



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-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in 9 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$42 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 and inspiring experiences that go beyond expectations.



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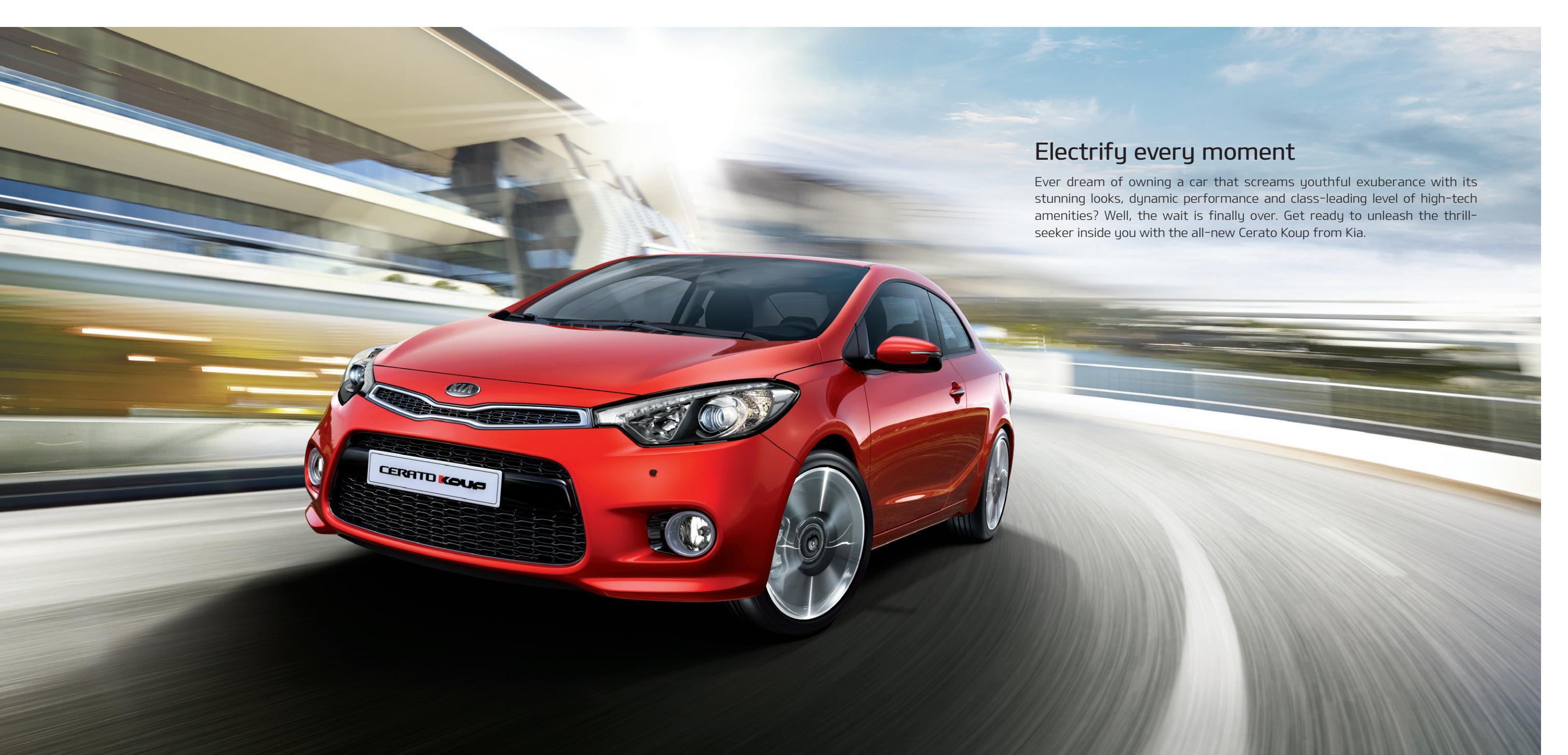
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ALL-NEW
CERATO Koup



The Power to Surprise



Electrify every moment

Ever dream of owning a car that screams youthful exuberance with its stunning looks, dynamic performance and class-leading level of high-tech amenities? Well, the wait is finally over. Get ready to unleash the thrill-seeker inside you with the all-new Cerato Koup from Kia.



