



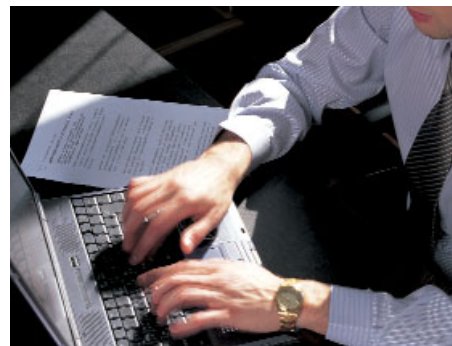
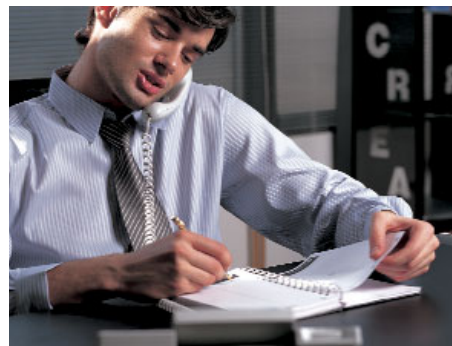
Being with You

I am joyous thinking you will be with me today.  
I would like to devote an entire day to you who made me realise the importance of "us."



Where Do You Want to Go Today?

Just as beautiful music, words, and poems provide infinite pleasure, it is also a great joy creating splendid cars.  
We invite you to Cerato for your "special today".



## Passion, Your Alias

Your passion is a joy to behold.

We know your hope is intact because of the passion we share with you today.

Because we are also certain that hope translates to a reality of tomorrow, today is all the more precious to us.

Be there may be an obstacle as hard as we have seen, we are not worried about our today in the least because you are with us.

May we follow your lead?



Gasoline engine



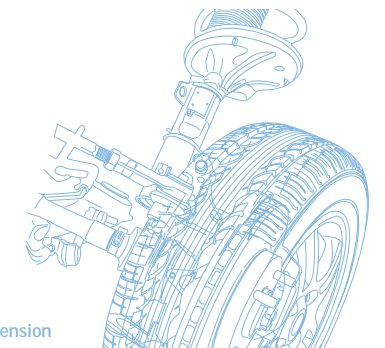
Diesel engine

### ADVANCED POWER IN VARIETY, JUST FOR YOU

The DOHC petrol engine lineup includes 1.6-litre with 105 ps and 2.0-litre CVT with 143 ps, while CRDi diesel engine has two kinds, 1.5-litre with 102 ps/22.0 kg .m and 2.0-litre with 112ps/25.0kg .m.

### For Your Balanced Life

A good rest is the essence of passion. And that it is meant for your journey and balanced life. Cerato's power, explosive at times and soothing at others, and immaculately-configured suspension system are also the essence of Kia technologies. You hold balance in high esteem. Cerato helps to make your balanced outlook even more beautiful.



McPherson strut & Dual-Link suspension



## Beauty of the World Unseen

A world that is only yours that you can dream with your eyes open.  
We invite you to Cerato's beauty heretofore unseen.



5-door dash board



4-door centre fascia



### ERGONOMIC COMFORT AND CONVENIENCE

The gauge cluster prominently features an analogue theme that is easy to read, along with the LCD panel for fatigue-free monitoring. The metallic surfaced **centre fascia** gives a distinctive high-tech and ergonomic feeling while logical positioning of audio, buttons, and switches enhances comfort.

### Seeing the World through Cerato

Your temple where you gather your thoughts. The place where you can let your imagination soar. There is a world that only you can see, the world that only you can feel. Cerato creates a modern atmosphere without compromising on quietness, quality, and ergonomics. Discover a new world through Cerato.

An analogue gauge cluster features

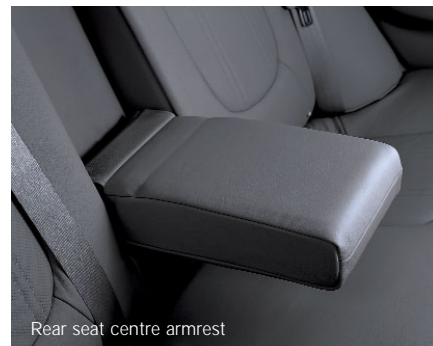




5-door seat



4-door seat



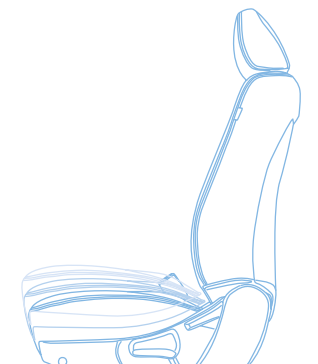
Rear seat centre armrest

### ADVANCED RIDE COMFORT FROM YOUR SEATS

To minimise fatigue, the Cerato has adopted the **Fullmaflex seatback** structure providing particularly firm support for the lumbar and pelvis areas. It is more advanced than the typical lumbar support. For the comfort of rear passengers, the **fold-down armrest** in the rear seat comes with covered storage. The driver's seat also incorporates feature for easy operation.

