



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 and dynamic 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 and stylish 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.kia.com) -- a maker of quality vehicles for the young-at-hearts -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 149 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian 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 surprise the world by providing exciting & inspiring experiences that go beyond expectations.



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The Power to Surprise

A Gift of True Innovation

CERATO



Add a dose of extraordinary to your life

Perhaps you never thought innovation, technical excellence and exceptional style could all come together in an affordable passenger car. But finally, they do. Let the new Cerato take you places you've only imagined.

ALL-NEW **CERATO**

Aesthetic appeal that makes time stand still

Redefining the very best in automobile design, the new Cerato's bold, coupé-like proportions and eye-catching lines and curves exude brisk acceleration and effortless fluidity of motion.





Radiance from every angle

Advanced lighting systems are just a taste of the many high-tech innovations to be found inside and out of the new Cerato. You'll enjoy not only stylish sophistication but also greater visibility for added safety and convenience at night.

LED daytime running lights

LED daytime running lights ensure added safety by clearly defining your position on the road, while also projecting a sense of authority and style.



HID headlamps

Emitting a distinctive blue hue, projection headlamps light up more of the road with a penetrative, accurate beam.



LED rear combination lamps

LED rear combination lamps not only provide high visibility for drivers approaching from behind, but also add an element of modernity and style with their multi-dimensional design.



Fog lamps

With a unique split-housing design that provides a striking visual effect, the fog lamps are positioned low on the front bumper for better illumination.



Smart welcome lighting system

An array of exterior and interior lights synchronize with the smart key to light up and welcome you to the car.

A perfectly proportioned profile

The new Cerato's dynamic silhouette is accentuated by a sweeping roof line, shortened front and rear overhangs and distinctive side character line. The result is a sleek yet purposeful side view that stands out from the crowd.





Bring out the driver in you

The driver-oriented cockpit, featuring an intuitive instrument and switch layout, is the perfect blend of functionality and style. The center fascia is angled toward the driver by 9 degrees, while the distinctive wave-like motif of the dashboard completes the overall look.





Enhanced ergonomics for maximum control

The ergonomically-designed driver space provides you with precise, fingertip control, together with class-leading comfort. Taking center stage is a high-tech supervision cluster with 4.2" full-color TFT-LCD that displays a comprehensive range of vehicle information. Meanwhile, a floor console tray with sliding cover lets you store your essentials within easy reach, and a sliding center armrest provides extra comfort on long journeys.



Supervision cluster
The supervision cluster's intuitive interface lets you access a range of user settings.



1



2



3



4

1. 10-way power assisted driver seat

The 10-way power assisted driver seat with lumbar support electronically adjusts so that you can easily find your ideal driving position.

2. IMS (Integrated Memory Seat)

Featuring memory settings for two different drivers, IMS enables each driver to automatically readjust the seat position at the touch of a button.

3. Organ-type accelerator pedal

The organ-type accelerator pedal moves along the same natural plane as your foot for more comfortable operation, especially on extended journeys.

4. Smart key with push button start

For added convenience, you can lock or unlock the new Cerato's doors without taking the key out of your pocket or purse by simply pressing the button on the door handle. Turning the engine ignition on and off is also as easy as pushing a button.





Spacious sophistication

By lengthening the wheelbase and completely rethinking the use of space, every occupant will enjoy new Cerato's roomy interior. Soft-touch materials, artificial leather trim and carbon pattern embossing are among the finishing touches that give the entire cabin a high-quality, modern feel.





Comfortable surroundings – 365 days a year

An advanced climate control system means you and your passengers can relax on every journey, all year round. A heated steering wheel and seat warmers provide reassuring comfort on cold days, while automatic air conditioning and an air-ventilated driver's seat keep you cool when the temperature rises. An auto defog system activates by itself when condensation is detected on the windshield glass, and a cluster ionizer ensures air flowing into the car is clean and odor-free.

Ventilated driver's seat

Air blowing out through the seat cushion and back saves you from the discomfort of becoming hot and sticky during the summertime.



1. Rear air vent

Back seat passengers can also enjoy warm or cool air circulation thanks to a rear air vent positioned at the back of the center console.

2. Automatic air conditioning with dual-zone control

One climate temperature can be set for the driver and another for the front seat passenger. Both settings will be automatically maintained.

3. Heated steering wheel

The leather-wrapped heated steering wheel is both practical and comfortable on frigid winter days.

