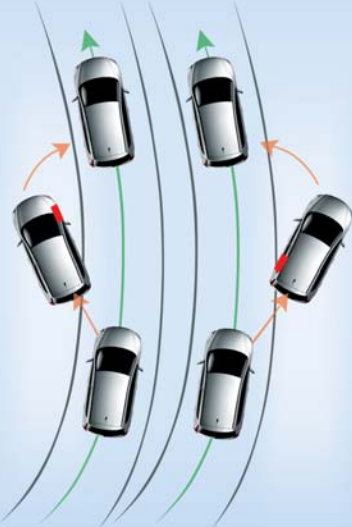


### ESP System

#### Oversteer

##### How ESP corrects oversteer

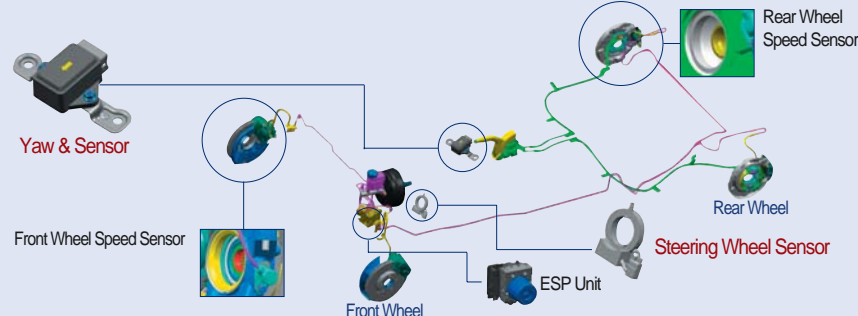
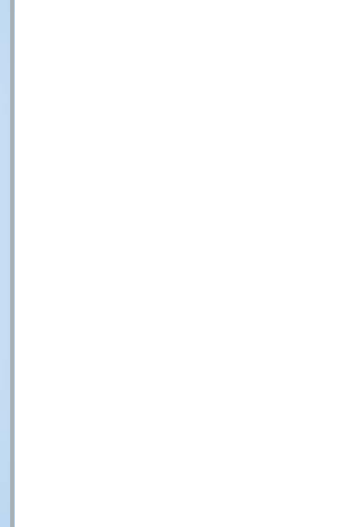
When the car oversteers, ESP immediately compensates by automatically braking the right front wheel, countering the excessive rotation of the rear and thus correcting the oversteer.



#### Understeer

##### How ESP corrects understeer

When the car understeers, ESP immediately compensates by automatically braking the left rear wheel, enabling the rear of the car to rotate more and thus correcting the turn angle.



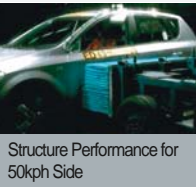
PERFORMANCE

# SAFETY

## Integrated Systems for Driver and Passenger Protection

Kia's commitment to safety is reflected in the entire vehicle - from the impact-minimizing chassis and anti-theft protection system, to the world class 6-airbag system that comes standard on the new cee'd. Internal tests indicate a ranking of five stars from Euro NCAP in front and side collision tests and two stars in pedestrian crash tests, ensuring that the new cee'd matches and surpasses other cars in its class in terms of driver and passenger protection. The safety profile of the car is further improved through the incorporation of horizontal type headrests and a top-level stiffness reinforced body structure.

## Euro NCAP Test Comparison



Description		cee'd (Target)	P 307	ASTRA	MEGANE	GOLF-V
Euro NCAP	Frontal impact offset	★★★★★	★★★★	★★★★★	★★★★★	★★★★★
	Side impact	★★★★★	★★★★	★★★★★	★★★★★	★★★★★
	Passenger	★★	★★	★★★	★	★★



### Bumper safety system

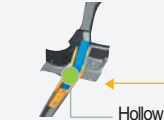
This two-star mechanism features a front bumper containing an energy-absorbing lower leg foam in front of the semi-rigid beam to cushion the lower limbs in an impact.

### Frontal impact safety chassis

Euro NCAP five-star rated system absorbs energy upon frontal impact, providing enhanced passenger safety (7-way structure). The dash upon frontal impact is designed to bend by less than 80 mm, garnering five stars from Euro NCAP.

#### Top 4way

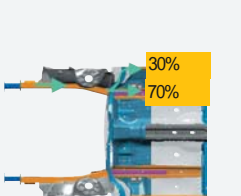
#### Bottom 3 way



#### Contortion-resistant dash



#### Impact energy absorbing structure (7-way)

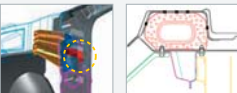


#### Linear design of side member

## Reinforced Body Structure

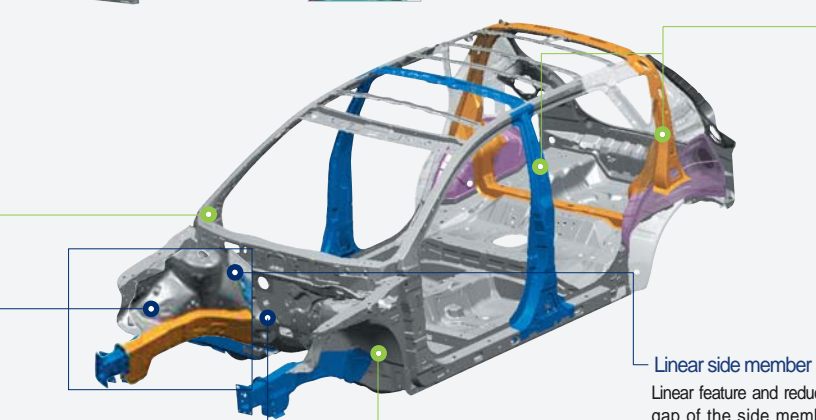
### Reinforced steering wheel

Outer and inner panel of the cowl crossbar reinforced for greater protection



### Reinforced side structure

A ring structure applied to the centre pillar, and a round structure added to the tailgate provide added protection.



### Improved pressure resistance

- Secure engine mounting structure
- Top TM mounting structure



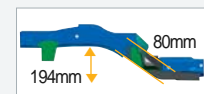
### Reinforced Dash

The structure of the dash member and front pillar is integrated for maximum protection, while the hollow tube reinforces the side member.



### Linear side member

Linear feature and reduced gap of the side member result in improved collision-detering and NVH performance



### Strengthened dash panel

Box style helps resist impact and limit damage foray into passenger space and provides for improved NVH





# SAFETY

The first C-segment vehicle to achieve a 5-star EuroNCAP rating in chassis safety, the new cee'd features a robust body shell specifically designed to minimize impact intrusion into the cabin area. A dash lower-section hollow tube, reinforced centre pillar, large door outer belt rail, reinforced side sill, and reinforced cowl cross mounting comprise the major structural mechanisms for safeguarding occupants in the event of a collision. A crash box has been installed in the side member that minimises damage to the engine compartment, while the front structure features a 7-way energy-disseminating mechanism so that the front dash protrudes less than 80mm during a collision.

Side impact safety chassis structure

Enhanced passenger protection is provided through energy absorbing structure in the event of a side impact.

High tensile steel applied to the main member

High rigidity steel

Regular steel

Reinforced door trim

Armrest cover protection

Energy-absorbing pad application

Centre pillar ring structure

Minimizes effect of a side impact on the chassis

Reinforced joint section

Less repair cost design in case of low speed collision

Designed to induce lower repair costs resulting from a low-speed collision, the detachable frontal side member (crash box) structure (through bolting assembly methods) tends to protect the engine room thus minimising insurance expenses.

Crash box

Front side member

No damage section

Deforming section

Bumper back beam

Crash box (145mm)

Collision induced deformation

Passive Safety for maximum protection

An extra space secured between the hood and internal structures lowers the chance of head injury for the pedestrian.

Round clipped hood hinge

Modification of the round clipped hood design absorbs shock from frontal impact to the hood

Round clipped area

Fender shock absorbing space

Securing of modified space to minimize head collision shock

Fender shock absorbing space

Space for cowl collision shock absorbing

Innerhood and modified space secured (minimum 80 mm)

Min 80mm

Increased use of high-rigidity steel plates

Enhanced bodily sturdiness through wider use of high-rigidity steel plates

Regular steel plates 33.0%

High-rigidity steel plates 37.4%

Ultra high-rigidity steel plates 10.2%

More than 60kg

45kg

35kg

Total high-rigidity steel plate composition : 67%

Regular steel plates

High-rigidity steel plates

Ultra high-rigidity steel plates



# SAFETY

The safety philosophy of the new cee'd centres around advanced active and passive safety mechanisms to reduce the chance of a collision while providing maximum protection to passengers in the event of an impact.

Advanced Six Airbag System

An advanced six-airbag system is standard on all cee'd models. The front system consists of a single-stage depowered driver airbag module, single stage depowered passenger airbag module, frontal impact sensor, airbag control unit, and seatbelt pretensioners and load limiters in the front seat. Upon frontal impact, the impact sensors transfer information to the ACU, which then determines if and how airbags and seatbelt pretensioners are to be activated. Similarly, an advanced curtain airbag module, side airbag module, side impact sensor and airbag control unit work together to protect passengers' chest and hip areas in the event of a collision.

Advanced active head rest

The cee'd is the first in its class to offer this orthopaedic feature that not only automatically cradles the head upon collision impact, but also continues to cushion the head in the aftermath of the blow. Effectively reduces neck injuries by horizontal direct actuating

50 mm

Collision sensor

Collision sensors attached to the frontal and side areas of the vehicle signal emergency situations to the ACU, instantly activating the airbags.