### My Competitiveness to Be Unfurled

I do not insist that it has to be I. My competitiveness stems from consideration for others. It would not take you long to discover such consideration for you from Cerato's interior. A number of amenities and ample interior for you and your passengers are yet another competitiveness of Cerato waiting to be discovered.



Pumping - Type seat height adjustment



Ample luggage space for all your needs : The 5-door's luggage capacity with rear seats in position is 538 litres. With the rear seats folded forward, the full flat folding capacity jumps to 1,494 litres. The 4-door version has the maximum trunk capacity of 345 litres. Such capacity eclipses those of most competitors.



## Stowing Your Happiness

Just tell us. Your friends, PDP screen, snowboard, mountain bike, and Siberian Husky. Chances are Cerato will have a space for all of them. For that rare occasion when you do not have anything to stow, we would like to stow your brimming happiness to the tilt of Cerato's luggage space. Expect a pleasant surprise from Cerato's functionalities.

## INNOVATIVE FEATURES EVEN FOR YOUR STORAGE NEEDS

There are more than enough cavities to store your possessions in places as various as map pocket and multi-tray. Among them, large and illuminated, the **glove box** with elastic banding holder expands the range of storage options. Two in one, the **overhead console** features separately operated dual map lights and one-touch opening sunglass holder. The **two-story centre console box** offers plenty of storage space to neatly organise all travel essentials such as CDs, small books and digital camera. When folded partly, its flexibility is accentuated in the **60/40 split rear seats**. Occasional loading conditions demanding length exceeding trunk space can be accommodated easily by folding seats accordingly.



