



Innovation Beyond Change

**CERATO**





How you look on the outside speaks volumes about how good you feel inside. Cerato has the dynamism, performance and style to put your mood in the fast lane.

**NEW LOOK**

Your **style** says  
**everything** about you



Cerato has the looks to drive for, with a sporty profile and perfectly balanced proportions. The confident sculpted rear underlines this car's dynamic performance, ensuring Cerato is a leader that others can only aspire to follow.

## DRIVING ON

Look **forward** and **follow** the leader

Life is for living, and an active and fulfilling future is on the horizon with Cerato. Its forward-pitched cabin blends effortlessly into the smooth and sleek bonnet for perfect poise. The signature Kia trademark grille drives home its forward-looking styling.

## FRONT **RUNNER**

Indulge your **desire** for **life**

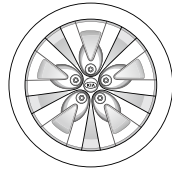


You're an individual and it's in your soul to see beyond the limits of ambition. With Cerato you can set the trend that others can only aspire to.

# GAME ON

Set the **trend** and live the **lifestyle**





#### 215 tyres and 17-inch alloy wheels

The choice of wide 215 mm tyres with a 17-inch diameter alloy wheels optimise performance, cornering force for grip and steering stability while offering breathtaking looks.

## MUSCLE and TONE

Stylish appearance is far more than skin deep in the Cerato. You get the athletic design and smart functionality that a C-segment sedan demands.

At first glance, Cerato makes a sporty statement of intent. The front light clusters shear from the grille and reach back into the wing. A lingering sweep of your eye follows the sleek belt line which gently ascends from the front fender, breaking to continue through a flawless profile to the linear trunk line. Here the trapezoid light clusters nestle beneath the top of the flared trunk, and frame the purposeful and forward accented rear.

Chrome handles, LED repeaters inset into the wing mirrors, and the carefully chiselled lower door profile complement the smoothly rounded roofline with its forward-looking cabin and aerodynamic rear that reaches towards the succinct trunk lid and body-colour garnish.

The haunches and the firmly rounded face are enhanced by the 17-inch wheels beneath a long wheel base chassis, giving Cerato an unmistakable sense of motion – even when stationary.



#### Electric folding wing mirrors

At the touch of a button, the wing mirrors fold away to provide more room when parking and to avoid accidental knocks from other vehicles.

▲ **Bold, speedy & dynamic exterior profile** The compact round front end with its voluminous opening makes a sporty statement, with clean lines, bold panels and a dynamic wedge-like shape accented by side character lines and wide headlamps. The aerodynamic design leads back to the trunk, two-tone bumper and proud haunches, hinting at the sporty performance and potential energy ready to be released. ◀◀ **Kia's new family look grille** Cerato has adopted 'Schreyer Line' styling, with the radiator grille design representing a fierce tiger's roar. ◀ **Wing mirrors with LED repeaters** LED repeaters are incorporated into the wing mirrors, providing a smooth, integrated look while enhancing your visibility to other road users.



## The **inside** track

With Cerato you step into the heart of a contemporary and powerfully styled cabin. The thought-through layout creates space and form, and the finish of the fascia and trim is a dynamic and sophisticated arena for the latest technology.



## At one with **body** and **mind**

The interior of your Cerato offers a level of comfort that will relax you; space that gives you room to think and explore; and the colour that nurtures and inspires a positive mood. Exercise your right to the good life.





#### Keyless entry system

A neatly designed keyless folding key makes entering and exiting the Cerato a matter of simply pressing a button.

## A feature **RICH** interior

You will spend many hours in your Cerato, and Kia has put lots of thought into the design and arrangement of the cockpit. There are certain things you can take for granted, such as the comfort of the seats, the fit of the dash and the visibility of the exterior through the windows and windscreen. But let's look at the details.

The trim is sophisticated, with clean lines and integrated controls to underline the feel that every detail has been considered from the initial drawing board and not left to the last minute. The controls are ergonomic and designed to be reached easily with minimum distraction when driving. Modern features include paddle shifters, push button ignition and smart locking door handles.

The contemporary feel is enhanced by the flush-fitting audio system and the Kia triple gauge cluster with message centre. Your audio experience will be second to none, with an in-dash 6-CD changer system including MP3 playback, AUX, USB and iPod® connections for compatible devices. You'll enjoy output with clarity through the 6-speaker audio setup.