Frontal collision sensor

Side collision sensor

Before

Impact

After

Seatbelt pretensioner

Pretensioners installed in the front seats ensure the the occupants are "reeled in" and in the optimal distance from the airbag when the airbag deploys. Without pretensioners, occupants may be too close to the airbag which increases the risk of injury.

Seatbelt reminder system

Aimed at achieving 100% seatbelt utilization, the system triggers a warning bell when seatbelts have not been fastened. Satisfies Euro NCAP SBR protocol.

Warning light

SBR Mat

Passenger seat belt sensor

Driver / Passenger seat belt sensor

SBR Mat

Description	Operation
Green lamp	Fastened seatbelts
Red lamp	Unfastened seatbelts
Off lamp	Not occupied







# SAFETY

### Tyre Pressure Monitoring System (TPMS)

TPMS is an advanced safety warning system that detects when - and which - tyres are low on pressure, reducing the risk of tyre failure such as tread separation and blowouts, which could potentially lead to a loss of control of the vehicle.

Identifies the specific tyre with low pressure

Pressor sensor

Receiver

Initiator

### Rear Parking Assist System (4-Sensors)

Once the reverse gear is activated, the system sends out a sonar wave, sensing any obstacles behind the car. When an obstacle is detected, the speaker emits beeps with intensifying frequency as the obstacle gets closer. With sensors located on four areas of the bumper - including the corners - the system is activated in reverse gear, sending out a sonar wave that senses obstacles behind the car. Objects within 30 cm of the car elicit a continuous beep sound.

Buzzer

BWS Unit

Ultra Sonic Sensor

### Safety System

#### Front door courtesy reflector

This safety feature is particularly useful at night, activating a light when the front door is opened and alerting drivers behind the car to its parked status.

#### Rain-exPELLing hydrophobic glass

Hydrophobic glass features a special coating that forms a barrier between the glass and water, causing water droplets to become rounder and slide straight off the glass for improved visibility and comfort.

#### Speed-sensing auto door lock

Automatically initiates door lock function at 40 kph to prevent carjacking and ensure the safety of all passengers while the car is in motion.

#### Daytime running light

For enhanced visibility during overly bright daytime driving conditions.

#### ISOFIX

The latest and safest system for fitting a child car seat without the use of a seat belt. Instead, the cee'd is constructed with Isofix points to safely secure the car seat.

#### Child safety lock

Prevents rear doors from opening even when locks are disengaged, requiring that the doors be opened from the outside.



# ANTI-THEFT PROTECTION

## TOP-Class level Anti-theft protection system

The new cee'd comes equipped with the best anti-theft protection in the industry, enjoying top ratings from the U.K.'s Motor Insurance Repair Research Centre (Thatcham) in both the "theft of" and "theft from" categories. The recipient of four stars in the "theft of" category, the cee'd comes equipped with advanced mechanisms like the immobiliser. This transponder-based system features two separate power sources needed to activate the engine - requiring simultaneous identification of uniquely paired signals emitted from each respected source. High "theft from" ratings can be attributed to technological features like the door lock system, as well as structural advancements such as the privacy glass. A built-in Thatcham security system offers 4-star protection against vehicle theft and 3-star assurance against car break-ins.

### What is Thatcham

The Motor Insurance Repair Research Centre, or Thatcham, was established in 1969 by British Insurers to conduct independent research aimed at containing or reducing the cost of motor insurance claims while still maintaining safety and quality standards. Thatcham is a not-for-profit organisation dedicated to "driving the future of automotive research."

Thatcham Test Comparison

Anti-theft	cee'd	GOLF-V	P307	ASTRA	FOCUS	MEGANE	C4
Theft of	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
Theft from	★★★	★★★	★★	★★★	★★★	★★★	★★

### All-door locking/unlocking function

Central door locks are located on the centre fascia for convenient access. The impact-sensing door lock disengages all locks during a collision to facilitate speedy vehicle abandonment.

### Immobiliser system

In a vast improvement over previous versions, the cee'd immobiliser features a separate unit connected to the immobiliser that requires the simultaneous receipt of two separate, uniquely paired signals to activate the engine - and shuts down the system completely in the event of signal incompatibility.

A code between the immobiliser and security ECU, in addition to the key identification signal, must be received at the same time to activate the engine.

### All-door over-ride

Driver side  
Single motion simultaneously unlocks and opens door.

Passenger and rear doors  
Two separate motions needed to unlock and then open the door.

This feature protects passengers against carjacking when stopped in traffic. Doors lock automatically when in cruise and can be disengaged only from the inside, either through the automatic central door lock or manual door handles.

### Privacy Glass

Available as an option, this feature enhances privacy in the back seats with double layer side and trunk glass windows, making the glass appear darker. A solar control layer also reduces the entry of outside heat and ultraviolet rays into the cabin area.

### Security lamp

A security lamp lights up when the driver releases the key to stop the engine and door locking, discouraging burglary attempts.

### Burglar alarm

Attempts to penetrate the car's exterior will activate the car alarm and thwart burglaries.





CONVENIENCE

# CLIMATE CONTROL

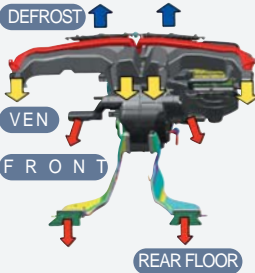
## Comfortable temperatures all year long

The new cee'd features an advanced heating, ventilation and air conditioning (HVAC) system for comfortable climate control through regulated temperature and air flow with minimal sound intrusion. For maximum comfort during heating mode, the HVAC system emits 30% of the air upward, 20% horizontally, and 50% to the bottom of the seating area. In the air conditioning function, the HVAC system emits 25% of the air upward, 50% horizontally, and 25% to the bottom of the seating area. The addition of two additional mechanisms to the actuator of the HVAC structure allows for improved temperature and sound control capability.



### Different actuator levels for each mode

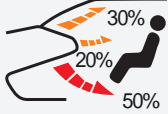
Actuator levels can be adjusted by the driver for optimal distribution of controlled air through ventilation outlets depending on the mode.



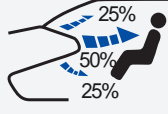
### 3 Button and 3 Actuator System

Vent, Floor and Defrost options for air ventilation can be independently operated with three buttons and three actuators.

#### Heater



#### Air Conditioner

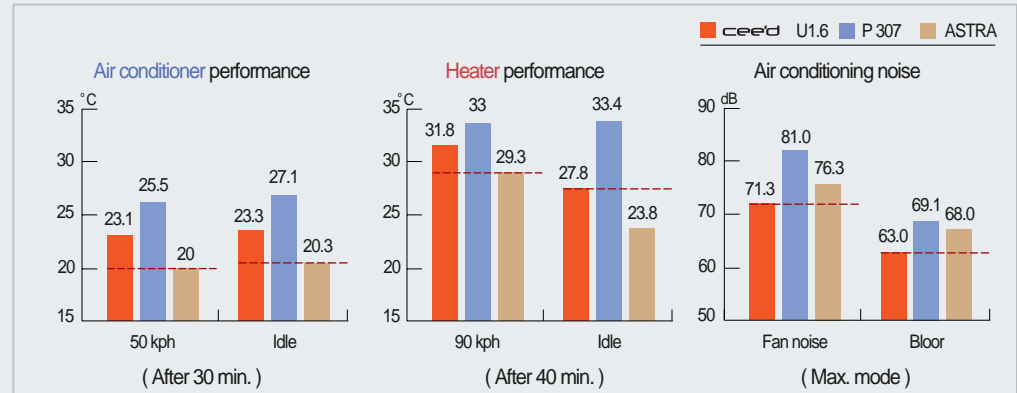


### Full Auto Temperature Control

Enjoy set-and-forget temperature control and digital temperature display.

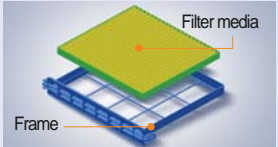
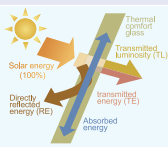
### Manual Air Conditioner

Manual Controls are large and vacuum-assisted for ease-of-use.



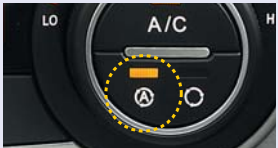
### Solar glass : SAINT-GOBAIN

Keeps cabin temperatures cooler and improves air conditioning efficiency by blocking heat from the sun.



### Air purification filter

The air filter not only screens out microscopic air pollutants, but also hazardous fumes such as toluenes thus ensuring a healthy cabin environment. To reduce maintenance cost and industrial waste, the only disposable filter part excluding the plastic housing is the filter media.



### Air quality system (AQS)

The AQS monitors ambient air quality at all times, keeping air inside the cabin as fresh as possible.



### Glove box cooler

This convenient storage compartment - also large enough to fit a 500 ml bottle - doubles as a cooler. The cooling mechanism works by funnelling air through a duct from the air conditioner.

