About Kia Motors Corporation

Kia Motors Corporation (www.kia.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 1.5 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 42,000 employees worldwide and annual revenue of almost US$15 billion. Kia Motors Corporation’s brand slogan -- “The Power to Surprise” -- represents the company’s global commitment to surpassing customer expectations through continuous automotive innovation.

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 cars, SUVs and MPVs that are not only practical but downright exhilarating to drive. Keep your eyes on Kia because the best has yet to come.

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The sun rises on a bold, dynamic design, with curves and lines an expression of captivating style and sharp sophistication. The new Sportage, a car that lets you live life to the full. Born into the modern world.
The art of metropolitan living is all about finding the perfect balance between work and pleasure. It's a matter of not only reaching your goals, but relishing the journey that takes you there.

Taking you where you want to go

The art of metropolitan living is all about finding the perfect balance between work and pleasure. It's a matter of not only reaching your goals, but relishing the journey that takes you there.
You're at one with everything the city has to offer – sophistication, refinement and the style and elegance of the latest trends – while not forgetting practicality. Cruising the city in your Sportage means you will never get left behind.

The definition of no-nonsense style

You're at one with everything the city has to offer - sophistication, refinement and the style and elegance of the latest trends - while not forgetting practicality. Cruising the city in your Sportage means you will never get left behind.
Cultured and stylish, sporty and cosmopolitan. The Sportage is the epitome of the urban experience as it was meant to be.
Take a seat. This is your kind of vehicle. With the horizontal dashboard layout creating a feeling of space, the sensation is like being seated inside a sporty coupé.
Driving was made for music. So naturally the Sportage features a top-of-the-line 5.1 channel audio system to make your travels complete. Tune in to your preferred radio station, play CDs, or connect your MP3 or iPod.

And there’s no need to take your hands off the steering wheel to skip tracks or stations, since everything can be controlled from the steering wheel. The same goes for making phone calls, with Bluetooth functionality allowing you to do so hands-free.

**MP3, iPod and USB connectivity**

With MP3, iPod and USB connectivity, you can enjoy your favourite music from a range of mobile storage devices and portable music players.

**Audio remote control**

Turn it up, turn it down. The audio system can be controlled from the steering wheel at the touch of your fingertips.

**High-fidelity sound for your senses**

Two tweeters and four door speakers provide a superior audio experience. While the option of an added subwoofer will provide an even more enhanced listening experience.

**Sounds to accompany the journey**

Driving was made for music. So naturally the Sportage features a top-of-the-line 5.1 channel audio system to make your travels complete. Tune in to your preferred radio station, play CDs, or connect your MP3 or iPod.
Our priority: your comfort

With the Sportage, dynamics go hand in hand with comfort. A ventilated driver’s seat keeps you cool on hot days, while the seats heat up in cold weather to keep you warm. As the road passes beneath the wheels, there’s plenty going on overhead—a panoramic sunroof lets fresh air in and bathes you in natural light. And when the temperature climbs upwards, a fully automatic climate control system separately adjustable for driver and passenger keeps you cool.

Blowing air through the backrest and seat cushions, the ventilated driver’s seat maximises driving comfort.

Seat warmers
To provide maximum comfort on cool days, the front and rear seat heat up at the touch of a button keeping you warm.

Automatic air conditioning with dual-zone control
Set your desired temperature and the air conditioning system automatically adjusts to maintain the optimal cabin climate. Dual-zone control for the driver and the passenger allows them to set separate temperatures.

Panoramic sunroof
The all-glass panoramic sunroof connects you with the sky and sky with the inside of the car, featuring built-in safety mechanisms to prevent wandering hands from getting trapped.
The Sportage's spacious interior embodies the three key design elements of rugged elegance, smooth surfacing and stylish functionality. Ergonomically designed seats combined with three-dimensional moulding complete the harmonious solidity.
Take in the unmistakable profile. With a sloping roofline design that flows from front to back, Sportage exudes a sense of undiluted flair, strength and purpose that is evident in each and every well-defined contour.
Modern driving demands performance with efficiency, and the Sportage delivers on both.

Refined Power, and the power to reduce emissions

With a choice of 2.0L or 2.4L four cylinder gasoline engines or a 2.0L R diesel engine, you’ll enjoy smooth, measured power together with low CO2 emissions. With the 2.4L gasoline version generating a maximum 177 ps @ 6,000 rpm, the engine’s low weight and aluminium construction contributes to frugal fuel consumption. At the same time, minimal vibration, variable valve timing and a variable induction system exemplify class-leading build quality.