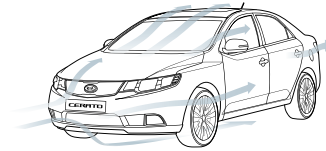


▲▲ **Button START/STOP system, smart key holder** The sporty style and contemporary credentials of the Cerato interior are enhanced with tactile push-button ignition. If the smart key battery should run low, insert the smart key into the holder beneath the start button to start the engine. ▲ **Supervision cluster, audio remote control, auto cruise control** Cerato features the Kia triple gauge cluster which offers a sporty feel and superb visibility. Steering wheel mounted controls put the audio system and cruise control settings at your fingertips. ▲▲▲▲ **Full auto temperature control** The interior climate can automatically controlled and a mood ring outlines the air-conditioning dial-knob to give an aura of sophistication and high quality. ▲▲▲ **USB, AUX and iPod® connections** The Cerato audio system enables you to take your media with you. It has iPod® and MP3 compatibility, a USB port and a 6-CD changer for complete audio entertainment. ▲▲ **Smart key system** The smart key option uses secure wireless technology to provide extra convenience. The chrome door handles provide push-button control for locking and unlocking. ▲ **Bluetooth hands free** Bluetooth functionality means you can make and receive phone calls in the Cerato without having to take your hands off the steering wheel, adding a very useful level of convenience and an important measure of safety.



A leading brand gives you long-lasting quality as well as performance. It's where sure-footed performance from a tuned powertrain with 215 mm tyre-wrapped 17-inch alloys meets class-leading safety and the technology to enhance your lifestyle.

**FREE STYLE**  
Where **freedom** meets **performance**



**Coefficient of drag**

Cerato's low drag coefficient comes from a wedge-shaped profile that improves aerodynamics, which in turn enhances its fuel economy and performance.

## The peak of **PERFORMANCE**

Kia has created not just a vehicle to drive, but one that will inspire a driving passion. Cerato adopts the very best in Kia engineering and harnesses it to tried and tested technologies that ensure this car is up with the very best in terms of performance, reliability and durability.

Hit the throttle of the 2.0-litre CVVT gasoline engine and you'll appreciate the torque this four-cylinder lightweight engine offers. This powerful gasoline engine delivers maximum power of 156 ps at 6,200 rpm for a highly responsive and efficient drive. The alternative is the economical lightweight 1.6-litre four-cylinder CVVT engine, which delivers maximum power of 124 ps at 6,300 rpm for a dynamic yet highly fuel-efficient ride. Both engines have dual overhead camshafts (DOHC) and hydraulic mounts to minimise vibration, and meet stringent environmental standards for gasoline engines.

Both engines are paired with newly designed 6-speed gearboxes, either a manual transmission for optimum driver control, or an automatic transmission for a smooth and relaxed drive with manual-style shift capability.



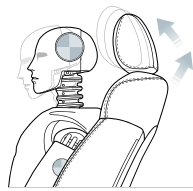
▲ **2.0 DOHC CVVT Gasoline engine**

**Max. Power** 156ps/114.7kW @ 6,200rpm  
**Max. Torque** 19.8kgm/194.2Nm @ 4,300rpm

◀ **1.6 DOHC CVVT Gasoline engine**

**Max. Power** 124ps/91.2kW @ 6,300rpm  
**Max. Torque** 15.9kgm/156Nm @ 4,200rpm

▲◀ **6-speed automatic transmission** With a boot-type TGS shift lever, the state-of-the-art design of the 6-speed automatic transmission lets you relax knowing that every gear change will be silky-smooth. ◀◀◀ **Tachometer** The feel of speed is enhanced by the sporty dials, such as the rev counter. ◀◀ **6-speed manual transmission** The technologically advanced 6-speed manual gearbox offers a high degree of driver control through its ability to provide precise, crisp shifting.



**Active headrests**

The active headrests move forward and up within milliseconds of an impact to cushion the head and prevent whiplash, one of the biggest injury risks.

## Taking the lead in **SAFETY**

Safety has always been a priority for the Kia design team, and with the Cerato you can expect peace of mind driving in challenging weather conditions, or when responding to unexpected road hazards. Active and passive safety measures are at the foundation of the Cerato design, where chassis, steering, handling and stopping power combine to make a well integrated package.

The Cerato has been constructed with impact resistance crumple zones and reinforced doors as a first line of defence. Further passenger protection comes from the combined suite of six airbags which activate to protect occupants from front and side impacts. Add to this height-adjustable front seatbelts with pre-tensioners and load limiters and three-point seatbelts for all seating positions.

Additional driver control is available thanks to Electronic Stability Control (ESC), Brake Assist System (BAS), and Anti-lock Brake System (ABS) with Electronic Brakeforce Distribution (EBD). The MacPherson strut front suspension and torsion beam axle rear suspension work to maximise steering stability. These features combine to help you retain control of the vehicle when it is needed most.