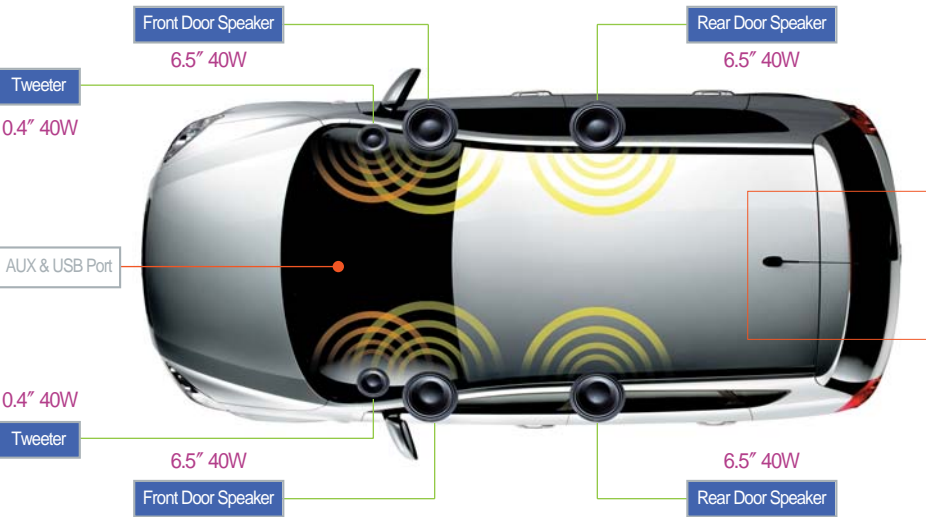


CONVENIENCE

# AUDIO SYSTEM

## In tune with you

For the first time in a Kia vehicle in Europe, a top-quality audio entertainment system has been purpose-built for the cee'd and specifically tailored to fit the centre console design. The upgraded system features RDS and delivers genuine high-performance sound with audio controls on the steering wheel. This advanced system is accompanied by high-quality sound support in the form of 6.5-inch, 40W speakers, tweeter, and roof antenna for improved sound reception. Drivers can choose from the standard RDS+CD player+MP3 Audio with speed-rated volume control or the optional arrow-type TbT navigation and in-dash 6-CD changer.



### Speaker System

● **BLAUPUNKT** (BOSCH)

#### Roof Antenna

40mm long Integrated antenna filters FM, AM, and GPS signals, relaying tuner signals to the audio system.



### AUX/USB Port

This innovative feature will play music directly from a USB inserted into the AUX port. A play function codec has been installed to support MP3, OGG, WMA, ASF disc capabilities and other auxiliary-type disc functions.

### Apple iPod cable

In addition, a connecting cable is provided to play music off an iPod files that is also accessible through the wheel remote controls.



## Audio & Navigation Choices



### RDS + CDP + MP3

- Tuner (FM/HW/LW), Auto store/Scan.
- Traffic announcement.
- Enhanced Other Network(EON)
- CD Audio, Play MP3 & WMA File.
- Speed Dependent Volume Control.

### RDS capability

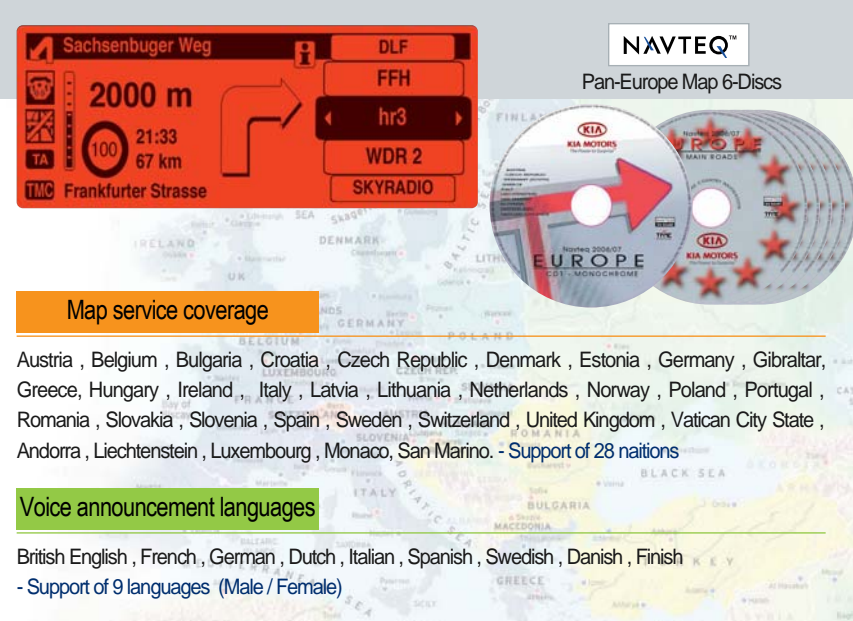
The new cee'd comes with RDS (Radio Data System) audio, providing alternate frequencies, clock time, program identification, regional links, radio text, travel announcements and traffic programmes on a new integrated display panel.

### RDS + 6CDC+ MP3

### TbT Navigation System

Turn-by-turn road mapping is available with this built-in convenience mechanism that also features various warning signals, symbols and announcements.

- Full access to navigation data
- Point of interest
- RDS + CDP + MP3 included
- Kia dealer and service network info.



### Map service coverage

Austria , Belgium , Bulgaria , Croatia , Czech Republic , Denmark , Estonia , Germany , Gibraltar , Greece , Hungary , Ireland , Italy , Latvia , Lithuania , Netherlands , Norway , Poland , Portugal , Romania , Slovakia , Slovenia , Spain , Sweden , Switzerland , United Kingdom , Vatican City State , Andorra , Liechtenstein , Luxembourg , Monaco , San Marino . - **Support of 28 nations**

### Voice announcement languages

British English , French , German , Dutch , Italian , Spanish , Swedish , Danish , Finnish  
- **Support of 9 languages (Male / Female)**

CONFIDENTIAL

Product Concept

Design & Styling

Performance

Convenience

Specifications & Summary





# DETAILS

## Innovative and practical

All things considered, the cee'd is unconventionally convenient. Packed with value and brimming with high-tech comfort, the convenience features of the new cee'd are a mixture of technological sophistication and practical innovation. Because of the nature of the C-segment, space efficiency is a foremost concern, requiring creative application of the most desired functions. This philosophy of high-utility amenities manifests itself in virtually every corner of this remarkable C-segment vehicle's interior.

### Three types of key

**Regular key**  
Inside blade type, difficult to copy with shortened length.

**2-button remote key**  
Improved design and appeal.

**3-button folding key**  
Featuring lock, unlock, and tailgate opening functions. The key blade folds into the key unit for enhanced convenience and appeal.

**Illuminated keyhole**  
The keyhole remains lit for 30 seconds for enhanced visibility and convenient access after the door is closed.

### Storage

**Glove box**  
The glove box contains grooves for holding cards and pens.

Card holder

Pen Holder

**Center tray**

**Floor Tray**

Large Tray

Tray + Asy tray

Rubber PAD

Power Outlet (12V/120W) + USB&AUX

**Front cup holder**  
Securely holds up to two regularly-sized drinks.

**One-touch Rear cup holder**  
Constructed for high durability and enhanced convenience, the cup holder will accommodate up to two cups or water bottles of most sizes.

**Floor Console**  
The first level accommodates up to 8 regularly-sized CD cases, while the second level can hold miscellaneous items such as pens and notepads. The armrest cover also serves as a tissue holder.

CONVENIENCE

# DETAILS

Set in the most ergonomically stylish environment possible, the cluster, centre fascia, and dash in the sporty interior of the new cee'd feature innovative and modern storage, lighting, and information capabilities for maximum driver and passenger convenience and safety, as well as optimal cabin temperatures and sound quality for a truly enjoyable driving experience.

**Sunglass Case**  
Choose from a luxurious trim design or a handy sunglass case.

**Wiper De-Icer**  
Eliminates build-up of snow and ice on windshield wiper blades. Wiper assembly consists of a wire electrically secured to the rod, powered by an air cylinder.

**Washer Fluid Indicator**  
Alerts the driver when washer fluid is low.

**Sun Visor and Vanity Mirror**  
Sliding mirror cover and ticket holder, featuring an illumination lamp that is activated by opening the mirror cover.

**Auto-Light Sensor**  
Automatically activates head lamps in dusk or low-light conditions.

**Tailgate Emergency Escape**  
In the unexpected circumstance where the customer is locked inside the trunk, he will be able to open the trunk lid from inside.

**Safety Power Sunroof**  
The electrically operated sunroof features express open, tilting and sliding functions.

**Auto Cruise Control**  
Automatically maintains set speed, particularly during long-distance driving.

**Roof Carrier Mounting Cover**  
Covers over roof mouldings slide off to reveal brackets for mounting a roof carrier. Reapply the sliding covers when a carrier is not in use for a cleaner, rooftop finish.

**ECM Inside Mirror**  
The Electro - chromic mirror takes the glare out of night driving, while the compass keeps you firmly on course.

**Escort Lights**  
Head lamps remain on for 30 seconds for safer night-time parking.

**Mud guard**  
Situated behind the tyres, this handy feature guards the car body from road debris, mud and dirt resulting from tyre movement.

**Rain Sensor**  
Sensors determine rainfall velocity and automatically adjust the speed of the wipers for safer driving, particularly during heavy rains and sudden storms.

**Temporary Spare Tyre**  
For convenient use in the event for a sudden tyre blow-out (Max. 80 KPH)

**Car Mat**  
Carpet-like quality mat for a more luxurious interior.

40 The Power to Surprise™

2007 cee'd Product Guide 41

Product Concept

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Convenience

Specifications & Summary



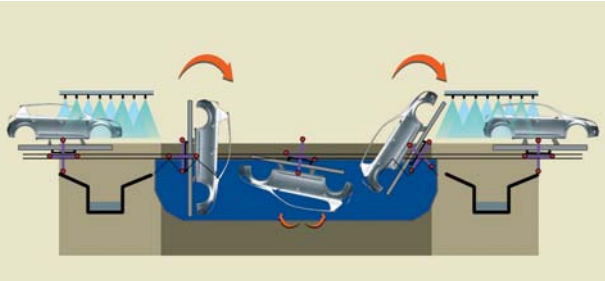
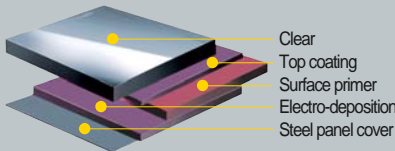


COLOUR

# EXTERIOR COLOUR

## Superior painting techniques at Europe plant

- Rotation Dipping facilities (The entire car body rotates 9 times)
  - Greater paint infiltration throughout the car body, as well as enhanced corrosion prevention quality
  - Only new plants for competitive models, including BMW's Munich plant, adopt this technology.
- Environment friendly water based water born paint for environment.
  - Greater surface quality, external glossing levels and color clarity compared to traditional organic solvent-based paint.
- Superior body composition of 87% anti-corrosion steel plates.



