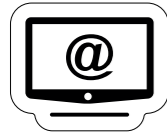


Kia maintains uniform prices and terms nationwide to earn customers' trust.

Differences between information in the brochures and products sold may occur due to discrepancies with the printing date of brochures. Specifications may change due to suppliers' circumstances. Photographs may depict optional features. Please refer to the latest price list and contact a sales representative to make a purchase.

- Colors depicted in photographs may differ from the actual colors due to printing limitations.
- Navigation functions and information displayed may vary depending on when the navigation system was updated.
- Caution: For safe driving, please read the user manual before the initial use of the vehicle.
- Please recycle this booklet to protect the environment.
- Customer service center: 080-200-2000



This PDF file is for reference only.

Differences with actual models sold may occur due to discrepancies with the time of printing. Please refer to the latest monthly price list and consult a sales representative to make a purchase.



05/01
2024

Date of publication

Ray





Ray has a new value proposition for space
that stretches the limits of everyday life.
Discover a new mobility life that opens the doors to creative living.

The new boundaries of my life

The new Kia Ray



1.0 gasoline _ Aqua Mint (AEQ) / Specifications may vary according to the trim and options that are selected.



1.0 gasoline _ Clear White (UD) / Specifications may vary according to the trim and options that are selected.

A modern and solid design

Fine details complement a more robust and stable body to exude new charm.



Ray Gravity

Dark color accents such as the dark metal center and tailgate garnishes, the front and rear skid plates, and the black alloy wheels give Ray a powerful image.



Dark metal center garnish



Dark metal tailgate garnish



Front skid plate



Rear skid plate



15" black alloy wheel



Black roof, A-pillar, outside mirror, and shark fin antenna

Work and play – All at once.

Design a creative and colorful lifestyle wherever you go with Ray's more ample spaces.



Fully folding seats and a sliding door that opens up one side completely – Ray's interior expands your lifestyle possibilities.



Driver seat folding



Full-folding seats(all seats)



Rear seat folding



Sliding door

Specifications may vary according to the trim and options that are selected.
※ The images above are for 1.0 gasoline.



The 4.2" color LCD cluster and light gray interior convey a modern, high-tech image.



Supervision cluster(4.2" color TFT LCD)

Convenience features designed for efficiency make driving easier and more comfortable.



Ventilated driver's seat(linked with Kia Connect)*

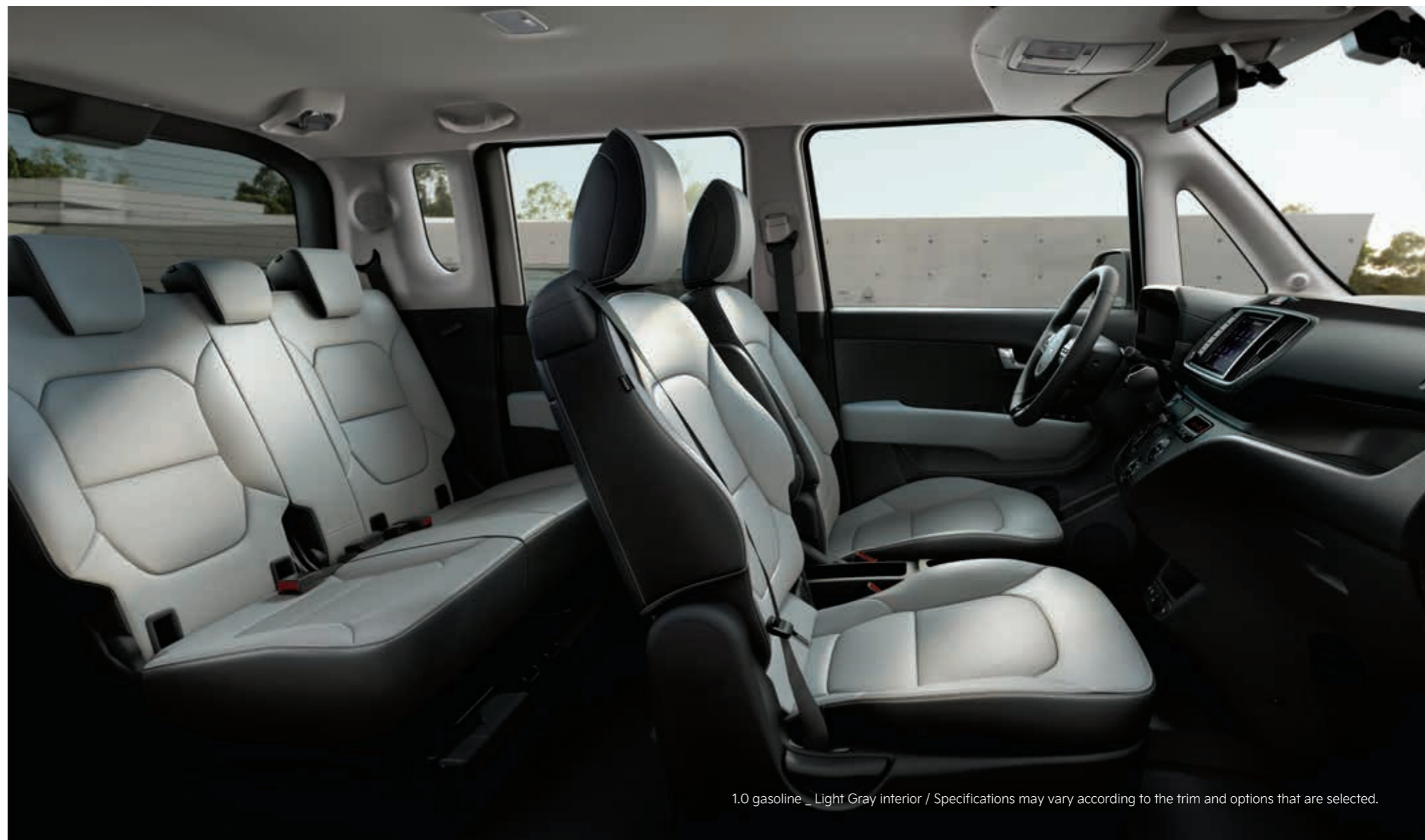
A fan embedded in the seat provides ventilation to create a comfortable driving environment.



