

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.



09/01
2026
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 2027 Ray



1.0 gasoline _ Adventurous Green (A2G) / The specifications may apply differently depending on the powertrain, trim and options selected.



1.0 gasoline _ Clear White (UD)
The specifications may apply differently depending on the powertrain, trim and options selected.

A modern and solid design

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



Ray X-Line

Dark Metal Center Garnish, Tailgate Garnish, Front/Rear Skid Plate, 15-inch X-Line dedicated Black Alloy Wheels and Black Emblem incorporate black points that add a solid look to Ray X-Line.

※ This image shows the Black Two-Tone Package (Black roof, Black A-pillar), a Genuine Accessories option for new vehicles.



1.0 gasoline _ X-Line Model _ Clear White (UD) / The specifications may apply differently depending on the powertrain, trim and options selected.



Dark metal center garnish, Black emblem



Dark metal tailgate, Black emblem



Front skid plate



Rear skid plate, X-Line dedicated emblem



15-Inch X-Line dedicated black alloy wheel



Black outside mirrors, Black shark fin antenna

※ Genuine Accessories : Black Two-Tone Package (Black roof, Black A-pillar) option for new vehicles

※ The black roof and A-pillar use adhesive film.

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.



Full-folding seats(all seats)



Driver seat folding



Rear seat folding



Sliding door

The specifications may apply differently depending on the powertrain, trim and options 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)



Electric Parking Brake



Auto Hold

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.



1.0 gasoline _ Light Gray interior / The specifications may apply differently depending on the powertrain, trim and options selected.

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 (vehicles/pedestrians/bicycles)
Warns the driver if a vehicle ahead suddenly slows down, or if the driver senses a risk of a frontal collision with a stopped vehicle or pedestrians and cyclists ahead. If the risk of a collision remains high after the warning, your car will automatically intervene with braking assistance.



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 road or driving conditions. / Please refer to the user's manual for details.
· The specifications may apply differently depending on the powertrain, trim and options selected.
※ The images above are for 1.0 gasoline.



1.0 gasoline _ Clear White (UD) / The specifications may apply differently depending on the powertrain, trim and options selected.

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

1.0 gasoline

12.9	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 _ Adventurous Green(A2G)
The specifications may apply differently depending on the powertrain, trim and options selected.

Starting life with EV

Relaxed daily living, doing business smartly
Enjoy a variety of mobility life everyday
with 2027 Ray EV!



EV _ Clear White (UD) / The specifications may apply differently depending on the powertrain, trim and options selected.

Range per charge (km)	Electric motor		Charging time
205 km	64.3 kW	147 Max. power Max. torque Nm	40 (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.



Supervision cluster(10.25" color TFT LCD)



Column electronic shift



Electronic parking brake(including auto hold)



i-PEDAL mode

Line up

From gasoline, EV to X-Line.
Offers a lineup capable of satisfying a wide variety of preferences and usages.



1.0 Gasoline X-Line _ Clear White (UD)

1.0 gasoline _ Milky Beige (M9Y)

EV _ Adventurous Green(A2G)

Equipment



14" steel wheel
(Full-size wheel cover)



14" alloy wheel



15" full finish wheel



14" alloy wheel
(for EV)



Kia App remote control



In-car Payment



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



Digital Rear View Mirror



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. / The specifications may apply differently depending on the powertrain, trim and options 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) / The specifications may apply differently depending on the powertrain, trim and options 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.

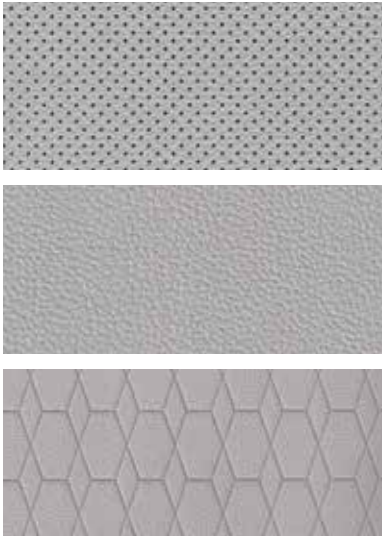


1.0 gasoline _ Clear White (UD) / The specifications may apply differently depending on the powertrain, trim and options selected.