## EXTERIOR COLOR 10 metallics and 2 solid tones for a total of 12 colours

Casa White (WD) Solid		Machine Silver (9S) Metallic		Pewter Beige (8Q) Metallic		Piston Gray (5K) Metallic	
	Paint Manufacturer Codes		Paint Manufacturer Codes		Paint Manufacturer Codes		Paint Manufacturer Codes
	Dupont X4699		Dupont X4704		Dupont X4365		Dupont X4706
	Spies Hecker 773337		Spies Hecker 773336		Spies Hecker 777077		Spies Hecker 777080
Akzo Nobel KIA1014		Akzo Nobel KIA9749		Akzo Nobel KIA9825		Akzo Nobel KIA9750	
Dakar Yellow (A6) Metallic		So Red (HR) Solid		Mars Red (O4) Metallic		Hike Green (E2) Metallic	
	Paint Manufacturer Codes		Paint Manufacturer Codes		Paint Manufacturer Codes		Paint Manufacturer Codes
	Dupont TBD		Dupont X4707		Dupont X4705		Dupont X4702
	Spies Hecker TBD		Spies Hecker 774271		Spies Hecker 779360		Spies Hecker 774272
Akzo Nobel TBD		Akzo Nobel KIA3010		Akzo Nobel KIA9325		Akzo Nobel KIA9628	
Kompass Blue (3A) Metallic		Oil Blue (B6) Metallic		Abyss Blue (A8) Metallic		Black Pearl (1K) Metallic	
	Paint Manufacturer Codes		Paint Manufacturer Codes		Paint Manufacturer Codes		Paint Manufacturer Codes
	Dupont X4703		Dupont X4704		Dupont TBD		Dupont X4698
	Spies Hecker 774273		Spies Hecker 773336		Spies Hecker TBD		Spies Hecker 777078
Akzo Nobel KIA9548		Akzo Nobel KIA9743		Akzo Nobel TBD		Akzo Nobel KIA9038	



COLOUR

# INTERIOR COLOUR

Sustaining the model's theme of maximum choice, the cee'd is available in three trim/equipment levels, four concepts - six colour types, five centre stack styles and seven different fabrics. All reinforce the simple surfaces and character lines that define the exterior of the new cee'd, underscored by small details like elegant textures, urban mood lighting, and high-quality materials that add to the car's sense of customised luxury and five-door comfort.

Description		Basic - Grey (Standard)	Classic - Black (PA3)	Classic - Grey (PA4)	Rainbow - Blush (PA1)	Rainbow - Blue (PA2)	Sports Pack (SPP)
KEY-COLOR (2-Types)							
		Black + Grey (ED)			Black 1-tone (EQ)		
Head liner & Pillar cover (3-Types)		Grey	Grey	Grey	Blush	Blue	Grey
Centre fascia TGS - Cover (5-Types)	LX						
	EX						
	TX						
Seat (7-Types)	Full Fabric						
	Fabric + Leather (Side part)						
	Full Leather						





WIDE SELECTION

# PACKAGE

The interior packages of the new cee'd are designed to elicit a “love at second sight” response, designed and developed to the highest standards in terms of style, execution, quality and fit.

## cee'd “Leather Package”

Exhibiting elegance and sophistication, the leather package provides a premium, in-cabin experience for all on board. Combining a subdued leather interior with high-energy trimmings, the leather package is designed to complement the driver's ultra-professional, high-class image. The luxurious interior features a sophisticated combination of a leather steering wheel, metal audio remote panel, chrome inside door handles, leather parking brake with a chrome button, leather TGS knob, acrylic cap and chrome ring, and leather covered floor console.

Leather Wrapped

Steering Wheel

TGS-Knob / Parking Brake Lever

Floor console

Leather Wrapped

Metal Finish

Inside Door Handle (Except LX)

Steering Wheel Remote Girth

Parking Brake Lever Button

## cee'd “Sports Package”

The sports package espouses high-tech and modern excitement, beginning with the exterior's sharp-looking radiator grille and black bezzel headlamps, complemented by 225/45R-17" Michelin tyres. The interior is a continuation of this youthful energy, complete with alloy pedals and luxurious trimmings for a touch of elegant ambience. Exuding a special minimalist quality, leather wrapped with harmonious grey stitching complement the fashionable interior underscored by refined lines and shapes. The resulting cozy interior is further enhanced with ergonomic seating capabilities, ensuring maximum driving and a high-energy driver and passenger experience during long-distance travel.

INTERIOR

Steering Wheel

Seat

Console

Alloy Pedal

Grey Stitch Line

Exterior

Black Bezzel Headlamps

Radiator Grille

5-Spokes 17" alloy wheels



# TRIM LIST

(Source: Ordering Spec. V15)

ITEM		LX (GL)	EX (GLS)	TX (TOP)
ENGINE	STANDARD	Gasoline1.4 + 5MT	Gasoline1.4 + 5MT	Gasoline 1.6 + 5MT
	OPTION	Gasoline1.6, Diesel 1.6 High/Low (+195/65R Tire)	Gasoline1.6, Gasoline 2.0, Diesel1.6 High/Low, Diesel 2.0	Gasoline 2.0, Diesel1.6 High/Low, Diesel 2.0
OPTION	SEPERATE	STANDARD EQUIPPED	LX + <ul style="list-style-type: none"><li>195/65R-15" Tire • USB+AUX • Fog-Lamp</li><li>Keyless Entry + Burglar Alarm + Security Lamp</li><li>Survivor vanity Lamp (except G1.4) • Tweeter Speaker</li><li>2-Strorage Center Console Arm-rest • Rear Cup-Holder</li><li>Electric Control+Heated+Body Color+Driver's wide view Outside Mirror</li><li>Driver's Height Adjuster • Front Seat Active headrest</li><li>Front Seat Lumbar support lever • Seatback Pocket</li><li>Luggage Net Hook • Key-set Illumi • Dual Horn • Rheostat</li><li>Map-Lamp + Sunglass Case • Body Color O/Side Door Handle</li><li>Manual A/Con. + Glovebox cooling</li><li>Front safety window (Auto up &amp; down with sensor)</li><li>Washer Fluid Low level Warning</li></ul>	EX + <ul style="list-style-type: none"><li>205/55R-16" Alloy Wheel • Full Auto Air-con.+AQS • ESP</li><li>Fabric+Leather Seat • Rear seat center armrest</li><li>Rear safety power window (Auto up &amp; down with sensor)</li><li>Luggage net • Door Strip • Escort</li><li>Auto folding + Blue glass+Driver's Wide View o/mirror</li><li>Aluminum Paint (Centerfascia, TGS-Cover, Door strip)</li><li>Leather Pack (S/Wheel, TGS, P/Lever, Console Leather Wrapped + S/Wheel, TGS, P/Lever Button, Door Inside Handle Metal-Finish)</li></ul>
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OPTION	COMMON	—		
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OPTION				





# TECHNICAL SPECIFICATIONS

TYPE		Gasoline			Diesel			
		1.4 DOCH CVVT	1.6 DOCH CVVT	2.0 DOCH CVVT	1.6 CRDi VGT - Low	1.6 CRDi VGT - High	2.0 CRDi VGT	
DIEMESION								
Exterior (mm)	Overall length X width X height		4,235 × 1,790 × 1,480					
	Wheel base		2,650					
	Wheel tread	Front	1,546 (185 / 65R-15", 195 / 65R-15"), 1,538 (205 / 55R-16"), 1,528 (255 / 45R-17")					
		Rear	1,544 (185 / 65R-15", 195 / 65R-15"), 1,536 (205 / 55R-16"), 1,527 (255 / 45R-17")					
	Over hang (Front / Rear)		865 / 720					
Minimum ground clearance (mm)		150						
Approch angle / Departure angle		16.0° (Include bumper rib : 12.7°) / 26.5°						
Interior (mm)	Interior length X width X height		1,880 × 1,490 × 1,235					
	Lag room	(Front / Rear)	1,105 / 900					
	Head room	(Front / Rear)	1,020 / 980					
	Shoulder room (Front / Rear)		1,410 / 1,385					
	Hip room (Front / Rear)		1,350 / 1,365					
Luggage Capacity (VDA, l )	Minimum (Cargo area)		340					
	Maximum (Rear seat folding)		1,300					
ENGINE								
General	Displacement (cc)		1,396	1,591	1,975	1,582	1,582	1,991
	Bore x stroke (mm)		77.0 X 74.99	77 X 85.44	82 X 93.5	77.2 x 84.5	77.2 x 84.5	83 x 92
	Compression ratio		10.5	10.5	10.1	17.3	17.3	17.3
	Max. power	(ps / rpm)	109 / 6,200	122 / 6,200	143 / 6,000	90 / 4,000	115 / 4,000	(140 / 4,000)
		(kw / rpm)	80.2 / 6,200	89.7 / 6,200	105.2 / 6,000	66 / 4,000	84.6 / 4,000	(103.0 / 4,000)
	Max. torque	(kg-m / rpm)	14.0 / 5,000	15.7 / 4,200	19.0 / 4,600	24.0 / 1,750~2,500	26.0 / 1,900~2,750	(31.0 / 1,800~2,500)
		(Nm / rpm)	137.3 / 5,000	154 / 4,200	186.3 / 4,600	235 / 1,750~2,500	255 / 1,900~2,750	(304 / 1,800~2,500)
Engine Material	Block		Aluminum	←	Steel	Steel	←	Steel
	Head		Aluminum	←	Aluminum	Aluminum	←	Aluminum
	Oil-pan		Steel	←	Steel	Aluminum	←	Aluminum
Injection system		Distributorless System	←	←	Compression Ignition	←	←	
Valve system		DOHC CVVT (16V MLA *) * Mechanical Lash Adjust	←	←	DOHC (16V HLA *) * Hydraulic Lash Adjustor	←	SOHC (16V HLA*) *Hydraulic Lash Adjustor	
Fuel system		MPI	←	←	COMMON RAIL (Bosch 2nd Generation, 1600 Bar)	←	←	
Fuel requirement		RON 95	←	←	EN 590	←	←	
Cooling system		Liquid	←	←	Liquid	←	←	
Emission control system		EURO-4 (EC 2005) WCC * * Warm-up Catalytic Converter	←	←	EURO-4 (EC 2005) EGR + WCC	EURO-4 (EC 2005) EGR + WCC DPF *(Option) * Diesel Particulate Filter	←	
Lubrication system		By pump	←	←	Pressured Oil Bath System	←	←	
Electric system	Battery (AH)	45AH	45AH	60AH	68AH	68AH	80AH	
	Alternator	13.5V / 90A	13.5V / 90A	13.5V / 90A	12V / 90A	12V / 90A	13.5V / 120A	
	Starter	12V / 1.2Kw	12V / 1.2Kw	12V / 1.2Kw	12V / 1.7KW	12V / 1.7KW	12V / 2.0KW	