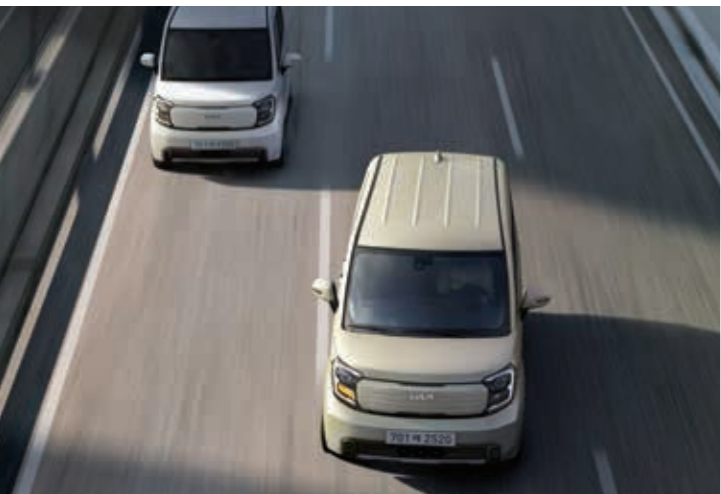
Air purification mode*

Outside air pollutants are barred from penetrating the interior and air is purified to create a pleasant indoor environment.

* A virtual image has been used to help viewers' understanding.



Kia's advanced driver assistance systems enhance driving safety and convenience.



Blind-spot Collision Warning, Blind-spot Collision avoidance Assist (forward vehicle exit)

Alerts the driver when the turn signal is activated to make a lane change and there is a risk of colliding with a vehicle in the back in an adjacent lane. Helps to brake the car automatically if there is a vehicle approaching from the back in an adjacent lane while steering onto the road after parallel parking.



Cruise Control

Enables the driver to maintain a preset speed without having to step on the accelerator pedal to help reduce driver fatigue.



Forward Collision-avoidance Assist(cars and pedestrians)

Alerts the driver when the risk of a collision is detected such as sudden braking of the car in front, a parked car, or an unexpected pedestrian. Automatically helps to brake the car if the risk of colliding increases even after sounding an alarm.



Rear Cross-traffic Collision-avoidance Assist

Alerts the driver if a car is approaching the back from the left or right while pulling out in reverse. Automatically helps to brake the car if the risk of colliding increases even after sounding an alarm.



Lane Following Assist

Tracks lanes to help maintain the vehicle in the center of the lane.

※ ADAS is only intended to assist the driver. Be attentive while driving at all times.
※ Functions may not operate smoothly due to environmental circumstances or driving conditions.
※ Specifications may vary according to the trim and options that are selected.
※ The images above are for 1.0 gasoline.