A new definition of urban cool

We've given new meaning to automotive innovation by creating an affordable sport coupe with sleek European styling cues that is underpinned by world-class quality craftsmanship. Come check out the latest shining star of the city that will truly stir your senses. But be sure to leave your inhibitions at the door.



A single look is all it takes

Bold and athletic front styling cues create an aggressive, sporty stance while the sleek and dynamic side and rear views let you know that this is an agile yet powerful performer.





Indulge in stylish sophistication

Inspired by the ebbs and flows of nature, the interior cabin features a sporty driver-centric layout with generous use of soft-touch materials for added refinement.

Putting you in complete control

We've taken ergonomic excellence to a whole new level by creating a driver's space that offers precise, fingertip control of Cerato Koup's numerous high-tech features. At the center of attention is a sporty 3-gauge cluster with a 4.2" full-color TFT-LCD screen. The intuitive layout and operation of all controls ensure that you can focus on what really matters - the thrill of the road ahead.

Supervision cluster with 4.2" full-color TFT-LCD

A comprehensive range of vehicle information can be seen at a glance thanks to an ergonomically designed graphic user interface and application of high-intensity white lighting.



An immersive sound experience
A state-of-the-art, six-speaker hi-fi system not only boasts dazzling sound reproduction but is compatible with a wide variety of music sources.



Bluetooth®

Bluetooth-enabled audio system allows you to stream music from your portable devices.



1. **4.3" touchscreen audio** A large touchscreen display provides excellent visibility and convenient control of the audio system. 2. **Aux+USB+iPod** Play your favorite music from virtually any source with media access ports featuring an auxiliary connector as well as USB flash drive and iPod compatibility. 3. **Steering wheel audio remote control** Take full control of the audio system without having to remove your hands from the wheel. 4. **Bluetooth handsfree** Safely place and receive phone calls with conveniently located buttons on the steering wheel.

All the comfort & support you could ask for



Bucket-type sport seats

Nicely appointed and highly supportive, the front seats are outfitted with more aggressive bolsters on the cushion and back for optimal comfort.

1. Walk-in device A simple flick of a lever is all it takes to tilt and slide the front seats forward for easy access to the rear seating. **2. Door trim** The distinctive wave motif of the dashboard is carried through to the door trim for an added touch of styling sophistication. **3. 60:40 split-folding rear seats** The rear seats fold with ease to give you great flexibility when it comes to carrying luggage, shopping bags, sports gear and much more.



Ergonomically designed sporty bucket seats provide maximum support and comfort even on the longest journeys. We understand that the perfect seats are those that take the fatigue out of driving. So whether cruising on open highways, tackling curvy roads or sitting in congested traffic jams, you'll emerge from your Cerato Koup refreshed and ready for any occasion.



Frameless door windows

Staying true to the traditions of classic sport coupes of yesteryear, frameless door windows accentuate Cerato Koup's clean exterior lines while providing added visibility.



The perfect surroundings for any journey

We imagine you'll be spending plenty of time in your new Cerato Koup. So we've gone the extra mile to make sure that every trip is as cozy and comfortable as possible by providing a host of climate control features that can be operated with the simple press of a button. From scorching summer heat to chilly winter temperatures, you can rest assured that all occupants will enjoy an ideal cabin environment.

Ventilated driver seat

Refreshing cool air is channeled through the seat back and cushion at the touch of a button to help you stay dry and refreshed on hot summer days.



- 1. Rear passenger vents** Backseat occupants will appreciate a more comfortable ride thanks to twin air vents positioned at the rear of the center console.
- 2. Dual-zone climate control** Fully automatic temperature control for both driver and front seat passenger also features a cluster ionizer that keeps the cabin air clean.
- 3. Heated steering wheel** A nice touch in the frigid winter, the steering quickly warms at the touch of a button to make your drive that much more pleasant.
- 4. Front seat warmers** Both the driver and front passenger seats (back and cushion) feature adjustable heating for maximum comfort in cold weather.





Exhilaration guaranteed

Want to experience the pure thrill of owning the road? The Cerato Koup SX Turbo GDI model is packed with high-performance upgrades, including a specially tuned exhaust system, that inject a whole new level of fun and excitement into driving.