### Specifications

#### R 2.0 VGT Diesel engine
- **Max. Power**: 177 ps @ 4,000 rpm
- **Max. Torque**: 40.0 kg·m @ 1,800~2,500 rpm

#### Theta II 2.0 D-CVVT Gasoline engine
- **Max. Power**: 166 ps @ 6,200 rpm
- **Max. Torque**: 20.1 kg·m @ 4,600 rpm

#### Theta II 2.4 D-CVVT Gasoline engine
- **Max. Power**: 177 ps @ 6,000 rpm
- **Max. Torque**: 23.1 kg·m @ 4,000 rpm

Built to perform, made for optimum mileage.
Advanced transmission
Choose either 5-speed (2.0 litre gasoline version only) or 6-speed manual or 6-speed automatic transmission. The sixth gear adds an extra dimension to cruising, while the auto shift lock system of the automatic prevents unintended accelerations.

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Enjoy the drive, love the technology

The ultimate test of any vehicle is how it drives. The Sportage performs on any terrain, be it smoothly surfaced highways or winding routes where curves and undulations are all part of the driving fun. Helping you make the most of whatever the road brings is a range of advanced features such as 6-speed transmission and auto cruise control. And at the heart of it all, a highly visible instrument panel cluster giving you all the information you need.

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Instrument panel
Every glance at the instrument panel drives home the car’s sporty character. Modern, cylinder-type dials with fluorescent needle gauges heighten the dynamic cockpit ambience.

Auto cruise control
Ideal for maintaining a constant speed during monotonous driving, the auto cruise control function includes a memory feature so that you can effortlessly resume your previous speed after stopping.

Trip computer
An easy to read LCD trip computer provides you with useful information about your journey such as average speed, trip duration and fuel consumption.

Advanced transmission
Choose either 5-speed (2.0 litre gasoline version only) or 6-speed manual or 6-speed automatic transmission. The sixth gear adds an extra dimension to cruising, while the auto shift lock system of the automatic prevents unintended accelerations.

Organ type accelerator pedal
Designed so that your entire foot can rest on the whole pedal, the organ type accelerator pedal mirrors the natural movements of your foot, providing power control and reduced fatigue, especially during long journeys.

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Out on the road, everything is at your command
Take your Sportage anywhere you want. Advanced technologies deliver the ride you’ve been waiting for.
The world is yours to discover. And what better way to discover it than with the Sportage? On or off-road, it’s at home in any environment. A trusted companion to expand your horizons.

Pick a destination. Then let Sportage take you there.
Available as an option, automatically-engaging all-wheel drive senses road conditions, wheel speed and acceleration, then applies the correct amount of torque to the front and rear wheels. The result is optimum grip, allowing you to tackle any kind of road surface and gradient with complete confidence. Meanwhile, the independent suspension system ensures that handling is always balanced, agile and manoeuvrable, with the suspension itself featuring a high performance damper to soak up shocks from the road.

**Getting to grips with the road**

Surefooted road handling and exceptional traction over the most demanding terrain. With all-wheel drive, the Sportage really shows you what it’s made of.

**WD lock mode**

When you encounter low-traction surfaces such as deep snow or sand, a simple push of a button engages AWD lock to provide a 50:50 torque split between the front and rear wheels.

**Independent suspension**

With each wheel moving in a vertical direction independent of the other wheels, the car deftly responds to uneven road surfaces for optimal handling.
Peace of mind active and passive safety features

A comprehensive range of safety features are incorporated into the Sportage to ensure the finest in driving is accompanied by the finest in safety. Six airbags are built in – two at the front for driver and passenger, two at the sides, plus curtain airbags running front to back. The side and curtain airbags incorporate a rollover sensor, automatically inflating in the event of the car turning over.

Across-the-board collision countermeasures

Improved interior cabin safety is delivered through the use of high tensile strength steel reinforcing the front, rear and sides, oversized bumper beams, a ringed structure at the central pillar area, and a chassis design that disperses impact along a number of different paths.

Delivering the ride, delivering the safety

Electronic Stability Control (ESC)

In the event of an understeer or an oversteer, Electronic Stability Control (ESC) intervenes to regain driving awareness and help bring the vehicle back to its intended path, thus giving back safety with increased control.

Disc brakes with ABS

To give the driver the safety of stopping power, and to evenly distribute force, Anti-lock Braking System (ABS) prevents wheel lock and lets you maintain steering control under hard braking conditions.

Active headrests

Activated instantly when the seatbelt is fastened, the Active Headrest cushions the head and neck during a rear-end collision, moving forwards and upwards in a split second of impact.

Rear Parking Assistance System

Changes a high-pressure sixth sensor rearward. The Rear Parking Assistance System beeps if you get too close to obstacles, making parking simpler than ever before.