1.0 gasoline _ Clear White (UD) / Specifications may vary according to the trim and options that are selected.

Enjoy a superb driving sensation with easy operation and outstanding agility.

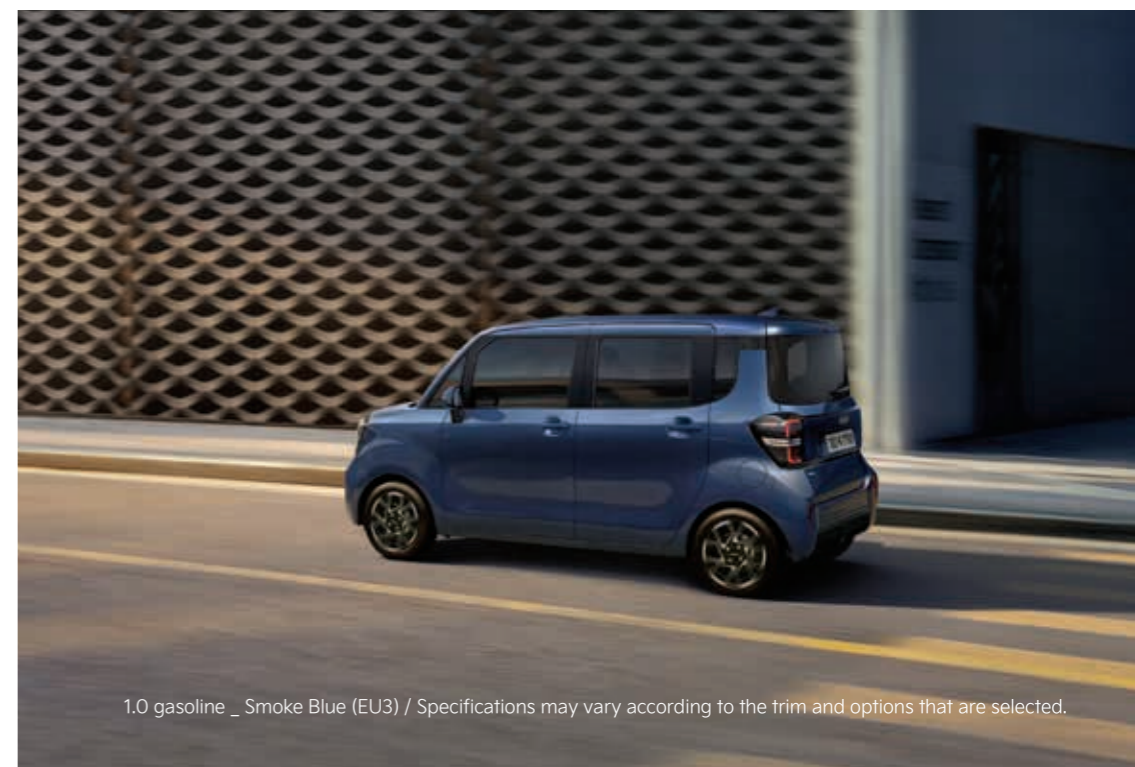
1.0 gasoline

13.0 Combined fuel economy
km/ℓ

76 Max. power
ps / 6,200rpm

9.7 Max. torque
kgf·m / 3,750rpm

*based on 14" tires



1.0 gasoline _ Smoke Blue (EU3) / Specifications may vary according to the trim and options that are selected.



Starting life with EV

Relaxed daily living, doing business smartly

Enjoy a variety of mobility life everyday

with Kia Ray EV!

The Ray EV, with a driving performance optimized for urban life, adds to pleasure in driving.



EV _ Smoke Blue (EU3) / The composition of specifications above varies depending on the trim and specifications that are selected.

Range per charge (km)	Electric motor	Charging time
205 km	64.3 ^{Max. power} kW	40 ^{Max. torque} Nm
	147	(100 kW fast charge mode, charged to 80%) min

※ Fuel efficiency figures(mileage) are certified by the Ministry of Trade, Industry and Energy. ※ Actual figures may be lower during the winter or when outside temperatures drop due to a decline in the battery's performance. ※ Fuel efficiency figures(mileage) correspond to standard mode. Actual figures may vary according to driving habits, vehicle speed, the number of passengers, vehicle load, vehicle settings, maintenance, outside temperature, the weather, and road conditions. ※ The battery charging time above is based on internal laboratory tests. ※ The charging time above was measured when the battery and surroundings were at room temperature. Actual figures may vary depending on the battery temperature, charging power, battery condition, and external temperature.