Glove box



Sunglass holder

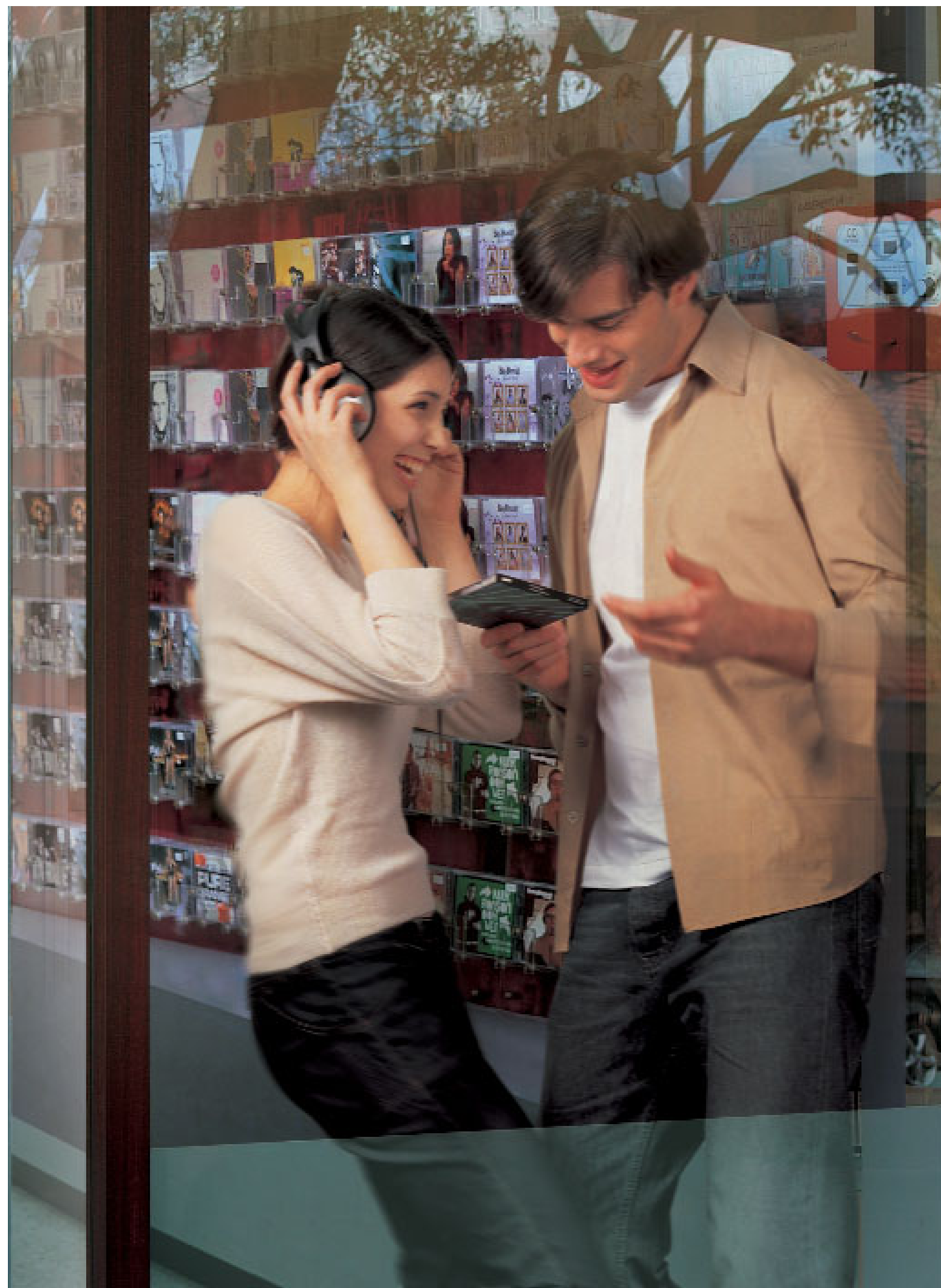


Two story centre console box



6:4 Split folding





**Power sunroof for your indulgence :** Whenever you need freshness, the optional **power sunroof** controlled by overhead console switches offers open-air enjoyment or protected open-view pleasure, tilting and sliding.



## Let Yourself Go!

You may have someone with whom you want to be. Another to have a cup of coffee. Another to listen to the music together. Yet another to enjoy idyllic winds. If you have that certain someone you want to be together, let it be known today. Idyllic winds through the power sunroof; your songs emanating from a 6-speaker system; a warm cup of coffee on a secure cup holder. Everything is immaculate and it should be in your Cerato.

## CONVENIENCE AND PRESTIGE CAN GO TOGETHER

The **front floor cup holders** are designed to accommodate all popular sizes of beverage containers. Rear seat passengers may avail themselves of the **dual cup holders** built into the rear quarter trim and ashtray. The audio system has a diversity that permits expansion up to **MP3 playing** and **In-dash 6 CD changer**. Sound adjustment and mode selection are made easy by soft touched buttons and large knobs that the driver can operate without looking away from the road. **Six speakers** realise maximum listening pleasure as four two-way speakers and dual tweeters are ideally positioned in the cabin to provide clear, accurate reproduction.



Front cup holder



Rear cup holder



Audio system



## Balanced Stance

Cerato's balanced stance is evident from none other than its widest overall width of 1,735mm, the long wheelbase, and the short overhangs. Cerato with its balanced and confidence stance is your extension as well.



**Solar control glass** : Thermal loading in the cabin is significantly reduced by the use of highly advanced solar control glass that filters out UV and infrared rays thus increasing air conditioner efficiency.

## Companionship In A New Light

Do you have that certain someone with whom you can share your joy and trials? We believe having some to love doesn't necessarily mean looking at each other but also gazing at one locale together. Allow your peaceful body and mind to be in the hands of Cerato. Cerato will take you to the place that you want.

### MANEUVERABILITY

Just preset the desired cabin temperature and the **Full auto temperature control** system provides true set-and-forget functionality monitoring sunlight intensity, humidity and ambient air temperature. The **Air quality system** prevents air pollutants and unpleasant odor using an external sensor. The **flush-type air vent** was applied for impeccable opening and closing and which also looks clean and classy. The **4-speed automatic transmission** is innovated by the next generation neural circuits that possess optimal shift patterns for diverse road conditions to ensure being always in the appropriate gear through interpreting the state of the vehicle, as well as the driver's intention. The **5-speed manual transmission**, with its precise and crisp shifting, engenders a feeling of oneness between the driver and her vehicle, paving a way for ultimate driving enjoyment.



