



Kia Motors Corporation
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The Power to Surprise™

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

About Kia Motors Corporation

Kia Motors Corporation (www.kiamotors.com) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Over 2 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 44,000 employees worldwide and annual revenues of over US\$2 billion. It is the major sponsor of the Australian Tennis Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.



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ALL-NEW
picanto





EXPRESS YOURSELF

A small car, all grown up.

Driving should be an extension of yourself. Say hello to the new Picanto. Sporty and stylish, it also delivers on the other essentials: advanced features, eco-friendly technology, and of course, the now legendary Picanto individuality.



DEFINING STYLE AS YOU GO

Right here is where you belong.

The city is alive outside your window. With its distinctive shape and wide rear stance, the new Picanto fits right into your world – modern, intelligent, outgoing.



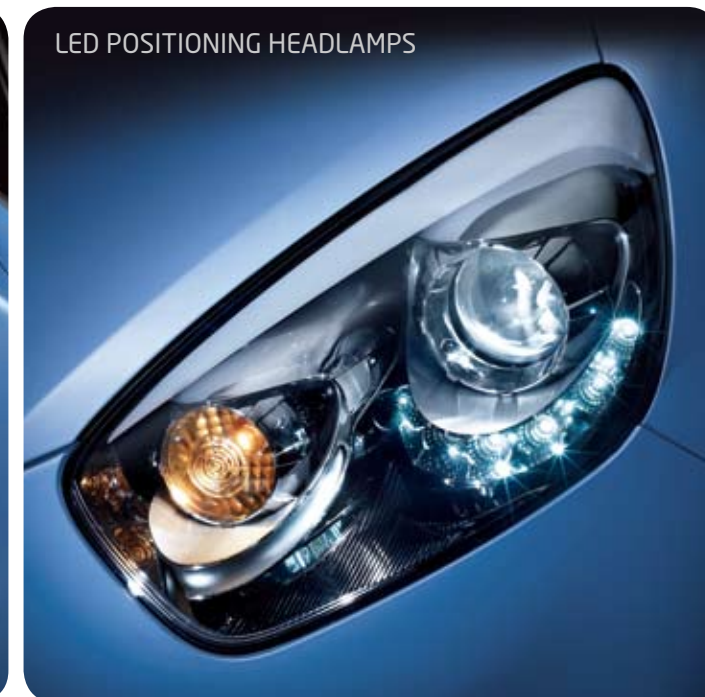
PRACTICALITY YOU'RE
RIGHT AT HOME WITH

Form and function, all worked out.

You want sportiness, but you also want to fit in your sports gear. Small is beautiful, but you also want your friends along for the ride. Job done. The new Picanto gives you that other urban must-have – flexibility.



LED REAR LAMPS



LED POSITIONING HEADLAMPS

LOOK CLOSELY, IT'S ALL IN THE DETAILS

Every element blends into the next.

Up close, the new Picanto is harmony in full flow. The headlamps are an extension of the body shape's flowing lines. The radiator grille and air dam blend with the bold, well-balanced proportions. Form and function all in one.



GRIP-TYPE OUTSIDE DOOR HANDLES



BE PART OF IT

You feel you belong in the new Picanto's fresh, welcoming interior. Styled around beauty, structured around ergonomics, it's been given a clever graphic twist through the use of high quality materials and trim.

GO

STEP IN AND DISCOVER WHAT'S NEW

Features that put a smile on your face.

Think an entry-level car's specification would be lacking? Prepare to be surprised. An array of high-tech features means the unexpected is as much a part of the new Picanto as everything else.



City life and how to live it.

Call up your friends and make the rendezvous. Play the tunes you downloaded this morning. And settle in for the ride – getting there is as much fun as arriving.

THUMB RESTS

Convenient thumb rests on the innovative steering wheel are ergonomically positioned for optimum grip to provide a comfortable hand position that makes every journey a pleasure.



AUDIO REMOTE CONTROL

Turn it up, turn it down, switch channels, skip tracks. And do it all while keeping your hands on the wheel. Remote control has never been so useful.



IPOD, AUX AND USB CONNECTIVITY

Staying connected is vital. So plug in your mobile music storage device and enjoy your tunes on the move.



ELECTRIC FOLDING OUTSIDE MIRRORS

When you get to where you're going, electric folding mirrors fold up and in to save space once you've parked.