Charging port



14" alloy wheel (for EV)

10.25" color LCD cluster and column electronic shift lever offers a high-tech image and convenience.



EV _ Light Gray interior



Supervision cluster(10.25" color TFT LCD)



Column electronic shift



Electronic parking brake(including auto hold)



i-PEDAL mode

Specifications may vary according to the trim and options that are selected.

Equipment



14" steel wheel
(Full-size wheel cover)

14" alloy wheel

15" full finish wheel

14" alloy wheel
(for EV)



Kia Connect remote control



Kia CarPay



Projection headlamp, LED DRL



Bulb headlamp



LED rear combination lamp



Bulb rear combination lamp



Door-lock-system-connected
folding outside mirror*



Remote start smart key



2nd-row USB charging port



Standard cluster



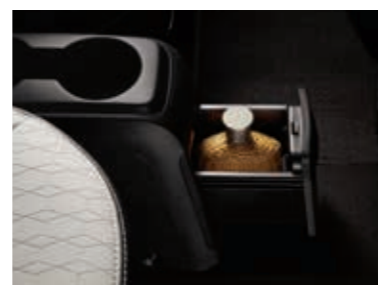
Large capacity overhead console



Front passenger seat under tray



2nd-row floor under tray



Premium center console



1st/2nd-row heated seats*



Heated steering wheel*



Manual air conditioning system



Compact audio

* A virtual image has been used to help viewers' understanding. / Specifications may vary according to the trim and options that are selected.
※ The images above are for 1.0 gasoline.

A versatile single-seater van that maximizes space

Whether for logistics, a mobile store, or leisure, space can be adapted to suit the user's needs.



1.0 gasoline _ Milky Beige (M9Y) / Specifications may vary according to the trim and options that are selected.

A two-seater van that is more enjoyable because space can be shared

Enjoy diverse forms of mobility life with a spacious space and a companion seat.



1.0 gasoline _ Clear White (UD) / Specifications may vary according to the trim and options that are selected.

Interior Colors

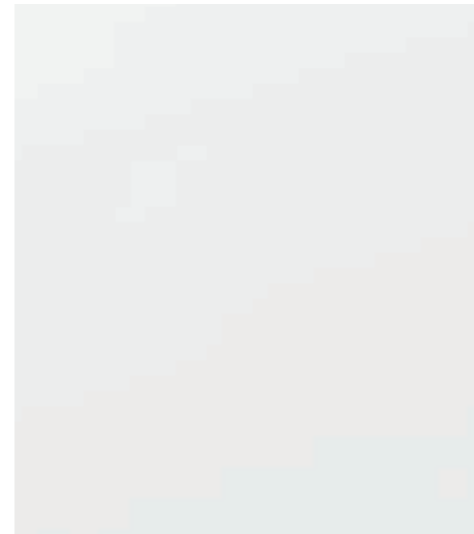
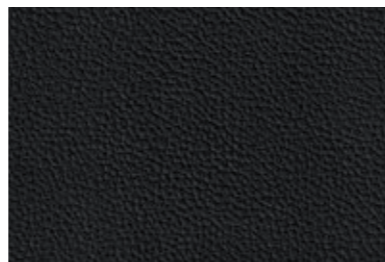
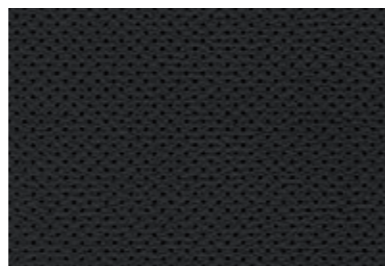
Exterior Colors



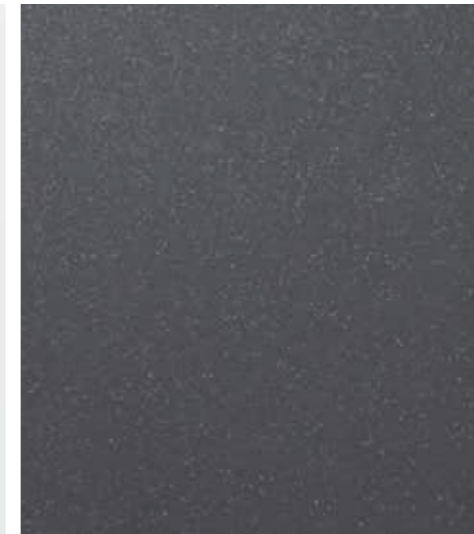
Light Gray interior



Black interior



Clear White(UD)