4. Seat warmers

Heated seats ensure that both driver and front seat passenger are snug and warm even on the coldest days.

Get ready to be inspired

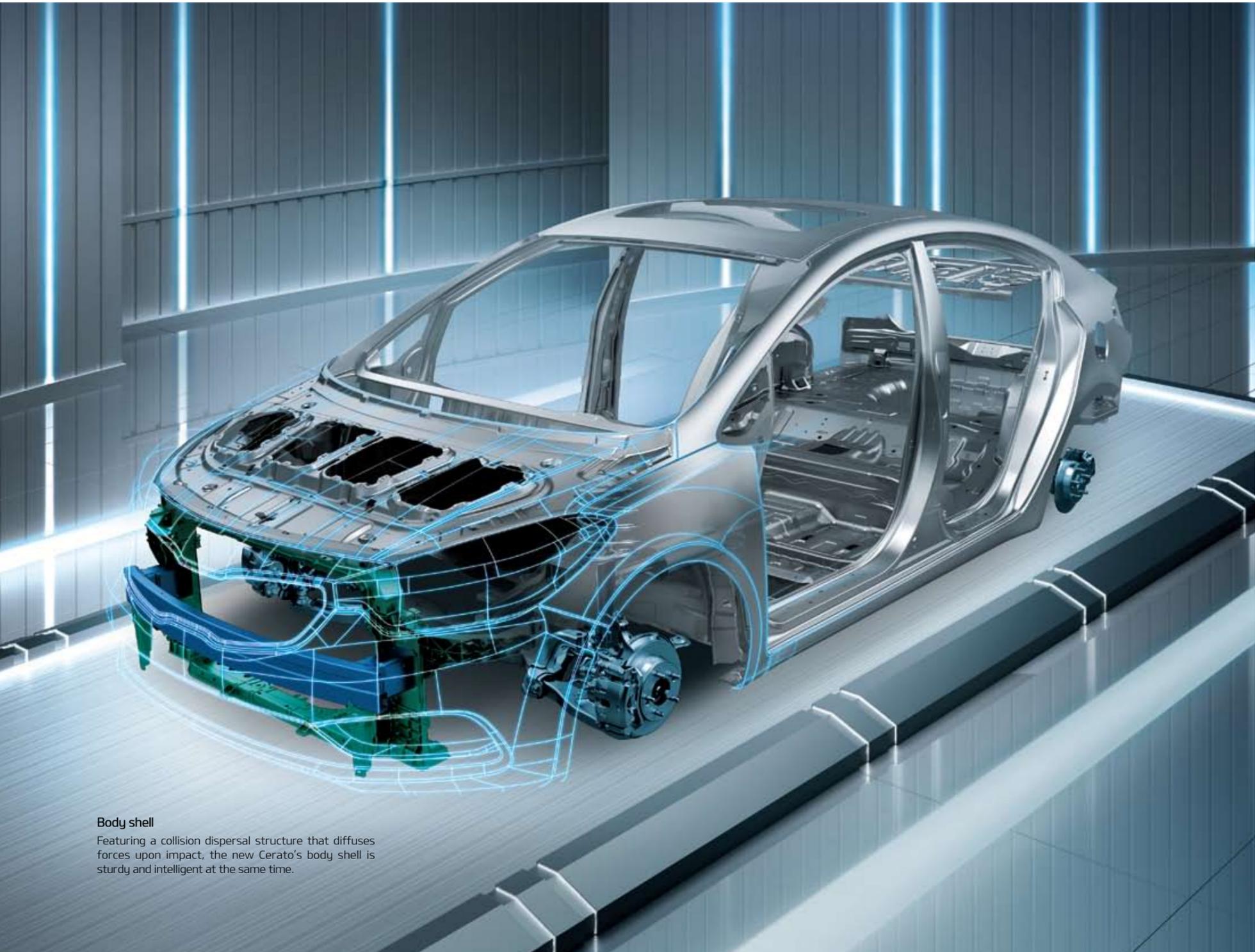
Distinctive sportiness combines with cutting-edge technology and advanced on-road performance to awaken the senses while opening up your world to new horizons.



A driving experience that stirs your emotions

Combine beautiful exterior styling with superb performance and power, and the thrill of driving truly comes alive. Whether you're navigating through tight corners, accelerating on highways or braking in sudden stop situations, the new Cerato instinctively responds to your commands.