KOUP
T-GDI

Sporty just got sportier



The Cerato Koup SX T-GDI model takes the already dynamic and aggressively styled base model and turns it into a true showstopper with numerous styling touches on par with today's high-end sports cars.



1. Radiator grille: Dark chrome border with bar insert
2. Air intake grille: Carbon fiber-look bumper garnish with horizontal bar insert
3. Outside door handle: Black high gloss and chrome
4. Outside mirror: Black high gloss
5. Rear bumper: Dual muffler tail trim with carbon fiber-look bumper garnish
6. Fog lamps: LED projection type
7. 18" alloy D-type wheel and side sill molding
8. Chrome-coated speaker bezel (Optional)
9. Carbon fiber-look genuine leather seats





1. **6-speed manual transmission** Designed for smooth and effortless gearshifts, this manual transmission offers great durability and fuel efficiency. 2. **6-speed automatic transmission** This compact and lightweight unit features an electronic shift-lock function for enhanced safety. 3. **Paddle shifters** Normally found only on premium sports cars, paddle shifters on the steering wheel allow for lightning quick gear changes with the simple flick of your fingers. 4. **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 and a less fatiguing drive.



Gamma 1.6 T-GDI

Max. Power
204 ps @ 6,000 rpm
Max. Torque
27.0 kg·m @ 1,750~4,500 rpm



Nu 2.0 MPI

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



Gamma 1.6 T-GDI

Nu 2.0 MPI



A harmony of power and finesse

At the heart of Cerato Koup is a choice of two highly efficient, state-of-the-art gasoline engines – 2.0-liter multi-port injection and 1.6-liter turbo direct injection – mated to either manual or automatic transmissions. Whichever combination you choose, get ready for responsive yet silky smooth performance as well as savings at the gas pump.

Uncompromised safety for peace-of-mind

Occupant safety is our number one priority when creating a new car – as it should be. You can rest assured that no detail has been overlooked when it comes to equipping our cars with unsurpassed safety features that work in tandem to protect you and your loved ones. So sit back and put your mind at ease knowing that hundreds of hours of crash simulations and countless actual collision tests have gone into the development of Cerato Koup.



6-airbag system

For maximum protection in the unfortunate event of a collision, Cerato Koup features dual front depowered airbags, front-side airbags, and front and rear curtain airbags.



Rigid body shell

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

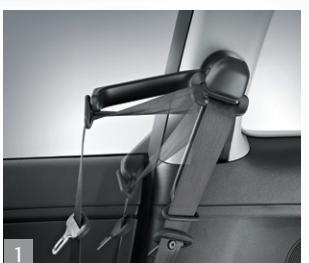
- 1. Seatbelt extension guide & height adjuster** Front seatbelts can be easily accessed despite the center pillars being positioned relatively further back compared to the 4-door model, while anchoring height can be adjusted for maximum comfort.
- 2. Front and rear parking assist system** Two ultrasonic sensors at the front and four at the rear provide highly accurate detection of obstructions. The distance between your car and an obstruction is shown graphically on the gauge cluster screen.
- 3. Rear view camera display** The 4.3" color touchscreen display shows images from the rear view camera when backing up for enhanced safety and convenience while parking.



2



3



1



2



An agile performer in any situation



1

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

3

Front suspension
A compact, lightweight McPherson strut setup delivers nimble handling and a smooth ride.



2

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

4

Rear suspension
A coupled torsion beam axle provides maximum road holding capability for enhanced cornering stability while the space-saving setup frees up room for a larger trunk area.



Our engineers have gone the extra mile to ensure a safe, smooth ride with stable driving and steering characteristics. Cerato Koup's finely tuned suspension works in conjunction with intelligent vehicle stability technologies to provide sophisticated ride and handling without sacrificing sporty responsiveness.



5

Vehicle Stability Management (VSM)
VSM helps ensure your car stays stable when simultaneously braking and cornering or during rapid acceleration - especially on wet, slippery and rough roads.