TYPE		Gasoline				Diesel				
		1.4 DOCH CVVT	1.6 DOCH CVVT	2.0 DOCH CVVT	1.6 CRDI VGT -Low	1.6 CRDI VGT -High	2.0 CRDI VGT			
ENGINE										
Lubricant oil capacity ( l )		3.3	3.3	4.0	5.3 (with Oil Filter)	5.3 (with Oil Filter)	5.4 (with Oil Filter)			
Fuel-Tank	Capacity ( l ) / Material	53 / STEEL								
DRIVE TRAIN										
Transmission	Type		5-Speed Manual T/M	5-Speed Manual T/M	4-Speed Automatic T/M	5-Speed Manual T/M	4-Speed Automatic T/M	5-Speed Manual T/M	5-Speed Manual T/M	6-Speed Manual T/M
	Gear ratio	1st	3.786	3.615	2.919	3.308	2.919	3.636	3.636	3.615
		2nd	2.053	1.950	1.551	1.962	1.551	1.962	1.962	1.794
		3rd	1.370	1.370	1.000	1.257	1.000	1.189	1.189	1.542
		4th	1.031	1.031	0.713	0.976	0.713	0.844	0.844	1.176
		5th / 6th	0.837	0.837	-	0.778	-	0.660	0.660	0.921 / 0.732
	Reverse	3.583	3.583	2.480	3.583	2.480	3.583	3.583	3.416	
	Final gear ratio		4.412	4.294	4.619	4.188	4.121	3.941	3.941	4.063 / 2.955 (1st-2nd) / (R,3rd-6th)
Lubricant oil capacity ( l )		1.90	2.00	6.8	2.00	6.6	2.00	2.00	1.90	
Clutch	Type	SMF * Single Mass Flywheel	SMF * Single Mass Flywheel	Torque Converter	SMF * Single Mass Flywheel	Torque Converter	SMF * Single Mass Flywheel	SMF * Single Mass Flywheel	DMF * Dual Mass Flywheel	
	Disc size (Diameter x Thickness(mm))	215 X 145	215 X 145	-	225 X 150	-	240 X 155	240 X 155	240 X 155	
STEERING WHEEL										
Type / Power source		Rack & Pinion / Motor driven power steering								
Overall steering gear ratio		13.2								
Steering wheel turn (lock to lock)		2.69 (185 / 65R-15", 195 / 65R-15", 205 / 55R-16") / 2.58 (225 / 45R-17")								
Minimum turning circle radius (m)		5.17 (185 / 65R-15",195 / 65R-15",205 / 55R-16") / 5.4 (225 / 45R-17")								
BRAKE										
Front brake	Type / Diameter X Thickness (mm)	Ventilated Disc / 280 X 26								
Rear brake	Type / Diameter X Thickness (mm)	Solid Disc / 262 X 10								
Booster	Type / size	Single / 10"								
	Diameter (mm)	273								
	Thickness (mm)	90								
	Booster ratio	9.0								
Master cylinder	Type	Tandem								
	Diameter (mm)	22.22								
Parking brake type		HAND (Lever) * Mechanical Cable Type, Ø168 Drum in hat (DIH)								
SUSPENSION / WHEEL & TIRE										
Suspension	Front	McPherson Strut								
	Rear	Multi Link (In wheel type)								
	Shock Absorber	Gas (Sachs)								
Wheel	Steel	5.5J X 15", 6.0J X 16"								



# TECHNICAL SPECIFICATIONS

TYPE			Gasoline				Diesel			
			1.4 DOCH CVVT	1.6 DOCH CVVT	2.0 DOCH CVVT		1.6 CRDi VGT -Low	1.6 CRDi VGT -High	2.0 CRDi VGT	
SUSPENSION / WHEEL & TIRE										
	Alloy	6.0J x 16"-A/B/C	6.0J x 16"-A/B/C, 7.0J x 17"-A/B				6.0J x 16"-A/B/C, 7.0J x 17"-A/B			
Tire		185/65R15" 195/65R15" 205/55R16"	185/65R15" , 195/65R15" 205/55R16" , 225/45R17"				195/65R15" , 205/55R16" , 225/45R17"			
Spare Tire		Temperary Type (Max. speed 80KPH)								
WEIGHT										
WVTA - M1										
Curb weight (kg) - Including a driver's weight 75kg			5MT	5MT	4AT	5MT	4AT	5MT	5MT	6MT
		Max.	1,355	1,355	1,373	1,413	1,421	1,468		(1,533)
		Min.	1,263	1,263	1,291	1,341	1,349	1,367		(1,458)
Gross weight (kg)			1,710	1,710	1,730	1,770	1,780	1,820	(1,880)	
Trailer towing capacity (kg)		Without Brake	550	550	550	550	550	550	(550)	
		With Brake	1,200	1,200	1,200	1,500	1,400	1,400	(1,500)	
		Toung Load	55	55	55	75	75	75	(75)	
Roof load capacity (kg)			80	80	80	80	80	80	(80)	
WVTA - N1 (Without D2.0 & Turkey)										
Curb weight (kg) - Including a driver's weight 75kg			5MT	5MT	4AT	5MT	4AT	5MT	5MT	6MT
		Max.	1,327	1,327	1,345	1,385	1,393	1,440		-
		Min.	1,277	1,277	1,305	1,355	1,363	1,381		-
Gross weight (kg)			1,880	1,880	1,900	1,940	1,950	1,990	-	
Trailer towing capacity (kg)		Without Brake	550	550	550	550	550	550	-	
		With Brake	1,000	1,000	1,000	1,200	1,200	1,200	-	
		Toung Load	40	40	40	48	48	48	-	
Roof load capacity (kg)			80	80	80	80	80	80	-	
* The weight may be different by each country										
DYNAMIC PERFORMANCE										
			5MT	5MT	4AT	5MT	4AT	5MT	5MT	6MT
Max speed (kph)			187	192	187	205	195	172	188	(205)
Acceleration performance (sec)	0 → 100kph		11.6	10.9	11.4	10.4	10.4	13.8	11.5	(10.3)
	0 → 130kph		19.6	18.1	17.1	16.8	17.1	24.6	19.0	(17.3)
	80 → 120kph		17.1	16.4	8.8	14.8	7.2	13.6	12.1	(9.8)
	120 → 140kph		11.1	9.3	6.6	8.2	5.7	10.8	8.1	(7.8)
Brake performance (with ABS)	50 → 0kph (m)		10.9 (UNLADEN)							
	100 → 0kph (m)		39.5 (UNLADEN)							
FUEL CONSUMPTION & CO2										
			5MT (Low/High)	5MT (Low/High)	4AT	5MT	4AT	5MT	5MT	6MT
Emission	Type-1 (Nomal)	CO	0.416	0.433	0.454	0.284	0.318	0.156	0.156	-
		HC	0.049	0.038	0.043	0.024	0.038	-	-	-

TYPE			Gasoline					Diesel		
			1.4 DOCH CVVT	1.6 DOCH CVVT	2.0 DOCH CVVT	1.6 CRDi VGT - Low	1.6 CRDi VGT - High	2.0 CRDi VGT		
FUEL CONSUMPTION & CO2										
Emission	Type-1 (Nomal)	NOx	0.028	0.023	0.010	0.014	0.006	0.200	0.2	-
		HC+NOx	-	-	-	-	-	0.230	0.230	-
		PM	-	-	-	-	-	0.0118	0.0118	-
	Type-VI (Cold)	CO	3.02	3.89	3.79	2.79	2.32	-	-	-
		HC	0.76	0.72	1.13	0.70	1.09	-	-	-
Fuel Consumption ( l/100km)	15" & 16" Tire	Urban	7.6	8.0	8.9	9.2	10.1	5.7	5.7	-
		Extra-Urban	5.2	5.4	5.8	5.9	6.2	4.2	4.2	-
		Combined	6.1	6.4	6.9	7.1	7.6	4.7	4.7	-
	17" Tire	Urban	7.6	8.0	9.0	9.2	10.2	5.7	5.7	-
		Extra-Urban	5.2	5.4	5.8	5.9	6.3	4.2	4.2	-
		Combined	6.1	6.4	7.0	7.1	7.7	4.7	4.7	(5.4)
CO2 (g/km)	15" & 16" Tire	Urban	181	190	211	220	241	149	149	-
		Extra-Urban	124	130	138	141	148	111	111	-
		Combined	145	152	165	170	182	125	125	(145)
	17" Tire	Urban	181	190	213	220	242	150	150	-
		Extra-Urban	124	130	138	141	150	112	112	-
		Combined	145	152	166	170	184	126	126	(145)