Body shell
Featuring a collision dispersal structure that diffuses forces upon impact, the new Cerato's body shell is sturdy and intelligent at the same time.



A smooth and stable ride

Underpinning the new Cerato's agile and responsive driving characteristics is a foundation of stability and strength. A high-tensile steel chassis, together with a new hot-stamping process used in specific areas of the sub-frame, provides a torsionally rigid structure for increased protection during both frontal and lateral impacts. Meanwhile, handling and vehicle control are optimized thanks to a range of advanced suspension technologies.

Steering assist
(Direction to low-friction surface)



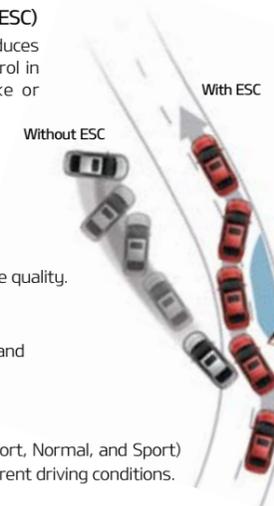
Vehicle Stability Management (VSM)
VSM controls brake force, engine torque and steering torque to provide improved vehicle stability during cornering or on loose or slippery road surfaces.

Braking assist



Hill-start Assist Control (HAC)
By maintaining brake grip until you press the accelerator, HAC prevents the vehicle from dangerously rolling backwards when pulling away from a standstill on an incline.

Electronic Stability Control (ESC)
Electronic Stability Control reduces skidding to help maintain control in the event you have to brake or swerve suddenly.



1. Suspension

A MacPherson strut front suspension features a dual-path strut insulator to disperse shocks and vibrations and enhance steering stability. The coupled torsion beam axle rear suspension delivers stable and smooth ride quality.

2. Brake response

Brake response and feel are enhanced thanks to an enlarged master cylinder and the addition of a tie-rod to the booster.

3. Flex Steer

The newly introduced Flex Steer system provides three driving modes (Comfort, Normal, and Sport) that deliver the appropriate level of steering assistance and feedback for different driving conditions.



Front and rear parking assist system
 Activated by a switch on the floor console, the front and rear parking assist system shows the distance between the car and any obstruction by means of a graphic on the supervision cluster.



Uncompromised safety for peace of mind

Combining a range of passive and active safety features, the new Cerato will give you a reassuring sense of security. A comprehensive airbag system, seat belt pretensioners and whiplash reduction headrests protect you in the event of a collision. A parking assist system, with ultrasonic sensors at the front and back, coupled with a rear view camera, make parking in tight spaces a breeze.

6-airbag system

The new Cerato's airbag system comprises driver and front seat passenger airbags, front side airbags, plus curtain airbags running the length of the interior at each side.



1. Rear view camera display

Images relayed via the rear view camera are displayed on the audio system's LCD. A quick glance confirms your position on the road and your distance from obstructions.

2. Rear view camera

The rear view camera gives you clear sight of any obstructions behind the vehicle to make parking and backing-up both safe and easy.

3. Seat belt pretensioners

Seat belt pretensioners automatically tighten the driver and front passenger's seat belts in the event that a crash occurs to help prevent or reduce injury.

4. Electrochromic rear view mirror

The electrochromic rear view mirror automatically dims the reflected glare of headlights from vehicles behind you for added safety while driving at night.

Gamma 1.6 MPI

Max. Power 130 ps @ 6,300 rpm
Max. Torque 16.0 kg-m @ 4,850 rpm



Nu 2.0 MPI

Max. Power 161 ps @ 6,500 rpm
Max. Torque 19.8 kg-m @ 4,800 rpm



1. Paddle shifters

The sporty paddle shifters on the steering column allow you to change gears with your fingers without having to take your hands off of the steering wheel.

2. Auto cruise control

With the press of a switch conveniently located on the steering wheel, auto cruise control lets you maintain a constant speed for improved fuel economy.

3. 6-speed automatic transmission

Fitted with a boot-type TGS knob for a refined and sporty look, the 6-speed automatic transmission ensures silky smooth and precise gear shifts.

4. 6-speed manual transmission

Featuring an improved design for easier shifting into reverse, the completely new 6-speed manual transmission offers slick and dynamic shifting, enhanced fuel efficiency and better durability.