Get ready to broaden your horizons

All the amenities you could ask for



1



2



3



4



5



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8



9



10



11



12



13

1. Smart key with push-button engine start/stop Unlock and lock the doors as well as start and stop the engine ignition with the simple press of a button. **2. Security indicator** A blinking LED deters potential intruders by letting them know the alarm system is activated. **3. Manual tilt & telescopic steering column** Adjust the position of the steering wheel vertically as well as backwards and forwards to suit your personal preference. **4. Glove box cooling** Keeps your drinks and snacks cool and fresh on long journeys. **5. Floor console cup holders** Both driver and front seat passenger can store their open drinks securely. **6. Rear quarter trim and rear center armrest cup holders** Backseat passengers can also enjoy drinks without any worry of spillage. **7. Sunvisors** Vanity mirrors with sliding covers add a touch of class, while the driver's sunvisor features the addition of a handy ticket holder. **8. Aero blade wipers** Aerodynamically designed to prevent them from rattling or lifting off the windscreen at high speeds. **9. LED high-mounted stop lamp** Adds a sporty touch while providing enhanced safety against rear end collisions. **10. Safety power windows** A safety mechanism prevents the windows from closing when an obstruction gets in the way. **11. Safety power sunroof** The optional safety power sunroof tilts & slides to let light and air into the cabin while a safety mechanism prevents it from closing if an obstruction is detected. **12. Smart Welcome Lighting System** Outside mirrors unfold and puddle lamps and door handle pocket lights illuminate automatically when sensors detect your approach to the car with the smart key in possession. **13. HID headlamps** High-intensity discharge headlamps not only provide a brighter beam than halogen lamps but also deliver wider visibility as illumination is focused in the direction of the turn.

Wheels

Choose from six wheel types: 15" or 16" steel, 16" or 17" alloy for the ultimate sporty looks and performance there are two 18" alloy styles.



15" steel wheel
195/65R15



16" steel wheel
205/55R16



16" alloy wheel
205/55R16



17" alloy wheel
215/45R17



18" alloy C-type wheel
225/40R18
(for 1.6 T-GDI)



18" alloy D-type wheel
225/40R18
(for 1.6 T-GDI)

Interior colors



Gray two-tone interior

for 2.0 MPI

Cloth (EX/SX)

Leather (EX/SX)

Leather (EX/SX)

w/ Air ventilation



Black one-tone interior

for 2.0 MPI

Cloth (EX/SX)

Leather (EX/SX)

Leather (EX/SX)

w/ Air ventilation



Black one-tone interior

for 1.6 T-GDI

Cloth+Artificial leather (SX)

Leather (SX)

Leather (SX)

w/ Air ventilation

Your Koup, your way

With two radiator grille styles, six wheel types and eight striking body colors to choose from, configuring your Cerato Koup has never been so enjoyable.

Exterior colors



Clear White (UD)



Snow White Pearl (SWP)



Planet Blue (D7U)



Abyss Blue (K3U)



Bright Silver (3D)



Metal Stream (MST)



Racing Red (DRR)

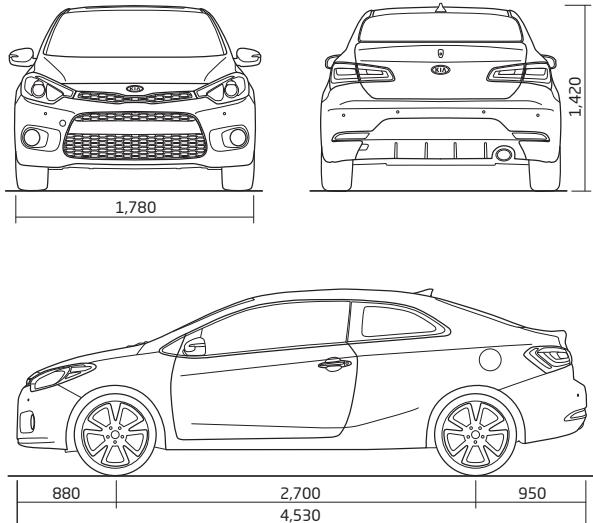


Aurora Black (ABP)

Dimensions (mm)

Overall length	4,530
Overall width	1,780
Overall height	1,420
Wheelbase	2,700
Wheel tread (F/R)	*1,545/1,558
Overhang (F/R)	880/950
Headroom (1 st /2 nd)	970/925
Legroom (1 st /2 nd)	1,073/913
Fuel tank (l)	50

*Based on 225/40R18 alloy wheel and tire.



As eco-conscious as you are eco dynamics



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.