ECM with rear view display

The Electro-Chromic rear-view Mirror (ECM) automatically dims when it senses headlight glare from tailing vehicles, making night driving safer and easier. It also incorporates a rear-view display that provides all-round vision by eliminating blind spots.

Electronic Stability Control (ESC) helps you safely maintain control and a steady speed on steep descents. Hill-start Assist Control (HAC) prevents you from rolling backwards when pulling away from stop or standstill.

Downhill Brake Control and Hill-start Assist Control

Downhill Brake Control (DBC) monitors the vehicle’s speed and, if necessary, automatically engages the brakes to maintain a steady speed on steep descents. Hill-start Assist Control (HAC) prevents you from rolling backwards when pulling away from stop or standstill.

Disc brakes with ABS

Large disc brakes offer plenty of stopping power, and an Anti-lock Braking System (ABS) prevents wheel lock and lets you maintain steering control under hard braking conditions.

Active headrests

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ECM with rear view display

The Electro-Chromic rear-view Mirror (ECM) automatically dims when it senses headlight glare from tailing vehicles, making night driving safer and easier. It also incorporates a rear-view display that provides all-round vision by eliminating blind spots.
Time to kick back and do what you want to do. The Sportage, standing still yet looking like it wants to move, adds a mystique of anticipation to things to come.
01. Door map-pocket: The place to keep maps and other items that require easy accessibility.
02. Center console: A comfort armrest for the driver which opens up to provide a useful storage space.
03. Front floor console with cup holders: Convenient cup holders are built into the front floor console, within easy reach of both driver and front seat passenger.
04. Cooling glove box: Complete with a light for improved visibility, an optional cooling glove box lets you keep drinks and snacks chilled.
05. Rear centre armrest with cup holder: Provides added comfort for passengers, and lets them store their drinks securely.
06. Door trim tray: Another convenient space for storing smaller items close at hand.

Storage space with a place for everything
The Sportage doesn’t just provide ample room for you to stow your gear. Thanks to 60:40 split folding rear seats, you can carry luggage of all shapes and sizes. So loading long items like skis is just as easy as carrying compact items like suitcases and sports holdalls. Add further convenient storage areas like a sunglasses holder complete with map reading lamp, drink holders and an illuminated glove box, and everything is where it should be.

Cargo screen and luggage net
Cargo screen and luggage net: It’s not possible to tell just how much a net prevents thrown away items from sliding away, but using a net you can load up your Sportage with peace of mind.

Spacious flexibility
Configure the stowage space the way you want it. 2nd row seats upright, split folding or full folding.

Arrange the rear seats depending on what you’re carrying for all the storage flexibility you’ll ever need.

One-touch folding strap
Using the convenient strap, one touch is all that’s needed to fold down the rear seats.
Inside and out, the complete CUV

01. Smart key with push-button start/stop
Fire up the ignition without turning the key. Sporty sensations are at the tip of your fingers.

02. New Kia grille design
Kia's family-look front grille gives Sportage an instantly recognisable and modern appearance.

03. Chrome belt line moulding
Distinctive and bold, the belt line is finished in chrome for true sporty character.

04. Gull-wing folding heated outside mirrors
Offering a touch of class with chrome trim, aerodynamic work in its LED lights, the wing mirrors also incorporate rapid de-misting on cold & rainy days.

05. Chrome belt line moulding

06. Wheel arch and side sill moulding

07. Rear spoiler and high-mounted stop lamp
Enhances both aerodynamics and other road users’ visibility of your intention to stop.

08. Two-tone rear bumper with signal lamp
Separated from the main rear lamp cluster, the rear signal lamps from an integral part of the rear bumper.

09. Surface-mounted roof rack
The Sportage is for the adventurous. A surface-mounted roof rack lets you easily carry your outdoor equipment.

10. Door scuffs
Help protect the interior finish when you enter and exit the vehicle.

11. Safety power window
Convenient soft smooth operation and anti-trap mechanism so that hands and objects don’t get caught.

12. Sunvisors
Not only do they shield you from the sun but also feature built-in vanity mirrors.

13. Map lamp and sunglasses holder
Just what you need to study a map closely, together with a useful place to keep sunglasses within easy reach.

14. Manual tilt steering wheel
A fully adjustable manual tilt steering wheel lets you find your ideal steering wheel position.

15. 8-way adjustable seat
The 8-way power adjustable-driven seat lets you raise your driving position to the perfect setting.
As eco-conscious as you are

So you live a sustainable lifestyle? We do too. That’s why we take pride in rising to 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 green 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 set our 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.

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