Engineered for you and the environment

Choose from two robust yet quiet petrol engines – a Gamma 1.6 MPI or the more powerful Nu 2.0 MPI unit. Each features Dual Continuously Variable Valve Timing (D-CVVT) and electronic fuel injection, while their lightweight aluminum construction ensures superb fuel economy. Low emissions mean less harm to the environment, while gear shifting is smooth and precise thanks to meticulously engineered manual and automatic transmissions.





Expect the unexpected

Ever dream of a car that sets itself apart through innovation and design, that's smart and stylish, yet at the same time secure and reliable? Look no further. The new Cerato is a car in tune with your every desire.



The ultimate in in-car entertainment

New Cerato is loaded with the latest in-vehicle entertainment technologies that allow you to enjoy your favorite tunes and your favorite electronic gadgets. Featuring convenient ergonomic controls and high-end sound quality, the audio system will take your mind off the tedium of daily traffic congestion and make those long journeys all the more enjoyable.



Sound system

New Cerato's 6-speaker sound system with separate tweeters is designed to deliver crystal clear and full-bodied sound reproduction.



1. 4.3" touch screen audio The large color TFT-LCD display provides stunning visibility and touch screen capability while featuring a rear view camera display and high-end audio controls for enhanced convenience. **2. Radio + CD + MP3 audio** With a mono-TFT LCD for excellent visibility, the high-tech audio system features radio, MP3 and CD audio file playback and the new My Music feature. **3. Aux + USB + iPod** A USB port lets you plug in an iPod or other mobile storage device and play your music through the car's speakers. **4. Steering wheel audio remote control** Take full control the audio system without removing your hands from the steering wheel. **5. Steering wheel hands-free control** Conveniently located Bluetooth hands-free control switches let you make and receive phone calls while remaining focused on the road.

6. Manual tilt & telescopic steering column Adjust the position of the steering wheel vertically as well as backwards and forwards to suit your personal preference. **7. Power window switch pad** With a soft-touch finish, the switches to control the power windows are arranged on a convenient pad for smooth fingertip control. **8. Sunvisors** Illuminated vanity mirrors with sliding covers add a touch of class, while the driver's sunvisor features the addition of a handy ticket holder. **9. Glove box** An interior light ensures easy retrieval of stored items and a damper ensures smooth opening and closing of the glove box. An optional cooling version keeps your drinks and snacks fresh. **10. Floor console cup holders** Both driver and front seat passenger can store their open drinks securely in cup holders conveniently located on the floor console between the front seats. **11. Overhead sunglasses case** Conveniently store your sunglasses just above head level for easy access while driving. **12. Rear center armrest with cup holders** Backseat passengers can also enjoy drinks without any worry of spillage. **13. 60:40 split folding seats** The 2nd row seats fold with ease to give you great flexibility when it comes to carrying luggage, shopping bags and sports gear. **14. Trunk trim inner cover with inside handle** The inside of the trunk lid is lined with a soft material for added aesthetics while a convenient handle on the inside of the trunk enables hassle-free closing of the trunk without getting your hands dirty.



A feature-filled interior from A to Z

Technology, functionality and upscale finishing touches all come together in the new Cerato to deliver unsurpassed driving pleasure. Every interior feature can be operated with fingertip, intuitive control, while storage spaces are designed with maximum convenience in mind.



No detail left unturned

First impressions go a long way. From the distinctive radiator grille to the sporty spoke wheels, every detail of the new Cerato delivers high-end functionality with high-class style.

Radiator grille The instantly recognizable Kia radiator grille is available in three different versions. Choose from black, dark metallic, or black high gloss mesh grilles.



High-gloss black mesh grille with chrome bezel



1. Hood character lines The sleek flowing hood lines create a dynamic look and accentuate the vehicle's athletic shape. **2. Chrome belt line** The chrome-crafted belt line enhances the sporty profile with dynamic simplicity. **3. Grip-type exterior door handles** Providing a not only a truly sporty look, grip-type outside door handles are highly satisfying to the touch. **4. Rear spoiler** An aerodynamic spoiler on the rear trunk lid accentuates the sporty exterior design of the new Cerato. **5. Wing mirrors with LED side repeaters** Aerodynamically-shaped wing mirrors feature LED side repeaters to make you more visible to others when turning. An electric gull-wing folding version adds to the sense of style and luxury. **6. Aero blade wipers** The wiper blades are aerodynamically designed to prevent them from lifting off the windscreen at high speeds. **7. Security indicator** A security indicator with blinking LED deters potential intruders by letting them know the alarm system is activated. **8. Safety power windows** A safety mechanism built into the front windows prevents them from closing when an obstruction gets in the way. **9. Safety power sunroof** A tilt & slide power sunroof lets light and air into the interior, while a safety mechanism prevents it from closing if an obstruction is detected.