Full auto temperature control



Flush-type air vent



4-speed automatic transmission



5-speed manual transmission

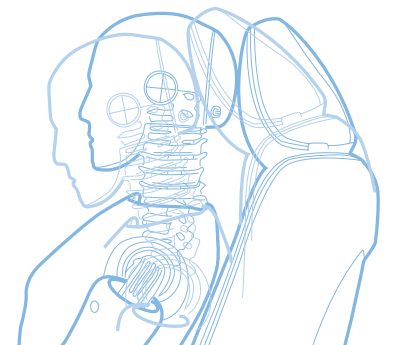


### INTELLIGENT SAFETY SYSTEM

The Cerato active safety system features a **4-channel, 4-sensor ABS** whose performance has been upgraded by the addition of **EBD (Electronic Brake force Distribution)**. The **Brake Assist System** measures the speed and force with which the brake pedal is pushed to determine whether the driver is attempting an emergency stop. For better driving safety, **FTCS (Full Traction Control System)** is also available with ABS. The FTCS detects wheel slippage when starting, accelerating, or cornering, then reduces engine idle speed and optimally applied brakes to reduce wheel spin.

### Nobody Does It Better

Reflecting the very spirit of freedom in all but safety, Cerato boasts a myriad of safety features. Steel roof rails, side-impact door bars, and impact-absorbing front and rear bumpers are complemented by 3-point seatbelt protection for all seats, dual side, and curtain airbags, front seatbelt pretensioners and force limiters, and active headrest. And since it's best to avoid impact altogether, you'll appreciate the way Cerato's superb handling backed by ABS and TCS allows you to maneuver out of dangerous situations.



Active headrest



**Based on your tastes :** The cabin of the Kia Cerato boasts a stimulating yet comfortable design. Its overall ambience evokes upscale quality while carefully selected materials for their texture and appearance add to the driving delight creating a space with modernity and an open and spacious feel. **Trip computer** keeps a record of important facts while traveling, such as average speed, total distance left before refueling, travel duration, and distance traveled.



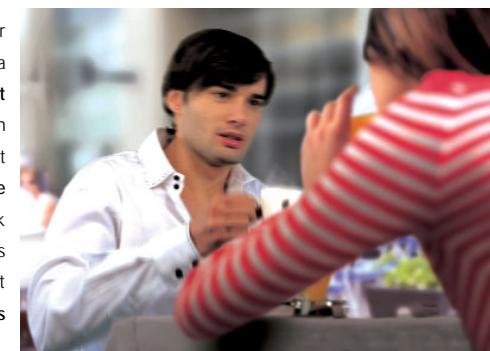
## Slowly But Surely

If you feel you are steaming ahead way too fast, allow yourself to slow down a bit. Your wait in consideration of others makes your life all the more precious. We dare to say that feeling others' attractiveness slowly but surely is the way to recognize their true value. A peace of mind to relish every and each fleeting moment of life. Wouldn't life be more attractive because of that? Not to dissimilar in choosing a car. Please do compare cars slowly but surely. It probably won't take you too long to recognise the true value of Cerato.



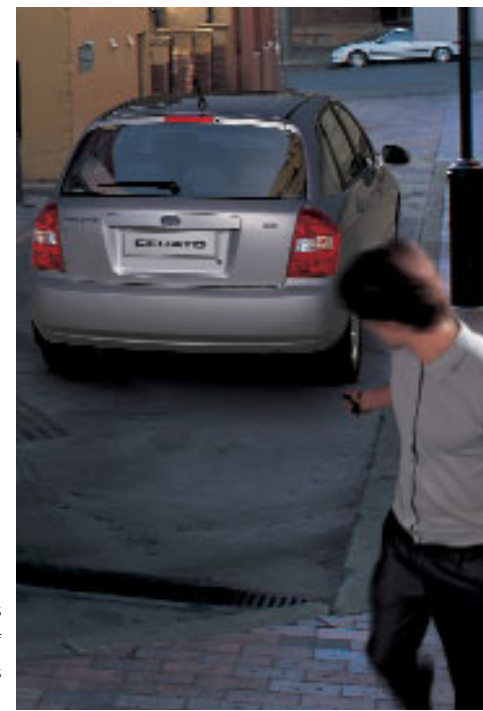
## OPTIMUM, AS ALWAYS

As long as an optimally-packaged interior for front and rear seat occupants is one of the designer's principles, the Kia Cerato proves perfection leading its class in terms of **front and rear head room** and surpasses most competitors in **front and rear leg room clearance**. Tall and wide-swing front and rear doors and elevated front seat and the **high roofline** provide an outstanding view of the road as well as quick and easy access. Cerato **high mounted stop lamp** is integrated with the tailgate frame, so that it will not obstruct the driver's rear view. **Minimal turning radius** facilitates turning and parking maneuvering in tight space.