Interior Colors



Light Gray interior

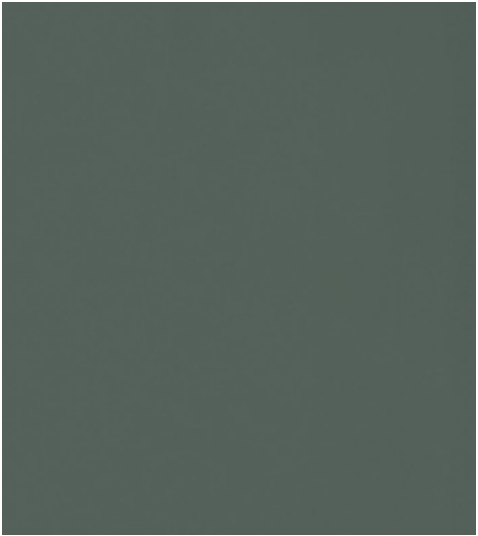


Black interior



Exterior Colors

* X-Line not available



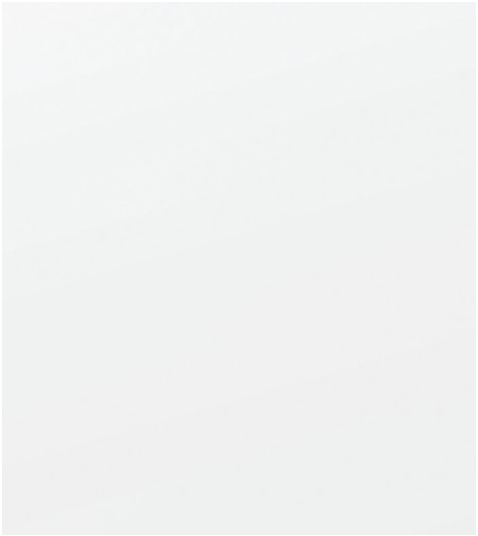
Adventurous Green(A2G)*



Milky Beige(M9Y)



Aqua Mint(AEQ)



Clear White(UD)



Astro Gray(M7G)*



Aurora Black Pearl(ABP)*

※ The images above are for 1.0 gasoline.

The specifications may apply differently depending on the powertrain, trim and options selected.

Kia Genuine Accessories

Options for New Car



Black Two-Tone Package

※ Available trim: Passenger X-Line

※ Available in Clear White (UD), Milky Beige (M9Y), and Aqua Mint (AEQ) exterior colors.



Gray Two-tone Package

※ Available trims: EV passenger car (all trims), 1.0 gasoline passenger car (Prestige, Signature)

※ Available in clear white (UD) for external use.

Exclusive Kia Shop products



Emergency slow charging cable (220 V ICCB)*



Card holder



Sun visor sunglass case



Headrest multi hooks



Seatback organizer(1st-row)



Seatback organizer(2nd-row)



Side tarp



Side projector screen



Air mat



Coil mat



Safety hammer



C to USB-A conversion gender



Butterfly chair (Minimal works)



Table and detachable side storage bag set



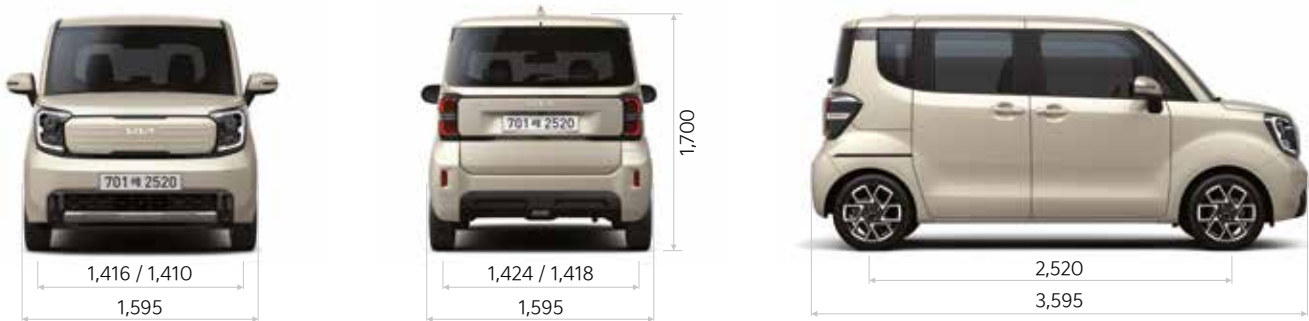
Mocha roll table (Minimal works)

* The items above are for EV models only.