FEATURE LIST for EUROPE

\* S : Standard (S) : Standard - Compulsory Optional Item O : Option

ITEM	CONTENTS		5-door			REMARKS
			LX	EX	TX	
ENGINE						
Gasoline	1.4 DOHC CVVT : Unleaded ; 109(105)ps / 14.0 kg.m		S	S	-	Low Power : Austria, Belgium, Norway, France, Sweden, U.K, Slovakia - 7 Countries
	1.6 DOHC CVVT : Unleaded ; 122(115)ps / 15.7 kg.m		O	O	S	Low Power : Austria, Belgium, Norway - 3 Countries
	2.0 DOHC CVVT : Unleaded ; 143ps / 19.0 kg.m		-	O	O	
Diesel	1.6-Low Power TCI VGT CRDI ; 90ps / 24.0 kg.m		O	O	O	
	1.6-High Power TCI VGT CRDI ; 115ps / 26.0 kg.m		O	O	O	
	2.0 TCI VGT CRDI ; 140(135)ps / 31.0 kg.m		-	O	O	Low power : Option
Fuel Tank	53L		S	S	S	
Fuel Cut System in a collision			S	S	S	
Emission control sys.	Gasoline	EURO-4 (EC 2005)	S	S	S	
	Diesel	EURO-4 (EC 2005)	S	S	S	
Engine Cover			(S)	S	S	G1.4/1.6 → Medium Size, G2.0/D1.6/D2.0 → Full Size
Hood Trim	Hood Insulator	Gasoline 1.4 / 1.6	-	-	-	
		Gasoline 2.0, Diesel 1.6 / 2.0	(S)	(S)	(S)	
Exhaust	Diesel Particle Filter	(Diesel 1.6H / 2.0 only)	O	O	O	It will be applied after May 2007, Only EU Countries
	Tail-Pipe	Hidden Type	S	S	S	
T/M						
Manual Transmission (5-speed, Diesel 2.0L 6-speed)			S	S	S	Diesel 2.0L 6-Speed, Others 5-Speed
Auto transmission (4-speed, Gate type, Shift-Lock)			O	O	O	Gasoline 1.6L/2.0L Only, Diesel 1.6H → After August 2007
T.G.S Knob	All - soft P.V.C		S	-	-	
	Soft P.V.C body + Acrylic cap with metal finish ring		-	S	-	
	Leather wrapped body + Acrylic cap with metal finish ring		O	O	(S)	Leather Package.
SUSPENSION						
Front Suspension	S / Absorber - GAS		S	S	S	
	McPherson Strut with coil spring		S	S	S	
Rear Suspension	S / Absorber - GAS		S	S	S	
	Multi Link		S	S	S	
BRAKE						
Front	Disc ( Ø280)		S	S	S	
Rear	Disc ( Ø175)		S	S	S	
A.B.S	(Anti-lock Brake System)		S	S	S	
E.B.D	(Electric Brakeforce Distribution)		S	S	S	Include A.B.S
B.A.S	(Brake Assistant System)		O	O	(S)	
E.S.P	(Electric Stability Program)		O	O	(S)	Include B.A.S, T.C.S
Single Booster (10 inches)			S	S	S	
Parking Brake	Hand Type		S	S	S	
STEERING						
Steering wheel	3-spoke, Poly Urethane		S	S	-	
Motor Driven Power Steering (include steering force control by speed)			S	S	S	
Steering Column	Tilt		S	S	S	
	Telescopic (Manual)		(S)	(S)	(S)	
Steering Remote	Audio Remote		(S)	S	S	
	Auto-Cruise Remote (Gasoline 2.0/Diesel 2.0 Only)		-	O	O	
Airbag	Depowered Airbag (Driver Side)		S	S	S	
	Depowered Airbag (Passenger Side)		S	S	S	
	Passenger Air-bag Cut-off Switch		S	S	S	
	Side Airbag (Thorax)		S	S	S	
	Curtain Airbag		S	S	S	
WHEEL & TIRE						
Tire & Wheel	185/65 R15H (Steel 5.5J)	Gasoline Only	S	-	-	
	195/65 R15H (Steel 5.5J)	Gasoline (1.4/1.6/2.0)	O	S	-	
		Diesel (1.6/2.0)	S	S	-	
	205/55 R16V (Steel 6.0J)		O	O	-	
	205/55 R16V (Alloy 6.0J, Non-flange A/B/C-Type)		O	O	(S)	
	225/45 R17W (Alloy 7.0J, Non-flange A/B-Type)		-	O	O	It is not available for Gasoline1.4L. B-type Sports Package.
Wheel Cover	Plastic Full Cover		(S)	S	-	
Tire Source	Michelin, Silica		S	S	S	
Spare Wheel & Tire	Temporary Wheel & Tire		(S)	S	S	



FEATURE LIST for EUROPE

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ITEM	CONTENTS		5-door			REMARKS
			LX	EX	TX	
INTEGRATED DRIVING INFORMATION SYSTEM						
Basic	Digital Clock, Calender, OutsideTemperature		S	S	S	
Trip Computer	Distance, Fuel Consumption, Speed, Time, Door open		S	S	S	
GLAZING						
Windshield Glass	Tinted Glass (Without Shade Band)		S	S	S	
	UV-Cut Glass (Solar)		-	O	O	
	Wiper De-icer		O	O	O	It is available with Seat Warmer
Door Glass	Tinted Glass		S	S	S	
Backlite Glass	Tinted Glass		S	S	S	
	Rr heated w/ timer		S	S	S	
Rr. QTR Glass	Tinted Glass		S	S	S	
Hydrophobic	(Door Glass Only)		-	O	O	
Privacy Glass	(Rear Door, Rear Quarter, Back-Lite)		-	O	O	
SEAT						
Covering	Full Cloth		S	S	-	
	Cloth+Leather	(Main: Cloth + Side: Leather)	-	O	(S)	
	Full-Leather	Classic/Sports interior color only	-	O	O	
Driver's Seat	Headrest	Up & Down	S	S	S	
		Active Head Restraint	O	S	S	It is available with lumbar support lever
	Sliding	-	S	S	S	
		-	S	S	S	
	Reclining	(Dial-type Knob)	S	S	S	
	Lumbar Support with Lever	-	O	S	S	It is available with active headrest
	Seatback Pocket	-	-	S	S	
Passenger's Seat	Pumping Device	(Height Adjuster)	O	S	S	It is available with lumbar support lever
		Seat Warmer	(Off-Low-Mid-High)	O	O	
	Headrest	Up & Down	S	S	S	
		Active Head Restraint	O	S	S	It is available with lumbar support lever
	Sliding	-	S	S	S	
		-	S	S	S	
	Reclining	-	O	S	S	It is available with active headrest
Lumbar Support with Lever	-	-	S	S		
Seatback Pocket	-	-	S	S		
Seat Warmer	(Off-Low-Mid-High)	O	O	O	It is available with wiper de-icer.	
Rear seat	3-people		S	S	S	
	6:4 Split Folding Down Cushion + Back		S	S	S	
	Headrest: Up & down (LH, CTR, RH)		S	S	S	
	Center Armrest	Without Box	-	O	(S)	
	Child Anchor (LH,RH)	Upper Holder	S	S	S	
		Lower Anchor	S	S	S	
SEAT BELT						
Front	Emergency Limited Retractor		S	S	S	
	Pre Tensioner		S	S	S	
	Load Limiter		S	S	S	
	Seatbelt Height Adjustment		S	S	S	
	SeatBelt Reminder		S	S	S	
Rear	Side : ELR		S	S	S	
	SeatBelt Reminder		S	S	S	It is not available for Gasoline 1.4
	CTR : ELR, Belt In Seat		S	S	S	
INTERIOR						
Centerfascia, TGS-Cover	Black Soft Paint		S	-	-	
	Metal Soft Paint		-	S	-	
	Aluminum Paint		-	-	(S)	
Audio-Knob, HVAC-Knob, Air vent-Tab	Silver Paint		S	S	S	
Center Console	STD type (Open Type)		S	-	-	
	DLX type (With 2-Storage Box Armrest)		O	S	S	
	Cup-holder	Front (Open-type, 2EA)	S	S	S	
		Rear (Folding-type, 2EA)	O	S	S	
	Power Outlet			S	S	S
Mirror-Inside Rr View	Day & Night		S	S	S	