BLUETOOTH HANDS FREE



Using the handily-positioned controls with illuminated call, end call and volume buttons, you can use a Bluetooth-enabled mobile without taking your hands from the wheel.



AUDIO SYSTEM

A class-leading car needs a high performance audio system. This one comes with radio, CD and MP3 player, and 6 speakers.





GL

The GL package comes in woven cloth, in combination with Ebony Black or Alpine Grey interior key colours. (The centre garnish colours shown are optional)



ORANGE PACKAGE

The Orange package comes in full artificial leather, in combination with Ebony Black interior key colour.



GLS

The GLS package comes in woven/tricot cloth, in combination with Ebony Black or Alpine Grey interior key colours.



GOLD PACKAGE

The Gold package comes in woven cloth and artificial leather, in combination with Ebony Black interior key colour.



SPECIAL PACKAGE

The Special package comes in woven/tricot cloth and artificial leather, in combination with Ebony Black or Alpine Grey interior key colours.



Five striking interior packages are available, each with embossed trim and each blending beautifully with the background finishes of Ebony Black or Alpine Grey. And it's not just the seats and trim you can customise. With various finishes for the centre garnish, including gearstick knob and steering wheel bezel, you're free to be your own interior designer.

* The Orange Package / Special Package option will become available in May, 2011



SHINING THE LIGHT

High-tech illumination shows the way.

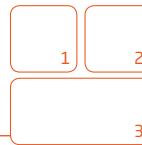
Light to see, light to set the mood. The beauty of illumination is its ability to suit an almost infinite variety of purposes. The new Picanto shows just what can be done with it.



Dot LCD type (Supervision cluster)



Segment LCD type (Conventional cluster)



1. TRIP COMPUTER

An LCD screen built into the centre of the instrument cluster displays vehicle information.

2. CUP HOLDER MOOD LAMP

The front floor console cup-holders light up, adding an exotic mood and helping you locate your drinks more easily at night.

3. SUPERVISION CLUSTER

With three cylindrical housings for the dials, the clear, sporty-looking supervision cluster consists of speedometer, rev counter and fuel gauge.



SUNVISOR ILLUMINATION LAMP

LEDs beside the vanity mirrors on the sunvisors light up to provide a dash of elegance much appreciated by female occupants.





AN OUTLOOK, GIVEN SHAPE

The essence of style.

It's not about showing off, it's not about excess. Catch the chic new Picanto out of the corner of your eye and you know you've made the right decision. It all comes down to this: a good thing, done well.



POWER PLUS ECONOMY, THE DRIVE YOU SEEK

Built for you and the environment.

Get the blend of power and economy right and you're on your way to optimum driving. The new Picanto does just that, with engines that meet or exceed every existing emissions standard.



KAPPA 1.2 MPI ENGINE

20.0km/L
(EURO2/MANUAL TRANSMISSION)

Delivering a maximum 87 ps at 6,000 rpm, this engine ups the power but still delivers reduced fuel consumption and a smooth, quiet drive.

**87_{ps},
12.2_{kg·m}**



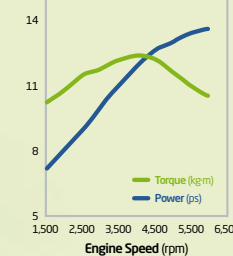
KAPPA 1.0 MPI ENGINE

20.2km/L
(EURO2/MANUAL TRANSMISSION)

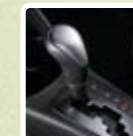
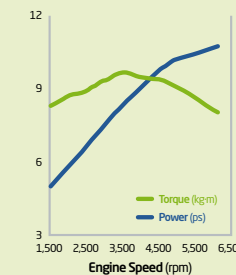
A powerful unit that delivers a maximum 69 ps at 6,200 rpm, this engine is also light weight to enhance fuel economy while delivering reduced vibration and noise.

**69_{ps},
9.6_{kg·m}**

KAPPA 1.2 MPI ENGINE



KAPPA 1.0 MPI ENGINE



MANUAL/AUTOMATIC TRANSMISSION

Choose from 5-speed manual or 4-speed automatic transmissions. Each works harmoniously with all engines, and offers smooth, noiseless gear shifting.