Interior colors and trim

Grey interior



Cloth (L/LX)



Cloth (EX)



Cloth (SX)



Leather (EX/SX)



Leather (EX/SX) w/ Air ventilation



Black interior



Cloth (L/LX)



Cloth (EX)



Cloth (SX)



Leather (EX/SX)



Leather (EX/SX) w/ Air ventilation



White color package



Leather (EX/SX)



Leather (EX/SX) w/ Air ventilation



Brown color package



Leather (EX/SX)



Leather (EX/SX) w/ Air ventilation



Your Cerato, your way

With three radiator grille styles, four wheel types and ten beautiful body colors to choose from, configuring a Cerato that's just right for you has never been so enjoyable.

Exterior colors



Clear White (UD)



Snow White Pearl (SWP)



Bright Silver (3D)



Glittering Metal (K3G)



Milky Beige (M9Y)



Golden Beat (K3N)



Temptation Red (K3R)



Planet Blue (D7U)

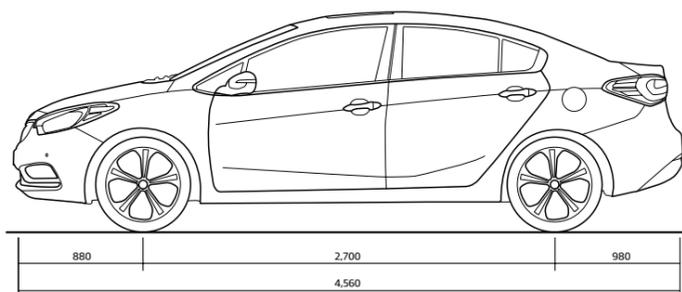
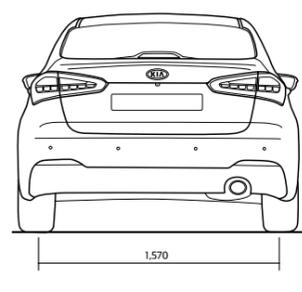
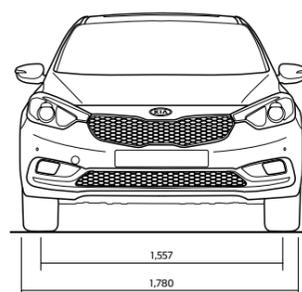


Abyss Blue (K3U)



Aurora Black (ABP)

Dimensions (mm)



Dimensions (mm)

Overall length	4,560
Overall width	1,780
Overall height	1,445
Wheelbase	2,700
Wheel tread (F/R)	1,557/1,570
Overhang (F/R)	880/980
Headroom (1 st /2 nd)	992/948
Legroom (1 st /2 nd)	1,073/913
Fuel tank (ℓ)	50

Wheels

Choose from four wheel types: 15" or 16" steel, 16" alloy, or for the ultimate in looks and performance there's a 17" alloy.



15" steel wheel
195/65R15



16" steel wheel
205/55R16



16" alloy wheel
205/55R16



17" alloy wheel
215/45R17

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 as a whole.

Kia Motors designated environmental management as one of the core objectives of our socially responsible management initiative launched in 2008 and has put the environment at the forefront of all our business activities. We aim to spearhead efforts to combat the global challenges of natural resource depletion and climate change.

In 2009, Kia launched the 'EcoDynamics' sub-brand, which is being applied to the most eco-friendly cars within each Kia model range as innovative fuel-stretching and emissions-cutting technologies such as hybrid, electric and hydrogen fuel cell powertrains are progressively introduced.

We are also building a clean production system, raising the resource recovery rate, designing vehicles with the disposal phase in mind, increasing energy efficiency, and adopting low-carbon fuels. 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.

In short, we are committed to finding fundamental solutions to cut energy consumption and combat climate change. 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.



※ All information and illustrations contained in this brochure are based on data available at the time of publication and are subject to change without notice. Some product features are optional items that may not be available on the base model. Contact your local Kia dealer for the most current information.