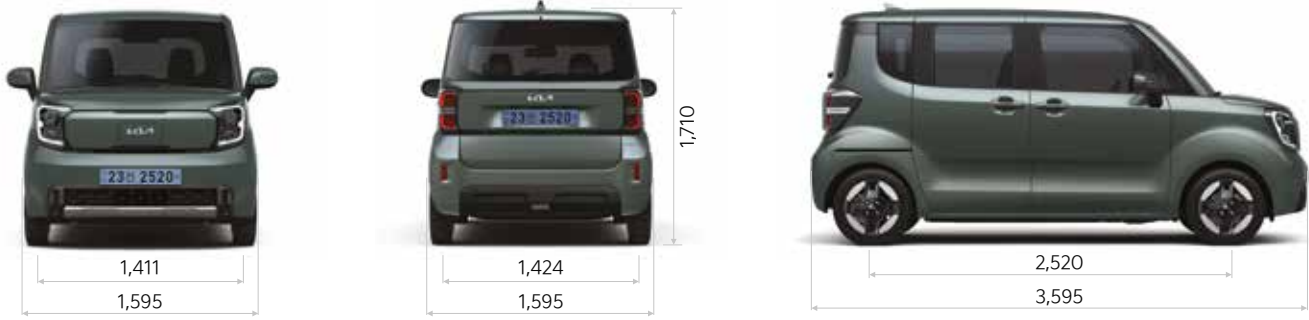
The specifications may apply differently depending on the powertrain, trim and options selected.
※ Please refrain from using the headrest multi hooks while driving when passengers are on board.

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	1,411
	(Rear) 1,424 / 1,418	1,424

1.0 gasoline	Displacement (cc)	998
	Max. power (ps/rpm)	76 / 6,200
	Max. torque (kgf·m/rpm)	9.7 / 3,750
	Max. power (kW)	64.3
EV	Max. torque (Nm)	147
	Capacity (kWh)	35.2
	Battery Pack	Manufacturer/Country of Origin CATL / China
	Battery Cell	Manufacturer/Key Raw Materials /Form Factor CATL / LFP / Prismatic

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	1,085	4 AT	A-segment	127	13.8	12.2	12.9
	15" tires	998	1,090	4 AT	A-segment	130	13.5	11.9	12.6
1.0 gasolineVan (1-Seater / 2-Seater)	14" tires	998	1,075	4 AT	A-segment	127	13.8	12.2	12.9
	15" tires	998	1,080	4 AT	A-segment	130	13.5	11.9	12.6

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

※ The energy efficiency and driving range figures above are based on standardized testing and may vary depending on road conditions, driving style, vehicle load, maintenance condition, and ambient temperature.
※ Actual figures may be lower during the winter or when outside temperatures drop due to a decline in the battery's performance. ※ The above battery specifications are subject to change due to model year changes and internal factors.

Kia e-life package

A package including all services that are necessary for EV life, such as charging, car care and warranty

- 1. Charging solutions
Customized charging solutions according to the living environment and charging type
Home charging Public charging Indirect charging
- 2. Care Program
Personalized EV care for both emergencies and everyday life
Car care Specialized towing
- 3. Warranty program
A used car resale value guarantee program that starts when you buy the car
Resale value warranty



Kia Members Benefits

- Membership Points Care Program Kia Shop
- 10-Year/10-Time Kia EV Safety Inspection 8-Year/8-Time Kia Safety Inspection Exclusive Benefits by Vehicle Model
- ※ For Kia Members registration, card issuance, and detailed benefits, please visit the Kia Members website (members.kia.com).
- ※ Customer Service : 080-200-2000

EV Charging Guide and Subsidies

EV Charging Guide



- 1. Introduction to EV Chargers (Standard/Fast/Ultra-fast)
- 2. How to Charge an EV
- 3. How to Get a Charging Card
(Ministry of Environment/Private Operators/Kia App)
※ Scan QR Code > Connect to KIA EV Guide page

KIA EV 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.

Kia Connect

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

※ Kia Connect services may vary depending on vehicle model, trim level, and optional features.

Remote control	Safety and security	Maintenance	Navigation	streaming service
Remote Air-conditioning Control Remote Charging Control Remote Door Lock/Unlock Control	Automatic Notification of Airbag Deployment SOS Emergency Dispatch EV Battery Monitoring	Driving Report Wireless Update Smart Remote Diagnosis	Kia Connect Navigation Traffic Information Vehicle Location Sharing	Audio Streaming Video Streaming

- ※ Enjoy 5 years of complimentary full-service upon initial enrollment with your vehicle purchase, followed by 5 additional years of essential services—including SOS emergency dispatch, automatic notification of airbag deployment, traffic information, and EV battery monitoring.
- ※ EV battery monitoring: It is the service offered to Kia Connect members who registered their vehicle in Kia App, notifying the customer of battery issues of their vehicle. (EV only)
- ※ 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.