FEATURE LIST for EUROPE

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ITEM	CONTENTS	5-door			REMARKS
		LX	EX	TX	
INTERIOR					
Sunvisor	Electro-Chromic Mirror	-	O	O	
	Trim: Vinyl	S	S	S	
	Ticket holder (Driver side)	S	S	S	
	Vanity Mirror With sliding cover: Non-Glass Type	S	S	S	
Roof Trim	Illumination	-	S	S	It is not available for Gasoline 1.4
	Headliner Covering: Cloth	S	S	S	
	Assist grip: Frt. (1 EA) + Rr (2EA)	S	S	S	
	Rr Coat Hooks (2 EA)	S	S	S	
Side Trim	Plastic Pillar Cover	S	S	S	
Power Sunroof	Safety Tilt & Sliding with Overhead Console	O	O	O	It is available with Sunglass-Case & Map-lamp at LX-Trim
Luggage Trim	Side	S	S	S	
	Rear	S	S	S	
	Floor covering	S	S	S	
		S	S	S	
		S	S	S	
	Luggage	-	S	S	
		-	O	(S)	
		O	O	O	
		(S)	S	S	
		S	S	S	
Door Scuff	Plastic	S	S	S	
Pedal & Footrest	Plastic & Steel	S	S	S	
Glove box	Without Lock	S	S	S	
	With Damper & Illumination	S	S	S	
	Cooling Storage	O	S	S	
Front Center Tray	Normal Tray	S	S	S	It is available with Air-Con. Package
	Ash Tray + Cigar Lighter With Illumination	O	O	O	
Floor covering	Niddle Punch Type	S	S	S	
Finishing door	PVC Formed	S	S	S	
	Map Pocket (All Door)	S	S	S	
	Inside Pull Handle	S	S	-	
	(Without Lock Knob)	-	O	(S)	
	Door Strip	-	-	(S)	
Car-Mat	Aluminum Paint	-	-	(S)	
Carpet Type		O	O	O	
EXTERIOR					
Radiator Grille	A-type (Large, 2-Chrome Bar)	S	S	S	It will be applied from March 2007 include Sports Package.
	C-type (Large, 4-Chrome Bar) - Sports Package	-	O	O	
Bumper	2.5 Mile Type	S	S	S	
	Body Color	S	S	S	
Hook	Towing, Lashing, Shipping Hook	S	S	S	
Mirror - Outside	Convex type, Lever Control	S	-	-	* Package with Front Safety Power Window
	Convex type, Electric Control, Heated, Driver's Wide view	O	S	-	
	Electric Folding & Control, Heated, Wide view, Blue Mirror	-	O	(S)	* Driver's Only wide view
	Outer Color	S	-	-	* Except Lever Control
	Body Color	O	S	S	
Mud Guard	Front & Rear (Equipped only regulation country)	#-	#-	#-	#: Sweden, Iceland, Hungary, Czech, Poland, Russia, Bulgaria, Estonia, Rumania, Lithuania, Latvia, Ukraine, Turkey (STD)
Door Frame Black-out (Except Black Body color)		S	S	S	
Windshield & Back-lite Moulding		S	S	S	
Tail Gate	Trim (Plastic Formed)	S	S	S	
	Central T/Gate Lock/Unlock	S	S	S	
Rear Garnish	Body Color	S	S	S	
AUDIO					
RDS Radio + CDP + MP3 (2-DIN)		(S)	S	S	
RDS Radio + Indash 6 CDC + MP3 (2-DIN)		O	O	O	
TbT Navigation (With RDS Radio + CD-PLAYER + MP3) + Pan-Europe Map-CD		-	O	O	* Map-CD Support 28 Countries only : Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherland, Norway, Pourtal, Spain, Sweden, Switzerland, U.K, Bulgaria, Czech, Hungary, Greece, Poland, Rumania, Gibrorta, Slovenia, Croatia, Lithuania, Latvia, Estonia, Slovakia
Audio Input Device	USB 2.0 + AUX	O	S	S	



FEATURE LIST for EUROPE

\* S : Standard (S) : Standard - Compulsory Optional Item O : Option

ITEM	CONTENTS		5-door			REMARKS
			LX	EX	TX	
AUDIO						
Speaker	USB 2.0 + AUX + I-Pod Cable		O	O	O	* I-Pod Function will be appiled after April,2007
	Front Door (2 EA)		(S)	S	S	
	Tweeter (2EA) - Frt.		O	S	S	It is available with Electric Control O/Side Mirror
	Rear Door (2 EA)		(S)	S	S	
Antenna	Roof Pole Type (400mm)		S	S	S	
ELECTRICAL						
Exterior Lamp	Head lamp	M.F.R. Long Life Bulb	S	S	S	
		Black Bezzle Type	-	O	O	It will be appiled from the first half of year in 2007.
		Daytime Running Light	#O	#O	#O	#: Finland, Sweden, Denmark, Iceland, Norway, Austria, Estonia, Lithuania, Latvia, Switzerland, Czech (STD)
		Leveling Device	S	S	S	
		Escort (Delay Switch Off)	-	O	(S)	
	Front Fog-Lamp	Projection Type	O	S	S	
	Rear Fog-Lamp	Conventional Type	S	S	S	
	Side Repeater		S	S	S	
		High Mount Stop Lamp (T/Gate OTR)	S	S	S	
		Rear Combination	M.F.R	S	S	S
Interior Lamp	Room Lamp	CTR	S	S	S	
	Map Lamp	Front with Sunglass Case	O	S	S	
	Luggage Lamp		S	S	S	
	Front Door Courtesy Reflector		S	S	S	
Ignition Key	Normal Key (Inside Blade)		S	-	-	
	Remote Key Entry (2-Button, Inside Blade)		O	S	S	
	Remote Folding Key (3-Button, Inside Blade)		O	O	O	It will be appiled after May 2007
Key Set	Illuminated Ignition		-	S	S	
Rheostat			-	S	S	
Auto Light Control System			-	O	O	It is excusive D.R.L
Immobilizer			S	S	S	
Auto Cruise Control (Gasoline 2.0/Diesel 2.0 Only)			-	O	O	The Diesel 1.6-H will be appiled after June 2007
Parking Assist Warning System		Rear (4-Sensors)	-	O	O	
Tire Pressure Monitoring System (High-line, Brake lamp failure)			O	O	O	It will be appiled after April 2007.
Battery	MF (45 AH): for 1.4/1.6 GSL Engine		S	S	S	
	MF (60 AH): for 2.0 GSL Engine		-	S	S	
	MF (68 AH): for 1.6 DSL Engine		S	S	S	
	MF (80 AH): for 2.0 DSL Engine		-	S	S	
	Battery Cover (Glass Wool)		S	S	S	
	Battery Saver		S	S	S	
			S	-	-	
Horn	Single		S	-	-	
	Dual		O	S	S	
Chime Bell	Seat Belt		S	S	S	
Door Locking System	O/Side handle	Black Color	S	-	-	
		Body Color	-	S	S	
		Child Safety Rr. Door Locking (Manual)	S	S	S	
		CTR Door Lock/ Unlock'g : Center-fascia Switch	S	S	S	
		Keyless entry + Burglar Alarm + Security Indicator	O	S	S	
		Speed Sensing Auto Door Locking	S	S	S	
		Impact Sensing at Door Unlocking	S	S	S	
		Inside Handle Over Ride (All Door)	S	S	S	Driver's door → One Motion / Other's door → Two Motion
		Dead Lock	#-	#-	#-	# : UK Only standard Equipped
			S	S	S	
Fuel Filler Door	Lever-type with cable control		S	S	S	
Power window	Front Power Only		S	-	-	
	Front Power + Safety (Auto up & down with sensor)		O	S	S	Package with Electric Outside Mirror & Tweeter Speaker
	Rear Power Window		O	-	-	It will be appiled January 2007
	Rear Power + Safety (Auto up & down with sensor)		-	O	S	
	Switch Illumination (All)		S	S	S	
	Time Lag Power Window (30 Sec.)		S	S	S	
			S	S	S	
Washer & wiper (Frt.)	2 Speed		S	S	S	





FEATURE LIST for EUROPE

\* S : Standard (S) : Standard - Compulsory Optional Item O : Option

ITEM	CONTENTS		5-door			REMARKS
			LX	EX	TX	
ELECTRICAL						
	Variable Intermittent		S	S	S	Package with ECM Room mirror
	Time Adjuster		S	S	S	
	Mist Function		S	S	S	
	Fluidic 2-Nozzles		S	S	S	
	Rain Sensor		-	O	O	
	Washer-Tank Low-level Warning Lamp		-	S	S	
Washer & wiper (Rr.)	Intermittent (Non Variable)		(S)	S	S	
HEATING & COOLING						
Heater	Frt. HVAC System: Rotary Type		S	S	S	Package with Full Auto A/Con.
	Air Filter		S	S	S	
	Air Quality Control System		-	O	(S)	
	Pre-Temperature Control		S	S	S	
Rear Heating Duct			S	S	S	
Car Cooler	Manual Air -conditioning		O	S	-	
	Full Auto Air-conditioning		-	O	(S)	
PACKAGE ITEM						
Leather Pack.	Metal Finish	Steering Wheel Remote	O	O	S	The LX-TRIM is not available.
		TGS-Knob (Chrome)	O	O	S	
		Parking Lever Button (Chrome)	O	O	S	
		Door Inside Handle (Chrome)	-	O	S	
	Leather Wrapped	Steering Wheel	O	O	S	
		TGS-Knob	O	O	S	
		Parking Lever	O	O	S	
		Floor Console	O	O	S	
Interior Color	Standard - Basic Gray		S	S	-	Black + Gray 2-Tone
	Package 1 - Rainbow Blush		O	O	-	Black 1-Tone
	Package 2 - Rainbow Blue		O	O	-	Black 1-Tone
	Package 3 - Classic Black		-	O	(S)	Black + Gray 2-Tone
	Package 4 - Classic Gray (Full Leather Seat Only)		-	O	O	Black + Gray 2-Tone
			-	O	O	Black 1-Tone
Sport Package	Sport Concept Interior Color - Black		-	O	O	Black 1-Tone
	Leather Pack		-	O	(S)	
	Silver Color Stitch Line		-	O	O	Steering Wheel & Floor Console, Seat Cover (Except Full Fabric)
	Alloy Pedal		-	O	O	LHD/RHD All
	Black Bezzle Head-Lamp		-	O	O	It will be available from the first half of year in 2007
	225/45 R17W (Alloy 7.0J, Non-flange B-Type)		-	O	O	
	Radiator Grille C-type (Large, 4-Chrome Bar)		-	O	O	

- ※ Specifications are subject to change without any notice
- ※ Equipments are the same for both left hand drive(LHD) and right hand drive(RHD) vehicles.