**Keyless entry :** The remote control key enables you to open the doors and trunk lid conveniently even if your hands are full. It also comes with a theft prevention feature.



## All is Ready, Just for You

Cerato values your personality and preferences. It's because everyone's lifestyle and value system are inevitably different. Same with choosing a car. We don't want to create a car that's just like others. It's because designing a car that our customers want is our mission and joy as well. Our confidence is based partly on the superior results that Cerato achieved against the competitors in product clinics for each different region. Moreover, we know that it enjoys competitive advantages provided by exceptional performance and value-oriented standard features over the competitors.

### ALL-AROUND VERSATILITY

A classy and round fog lamp is integrated in a robust and oversized bumper, rendering trust and aesthetic qualities to the 4-door sedan while performance-oriented intake **air dam** and integrated and futuristic **projection fog lamps** make the 5-door hatchback appear more dynamic and confident. **Dual clear headlamps** with amber turn signal lamps seamlessly create a dashing yet aggressive look front. A **sporty front grille** integrated into the bonnet and accented chrome line conspire to create the Cerato identity. The design of standard six-spoke 15-inch wheel covers and optional five-spoke 15-inch and eight-spoke 16-inch aluminum alloy wheels are clearly reflects Kia Cerato design DNA.



15" Wheel cover



15" Alloy wheel (5-door)



15" Alloy wheel (4-door)



16" Alloy wheel

Discover Genuine Happiness Waiting to be Uncovered in Daily Life



## Specification

**CONCEPT //**  
**Dynamic, Aggressive, Sporty with Enhanced Performance**  
 To be more dynamic, aggressive, and sportier in comparison with predecessors. The Cerato product concept is sporty and unique styling image. And also Cerato added the enhanced performance though introducing a new platform and adding a diesel engine.

**DESIGN //**  
**Sporty and Unique Cap-Forward Styling**  
 As the first step in addressing this challenge, the designers developed a "form" language combining advanced and trendy proportions, bold and aggressive styling, and innovative and unique Kia identity. They then refined their concepts and gave them shape, imbuing the 4-door version with a sporty and dynamic personality while instilling bold overtone and European confidence in the 5-door version.

**PERFORMANCE //**  
**DOHC, CVT and CRDi**  
 The petrol engine lineup consists of the following three: 1.6L DOHC with 105 ps and 2.0L DOHC CVT with 143 ps. The last one comes equipped with CVT for higher performance and reduced fuel consumption. Accommodating a trend in the C-segment, the Cerato is also now available in two advanced common rail diesel engine specification. The 2.0L CRDi provides

112 ps and 25.0 kg-m of torque while the 1.5-litre CRDi outputs 102 ps and 22.0 kg-m of torque.

**SAFETY //**  
**Nobody Does It Better**  
 The Kia Cerato incorporates passive- and active-safety measures that yield class-leading protection for occupants and an adequate measure of protection for pedestrians. And to give users even greater peace of mind, it incorporates the latest technologies for security and environmental compatibility.

**NVH SYSTEM**  
 Three strategic measures for reducing the NVH were as follows: relatively weak points such as A-pillar, roof area, and sealed side areas at the bottom strengthened to reduce external noise (structure analysis); advanced insulator pads to preempt noise at the source; one-body dash panel and ISO pads made with new advanced materials to reduce noise from the engine room.

**COLOURS**  
 Cerato comes with 10 bright body and 2 different seat colours for flexible colour coordination that suits your tastes.

DIMENSIONS (mm)	4-Door (5-Door)
Overall Length	4,480 (4,340)
Overall Width	1,735
Overall Height	1,470
Wheelbase	2,610
Front Wheeltrack	1,495
Rear Wheeltrack	1,485
Front Overhang	905
Rear Overhang	965 (825)
Interior Length	1,915
Interior Width	1,450
Interior Height	1,220
Front Leg Room	1,087
Rear Leg Room	898
Front Head Room	1,017
Rear Head Room	970 (985)
Front Shoulder Room	1,400
Rear Shoulder Room	1,370
Min. Ground Clearance	160
Min. Turning Circle Radius(m)	5.07

## Body & Seat Colours



All information and illustrations are based on data available at the time of publication and subject to change without notice. Contact your local Kia dealer for current information.

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