SAFETY AND STABILITY ALL AROUND

Class leading safety.

On its own, character isn't enough. A car needs to be complete from every single standpoint. Beneath the up-to-date body shell the Picanto's designers have built in the latest class-leading safety measures.



SEATBELT PRETENSIONERS

It's reassuring to know that your seatbelts can sense deceleration. Pretensioners on the front seatbelts limit the body's movement, while load limiters reduce the pressure against your body to protect you from the seatbelt itself.

HILL START ASSIST CONTROL (HAC)

We know what it's like when you have to pull away from a standing start when you're on a steep upward incline. HAC stops you from rolling backwards.



BODY SHELL

Body and frame strength have been increased to ensure rigidity and steering stability, while energy-absorbing structures provide protection in the event of a collision.



PEDESTRIAN SAFETY

For the safety of pedestrians, the all-new Picanto adopted various anti-injury designs during the development stage. The vehicle's frontal structures are specially optimised to reduce potential head and leg injuries to pedestrians. A bumper lower stiffener is an important additional component that protects a pedestrian's lower leg.



FRONT/SIDE/CURTAIN AIRBAGS

Six airbags in total: One each for the driver and front seat passenger, two at the sides, two curtain airbags running the length of the cabin.



REASSURANCE OUT ON THE ROAD

Engineered with active safety.

Oil spills, wet weather, poor road surfaces. The new Picanto incorporates the latest active safety features to ensure you can head off where you want without worrying about the driving conditions.

ESS

ESS (Emergency Stop Signal) detects when you apply the brakes in an emergency, immediately activating the brake lights and flashing them three times to warn other drivers.



VSM

VSM stands for Vehicle Stability Management, and works in conjunction with Motor Driven Power Steering to ensure the car stays stable when simultaneously braking and cornering.



ESC



With Electronic Stability Control (ESC), sensors detect wheel speed and steering angle when you apply the brakes, delivering the appropriate braking force to each individual wheel to maintain steering control and slow you down safely.





1. GLOVE BOX A capacious glove box (9.6 l) stows useful items where they can be easily accessed. **2. DOOR MAP POCKET** Not just for maps, but for other things like drinks and snacks. **3. CENTRE CONSOLE** A large open tray on the floor console provides additional storage space. **4. ROTATING DUAL CUP HOLDERS** A click of a button turns the floor console into rotating dual cup holders. **5. UNDER-SEAT STORAGE** Just the place to keep items that fold flat, like newspapers and maps. **6. LUGGAGE UNDER-FLOOR BOX** A luggage under-floor box is another handy storage area, especially for items that benefit from the added protection. **7. SEAT BACK POCKET** Useful for back-seat passengers, pockets on the back of the front seats can hold magazines and books.



60:40

Because your gear comes in all shapes and sizes.

The 60/40 split rear seat back is ideal when you need to carry unusual-shaped items (while still letting you carry three people of course). When it comes to sizeable loads, you can fold down both rear seats and make use of the extra space. Under the tailgate there's 200 litres of luggage space – so your bags and shopping items are taken care of.

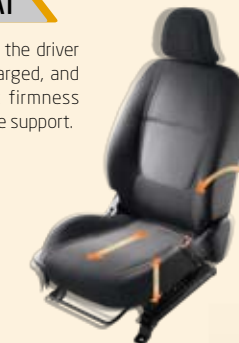
Carrying capacity dimensions

※ Luggage room (mm) Length : 535
Width : 1,002
Height : 557



DRIVER'S SEAT

The side bolster of the driver seat has been enlarged, and features different firmness levels for better side support.



VERSATILITY ON BOARD

Storage space close at hand.

When you have places to go, it stands to reason you'll have things to take with you. No problem with the new Picanto. Take them along all tidied away.





THE FEATURES KEEP ON COMING

Increase the convenience, enhance the style.

Wherever you look on the new Picanto, there are features designed to make your life easy. And if you want to add more, that's easy too, thanks to a wide range of great options.