※ (Notice !) LX, EX, TX -Trim Compulsory Items : Included in the basic vehicle F.O.B price.

- LX-Trim Compulsory 10-Items : Full Wheel Cover, CDP Audio, 4-Speakers, Temp. Spare Tire, Hood Insulator, Engine Cover, Pack Shelf, Audio Remote, Tilt+Telescopic, Rr. Wiper & Washer
- EX-Trim Compulsory 2-Items : Tilt+Telescopic , Diesel Engine Hood Insulator
- TX-Trim Compulsory 14-Items : 16" Alloy Wheel, Full Auto Air-con.+AQS, ESP, Cloth+Leather Seat, Rear Armrest, Luggage Net, Rear Safety Power Window, Escort, Door Strip, Auto Folding + Blue O/Mirror, AL. Paint, Leather Pack., Tilt+Telescopic , Diesel Engine Hood Insulator



ENVIRONMENT

ENVIRONMENT



Kia Motors practices environmental management globally by not only ensuring environmental friendly production but also by improving its products continuously. The latest step in those efforts has been the opening of the Eco-technology Research Institute in September 2005 where research in environmental technology results into application for new models. Kia Motors is among the first automotive manufacturers having established such an Institute. The Eco-technology Research Institute is designed to fulfill Kia Motors Environmental Philosophy of love for humanity with the automobile. It aims at being a top institute for developing environmental friendly products to meet regulatory requirements worldwide. Environmental considerations (among others) for the Kia cee'd have been:

- reduction of greenhouse gases (mainly CO<sub>2</sub>, NO<sub>x</sub>, SO<sub>x</sub>),
- less material depletion, and
- active contribution to fuel efficiency.

IMPROVEMENT ON ENVIRONMENT

Life Cycle Analysis

In order to improve the environmental performance of the kia cee'd, the Eco-technology Research Institute conducted a Life Cycle Analysis (LCA) from the very start of the design stage. The LCA covers all potential environmental impacts generated through a whole life cycle of a vehicle, ranging from raw material acquisition, manufacturing, transportation, use, up until disposal. The boundaries for the study were set for a life span of 12 years and mileage coverage of 150,000km, while following the LCA approach as described by the ISO 14040 series.

Compliance with EU Regulation

Kia's experts employed methods such as Design for Manufacturing, Design for Serviceability, Design for Dismantling, and Design for Recycling when developing the cee'd and its components to ensure the desired and required performance. Taking an proactive approach with the ISO 22628 method resulted in the Kia cee'd fulfilling the recycleability requirements valid as of 2008 for the type approval already now - 13 months ahead of time.

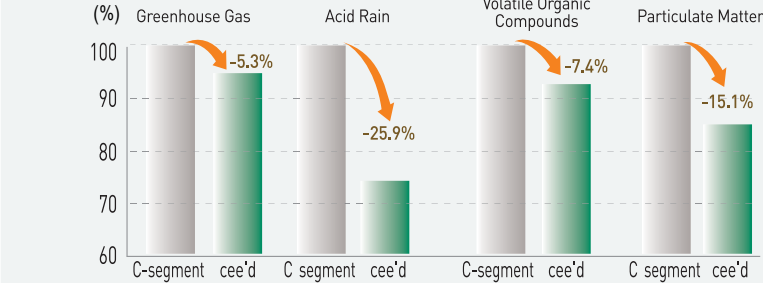
Life Cycle Phases of cee'd

- The Manufacturing phase is mainly dominated by the energy and material used for production process and raw material acquisition,
- The Use phase is mainly dominated by the burning of fuel,
- The Maintenance phase is mainly dominated by the use of spare and service parts, and
- The Disposal phase takes care of the dismantling, recycling, and recovery of parts and materials at the end of the vehicle life.

Life Cycle Results of cee'd

Using (=driving) a vehicle has the biggest impact on the environment. Kia engineers have selected a 2.0 liter diesel engine to conduct their LCA. For this vehicle the following results apply (use phase only).

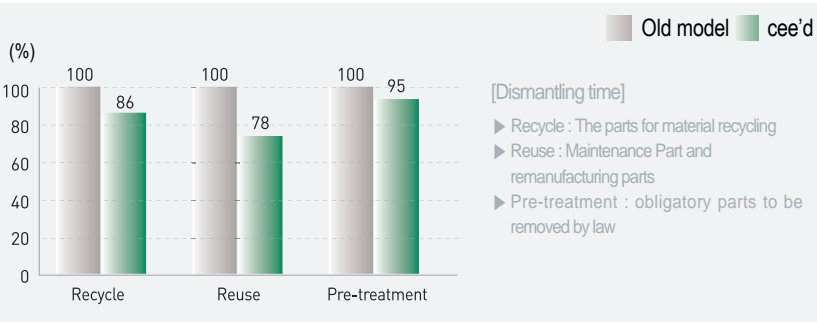
- emitting 5.3% less Carbon dioxide (CO<sub>2</sub>) and Methane (CH<sub>4</sub>) into the atmosphere and thereby reducing greenhouse gas emission that are responsible for global warming.
- reducing emissions on ammoniac and sulfides that contribute to the so-called acid rain by almost 26%.
- reducing not only the emission on volatile organic compounds and Carbon monoxide (CO) by 7.4% during its use phase but it also reducing the impact on the enrichment of the surrounding ecosystem with 35% less chemical compounds containing nitrogen. Being equipped with a Diesel Particle Filter the new cee'd emits 15.1% less Particulate Matter.



THE END OF THE VEHICLE'S LIFE

Recycling

Kia consequently applied State-of-the-Art Design for Recycling (DfR) guidelines that ensure environmental friendly recycling at the end of a vehicle's life. This ensured a reduction of dismantling time for the treatment operator to make recycling and re-use more efficient.



Compliance with EU Regulations

By applying a strictly environmental oriented selection process, Kia has selected partners across Europe that ensure environmental protection when handling harmful substances and waste streams. These waste streams are to a great extent later recycled or recovered to ensure the highest level of protection of natural resources. According to European and national regulations, Kia has to ensure environmental friendly treatment and cost-free disposal. Customers are asked to hand over their vehicles to the recommended take-back partner of Kia in each European Member State to ensure environmental friendly treatment.



## SALES POINT

### 1 DYNAMIC & MODERN EXTERIOR STYLE

- Balanced, harmonious design
- Well proportioned, compact size (O/Length 4.23m)
- Agile, robust, safety appearance
- Top level aerodynamics (Cd=0.33)
- 12 body colors and 5 alloy wheels



### 2 SPACIOUS & COMFORTABLE INTERIOR

- High quality crash-pad & center-fascia
- Semi-bucket type comfortable seats
- Best interior roominess (Width 1.49m, large leg & shoulder room)
- Generous luggage space ( 340L,VDA )
- Various color & fabric material



### 3 SPORTY DRIVING PERFORMANCE

- Various powertrains ( G1.4 / 1.6 / 2.0, D1.6L / 1.6H / 2.0)
- Powerful acceleration ( G1.6 10.8sec. / D1.6 11.5sec. )
- Surperb responsive handling ( Long w/base & tread, best suspension )
- Great braking control ( AMS 100 → 0kph: 39m )
- European-sounding engine & exhaust



### 4 RELIABLE SAFETY

- Top class crash test ratings ( Euro NCAP 5★Target )
- 6 airbags standard
- Advanced active headrest
- All seat belt reminder
- Top level reinforced body structure



### 5 HIGH-TECH & CONVENIENCE FEATURES

- Best audio & remote control standard
- Intergrated information system ( Trip computer )
- USB + AUX + iPod Support
- Redish orange illumination cluster
- Hydrophobic & Privacy glass.



“ All around practical talent ”

“ Is this the car to make Ford afraid? (not to mention VW, Vauxhall, Peugeot, Renault & Fiat) ”

“ Satisfy All Your Senses ! ”

### 6 HIGH VALUE FOR MONEY

- Top level fuel consumption ( Gasoline 1.6 L : 6.4 l / 100km, Diesel 1.6 L : 4.7 l / 100km )
- 7 year warranty program
- Top level anti-theft protection rating ( Thatcham 4★ / 3★ )



## CD - TITLE

cee'd

2007 Product Guide 5DR Hatchback

## CONTENTS

### Product Guide

- Powerpoint, PDF, AVI Film
- Ordering Spec. (V15), Outline Diagram, Technical Spec.
- Quark XPress file

### Owner's Manual

- cee'd(LHD/RHD), Audio, Navigation

### PR Film

- Paris Autoshow, Interview

### Gallery

- Exterior, Interior, Press Release, PR etc...

### Photo Data (Images for Product Guide)

- Exterior, Interior, Performance etc...

### Others

- Communication Guide Book
- Regulation Documents (5DR, Except D2.0)

cee'd Website : [www.kia-ceed.com](http://www.kia-ceed.com)



Customizing Accessory Parts (Refer to cee'd Accessory Brochure)



Wireless Mouse



eXtreme Racing body kit







*Note : Photos, specifications, features and equipment shown in this publication are based upon the latest available information.*

*Kia Motors Corporation reserves the right to make changes at any time, without notice or obligation, to the specifications and materials on all models.*

*Use for any other purpose including public dissemination is strictly forbidden.*

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