Astro Gray(M7G)*

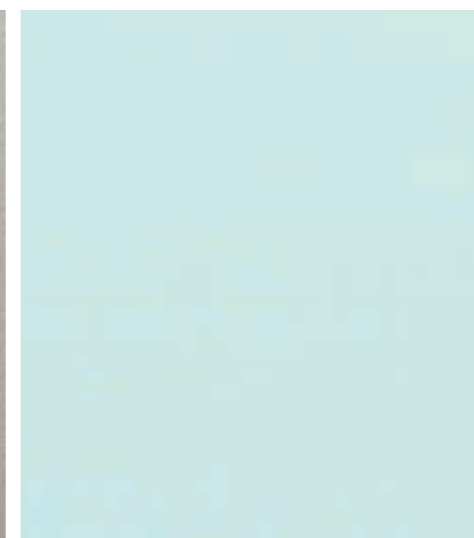


Aurora Black Pearl(ABP)*

* Not available in the Gravity model



Milky Beige(M9Y)



Aqua Mint(AEQ)



Smoke Blue(EU3)*

※ The images above are for 1.0 gasoline.

Specifications may vary according to the trim and options that are selected.

KIA Genuine Accessories



Sun visor sunglasses case



Seatback organizer(1st-row)



Seatback organizer(2nd-row)

Aftermarket-only products



Emergency slow charging cable (220 V ICCB)*



Storage bag for camping



Camping chair and table



Side tarp



Side projector screen



Multi-curtains(front/sides/rear)



Pet car seat



Pet car fence



Pet anti-fouling seat cover



Table and detachable side storage bag set



Passenger seat table



Headrest multi hooks



Air mat

* The items above are for EV models only.

Specifications may vary according to the trim and options that are selected.
※ Please refrain from using the passenger seat table and headrest multi hooks while driving when passengers are on board.

Specification

1.0 gasoline



EV



※ Wheel tread : Corresponds to 14"/15" tires.

Specifications	1.0 gasoline	EV
Overall length (mm)	3,595	←
Overall width (mm)	1,595	←
Overall height (mm)	1,700	1,710
Wheelbase (mm)	2,520	←
Wheel tread (mm)	(Front) 1,416 / 1,410 (Rear) 1,424 / 1,418	1,411 1,424

1.0 gasoline	Displacement (cc)	998
	Max. power (ps/rpm)	76 / 6,200
	Max. torque (kgf-m/rpm)	9.7 / 3,750
EV	Capacity (kWh)	35.2
	Max. power (kW)	64.3
	Max. torque (Nm)	147

Fuel efficiency and class reported to the government

Model name	Displacement(cc)	Unladen weight(kg)	Transmission	Class	Combined CO ₂ emissions(g/km)	Highway(km/ℓ)	City(km/ℓ)	Combined(km/ℓ)	
1.0 gasoline	14" tires	998	1,040	4 AT	A-segment	127	14.0	12.2	13.0
	15" tires	998	1,045	4 AT	A-segment	131	13.7	11.9	12.7
1.0 gasolineVan (1-Seater / 2-Seater)	14" tires	998	1,030	4 AT	A-segment	127	14.0	12.2	13.0

Model name	Battery voltage (V) / Capacity (Ah)	Unladen weight (kg)	Class	Government-reported energy efficiency (km/kWh)			Range per charge (km)			
				Highway	City	Combined	Highway	City	Combined	
EV	14" tires	265 / 133.5	1,295	2	4.4	6.0	5.1	171	233	205
EV Van (1-Seater / 2-Seater)	14" tires	265 / 133.5	1,290	2	4.4	6.0	5.1	171	233	205

※ Fuel efficiency figures(mileage) are certified by the Ministry of Trade, Industry and Energy. ※ Actual figures may be lower during the winter or when outside temperatures drop due to a decline in the battery's performance.
 ※ Fuel efficiency figures(mileage) correspond to standard mode. Actual figures may vary according to driving habits, vehicle speed, the number of passengers, vehicle load, vehicle settings, maintenance, outside temperature, the weather, and road conditions.

KIA Connect

Kia Connect is Kia's connected car service for wireless navigation updates, smartphone-based remote vehicle control, and emergency alerts for a safer and more convenient vehicle usage experience.