1. LED SIDE REPEATERS LED side repeaters in the outside mirrors add an up-market touch, and provide extra visibility when turning. **2. AUTO LIGHT CONTROL WITH ESCORT & WELCOME LIGHTING** Auto Light Control automatically turns on the headlamps using the built-in sensors. **3. HIGH-MOUNTED STOP LAMP** A high-mounted stop lamp located on the rear window is a very visible means of alerting drivers behind that you're braking, and adds to the safety provided by the standard brake lights. **4. SAFETY POWER WINDOW (DRIVER SIDE)** If the power window detects an obstacle in its way when auto-up, it automatically moves down again, for safety. **5. FULL AUTO TEMPERATURE CONTROL** Full auto temperature control lets both driver and front seat passenger set different air temperatures depending on their preferences. The system then automatically maintains the set levels. **6. SECURITY INDICATOR** A security Indicator provides an additional security measure by displaying a blinking light. **7. POWER & TILT STEERING WHEEL** A power & tilt steering wheel lets you find the steering wheel position that suits you best. It's also ideal when two or more people use the car, as each person can find their preferred position. **8. ISOFIX CHILD SEAT ANCHOR** An ISOFIX Child Seat Anchor provides an easy and safe way to secure your child seats quickly.

SAFETY SUNROOF

A sunroof not only lets the light in, it also adds to the Picanto's feeling of breeziness and fun. And on summer days of course, it makes complete sense.



1



2



3



4



5



6



7



8



➤ BODY COLOURS

A choice of 10 eye-catching paint finishes lets you select your favourite body colour.



UD_Clear White (Solid)



3D_Bright Silver (Metal)



L7G_Lemon Grass (Metal)



ABB_Alice Blue (Solid)



IM_Titanium Silver (Metal)



B2Y_Honey Bee (Metal)



M9Y_Milky Beige (Metal)



C5M_Cafe Mocha (Metal)



BEG_Signal Red (Metal)



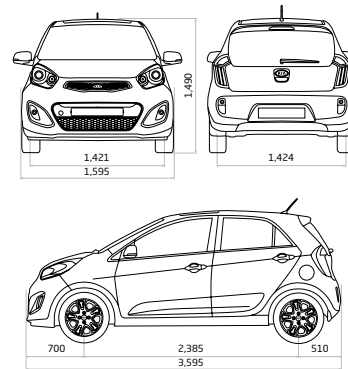
Z1_Galaxy Black (Metal)

➤ WHEELS

Choose from 13" or 14" steel, or 14" or 15" alloy wheels.



➤ DIMENSIONS (mm)



➤ SPECIFICATIONS

From front to back and top to bottom, the specifications add up to your kind of car.

	1.0 MPI	1.0 FFV	1.2 MPI
Engine type	Inline 3-cylinders	Inline 3-cylinders	inline 4-cylinders
Displacement (cc)	998	998	1,248
Max. Power (ps/rpm)	69/6,200	80/6,200	87/6,000
Max. Torque (kg.m/rpm)	9.6/3,500	10.2/4,500	12.2/4,000

Unit (mm)					
Overall length	3,595	Overhang (front)	700	Leg room (rear)	820
Overall width	1,595	Overhang (rear)	510	Head room (front)	1,002
Overall height	1,490	Interior length	1,729	Head room (rear)	962
Wheelbase	2,385	Interior width	1,335	Shoulder room (front)	1,290
Wheeltread (front)	1,421	Interior height	1,247	Shoulder room (rear)	1,280
Wheeltread (rear)	1,424	Leg room (front)	1,070	Min. ground clearance	152

※ All information and illustrations are based on data available at the time of publication and are subject to change without notice.
Contact your local Kia dealer for current information.



As eco-conscious as you are

So you value sustainable living? We do too. That's why we take pride in rising to meet the expectations and challenges of the 21st century while making tangible contributions to the preservation of the environment and sustainable development of society.

We set up an environmental research centre to spearhead our drive for the production of clean hybrid and fuel-cell vehicles to lead the way to eco-friendly cars for a greener tomorrow for you, your children and all of us.

The concept of eco-friendly cars is adhered to throughout all phases of a vehicle's life. From design through to recycling, we create innovative products, adhering to state-of-the-art Design for Recycling (DfR) guidelines.

Wherever possible, recycled and recyclable materials are being used in the production of every Kia. Even at the end of your car's life, one of our environmental targets is the eco-friendly return and treatment of end-of-life vehicles. Operating a rigid process, we guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

As you see, what you do on a small scale with your household refuse, we at Kia Motors do on a large scale around the world.