Remote control	Safety and security	Maintenance	Navigation	streaming service
Users can remotely control various functions in the vehicle using smartphone apps.	Emergency assistance through the Kia Connect center in the event of an airbag deployment or roadside emergency (24/7, 365 days).	Vehicle maintenance services including diagnosis of breakdowns, driving information, and wireless updates.	Optimal route guidance using real-time traffic information.	Use streaming services inside the vehicle without connecting a smartphone.

※ Complimentary 5-years of service upon initial enrollment with the purchase of a vehicle followed by 5 additional years of light service (SOS emergency dispatch, automatic notification of airbag deployment, monthly reports, traffic information).
 ※ A link to a streaming service subscription is required to use Kia Connect's streaming service. ※ If your streaming service subscription only supports mobile devices, it will not be compatible with Kia Connect's streaming service. ※ For more information, visit Kia Connect's Kakao Talk customer service center (search "기아커넥트" through the Kakao Talk search window and befriend). ※ The features/range of Kia Connect remote control may vary depending on trims and options.apps.

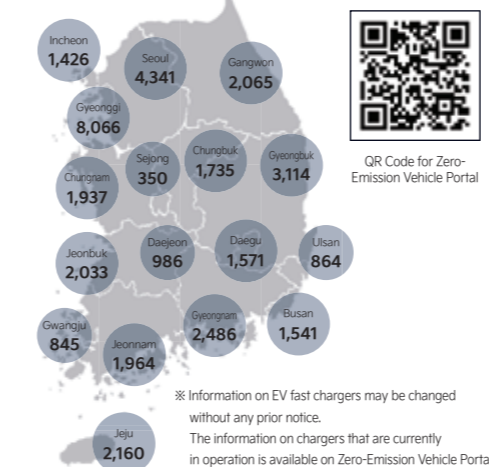


Specifications may vary according to the trim and options that are selected.

EV Charger Installation Status in Korea

EV Fast Charger Installation Status in Korea (as of April, 2024)

※ EV Fast Charger: level of 50 kW or more, operated by the Ministry of Environment (MOE) and private business operator (DC Combo)



※ Information on EV fast chargers may be changed without any prior notice. The information on chargers that are currently in operation is available on Zero-Emission Vehicle Portal.

Kia EV Members Card Benefits

Benefits of KIA EV Members

- Charging Service
- Point Service
- Care Program
- Car & Life Mall
- Basic EV Inspections for KIA Members 8 times (for 8 years)

※ More information on how to sign up Kia EV Members, card issuance procedures and detailed benefits can be found on Kia Members website.
 ※ EV Concierge: 82-1899-0012 / Inquiries on Card Issuance: 82-80-200-2000

EV Charging Guide and Subsidies

EV Charging Guide



Check "Charging EVs and Benefits" on KIA EV Guide page

1. How to charge EVs (Slow/Fast/Ultra-Fast)
2. Charging status (Destination/On-route Charging)
3. Charging cards (MOE/Private Business Operator)
4. Charging benefits
5. Installation of chargers

※ Scan QR Code > Connect to KIA EV Guide page

KIA EV Subsidies



Vehicle Models subject to Subsidy Payment [Government Subsidies]



Subsidy Payment Status [Local Government Subsidies]

※ Scan QR Code > Connect to Zero-Emission Vehicle Portal website
 ※ Local Government Subsidies: Available when clicking "Local Government Subsidies by Vehicle Models" under the "Browse Reference Years" section

Application Procedures for EV Subsidies

1. Contract on vehicle purchase

Customer → Branch/Agent



Visit branch and contract on vehicle purchase

2. Application for Subsidies

Branch/Agent → Local Government



Check remaining vehicles assigned for local government subsidies and vehicle delivery date. Fill in the documents required and submit to the local government

Check if you were selected as a recipient

3. Consult for Charging Solution

Customer ↔ Branch/Agent



Check the type of chargers and installation procedures

Give information on the desired chargers by customers

4. Vehicle Delivery

Branch/Agent → Local Government, Customer



10 days before the expected delivery date

Finally check if you can receive subsidies

Check the availability and deliver

5. Apply for Subsidies

Branch/Agent → Local Government



Apply for local government subsidies after delivery and registration (Within 10 days after delivery)

※ Information above may vary depending on MOE/Local Government.
 ※ Visit Emission-Free Vehicle website for more information.