▲▲ **Rear parking assist system** Four ultrasonic sensors mounted within the rear bumper will detect when there is an obstruction behind your Cerato, helping you avoid pedestrian injury or bodywork damage while reversing. ▲ **Six airbags** During impact, Cerato will protect you with dual driver and passenger airbags, full-length curtain airbags that cushion the head and mid-section, and front dual side airbags which provide additional important protection for the pelvis area and torso. ▲▲▲ **ESC (Electronic Stability Control)** ESC improves driving stability using real time electronic inputs, responding to brake pressure and engine output during abrupt turns, acceleration and braking. ▲▲ **Safety power window** Another indispensable feature is the safety power window. The window will retract when it detects an obstruction, which is especially important for child safety. ▲ **Rear view camera display** The rear-view mirror incorporates a screen that transmits images from a camera at the rear, showing you the distance from the car behind you to make parking easy.

# FIT for FUNCTION

The Cerato is fun to drive, but makes fun fully functional with the high specification interior from the safety power sunroof to ample storage and adaptability.

## Compact centre fascia

The new centre console features integrated audio and ventilation controls with a contemporary and sleek style running seamlessly through to the floor console.



**6. Safety power sunroof** The tilt and slide power sunroof option will flood light into the Cerato. It has a safety mechanism to sense obstructions such as a child's hand, and prevent the sunroof from closing. **7. Sporty user-friendly door control** A suite of controls are located within the door armrest to give you convenient control of power windows, central locking and wing mirrors. **8. Manual tilt & telescopic steering column** You can set the steering wheel's vertical alignment as well as adjusting it telescopically to ensure you obtain the optimum position for comfort and control of your Cerato. **9. Auto light control** Auto light control is a valuable safety feature. It can be set to switch on front and rear lamps automatically when the outside light and visibility becomes poor. **10. Glove compartment** The glove box pulls down to store items you need to keep handy, such as CDs, maps and manuals. **11. Floor console cup holders** Conveniently placed cup holders accommodate drinks securely, while the chrome detailing adds a touch of style. **12. Rear seat centre armrest with cup holders** Two drink holders are located in the pull-down central armrest at the rear.



## Pumping-type seat height adjuster

Use the ergonomic lever for effortless seat height adjustment to your ideal comfort level.

**1. Detachable rear headrests** The rear headrest is a useful safety option, and can be removed when the seats are folded for storage. **2. Sunvisors with illuminated vanity mirror** The practical sunvisors hold a concealed and illuminated vanity mirror with on-off switch. **3. 60:40 split folding rear seat backrests** The 60:40 split folding rear seat backrests enable you to maximise space for luggage, shopping bags or even your sports gear. **4. High level stop lamp** Visibility on the road is important and the high level stop lamp located behind the rear windscreen ensures that your brake lights aren't hindered by road spray or mud, and combine with standard brake lights for better safety. **5. Alloy pedals** You get a truly sporty feel from the alloy pedals, designed with both automatic or manual transmissions in mind.





When practicality tops your requirements but style follows close behind, the new Cerato 5-door fits the bill. Whether meeting friends in town or heading off on a shopping expedition, this is a hatchback that performs wherever it goes.

**COMPLETE WITH**  
**practicality**, loaded with **style**

Stand out **WHERE IT MATTERS**

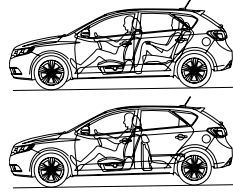
From the suburbs to the centre of the city, the Cerato 5-door takes on the urban environment in stride. The new front fascia and sportily designed rear let you know that with this car, you'll always be perfectly at home.



### 5 doors, many possibilities

The Cerato 5-door is not only different on the outside, it's different on the inside too. So cast your eye over the exterior, then lift the tailgate and prepare to be surprised.

\* Luggage space (SAE) : 550ℓ



\* Luggage room (mm) Length : 862  
Width : 1,131  
Height : 551



**1. Generous head and legroom** A spacious interior means four people can be seated comfortably in the Cerato with generous head, leg and shoulder room. **2. 60:40 split-folding seats** Not only do the rear seats fold down, but a box under the luggage tray allows the seats to be folded fully flat, increasing the storage area and overall convenience. **3. Rear spoiler with high-mounted stop lamp** Sportily designed, the rear spoiler and high-mounted stop lamp enhance both aesthetics and practicality, providing improved aerodynamics and increased visibility to other road users. **4. Rear combination lamps** Stylish, slim, surface-mounted rear combination lamps add to the 5-door's appeal. **5. Sporty exhaust pipe** An oval-shaped tailpipe adds a further sporty touch.

## FORM and FUNCTION

The Cerato 5-door is the ideal car for today's kind of driving. Take it on long journeys and it handles the roads with ease. Take it on short trips and it can be relied upon to attract admiring glances thanks to its well-thought-out styling and versatility. In short, a modern hatchback that delivers on every level.

## Ample STORAGE SPACE

Storage space is both large and versatile. The rear seats can be folded fully flat, allowing plenty of room for luggage of all dimensions.







With the tailgate forming a distinctive unit that blends harmoniously with the rear spoiler, combination lamps and bumper, the Cerato 5-door offers a completely new angle on an already impressive driving experience.

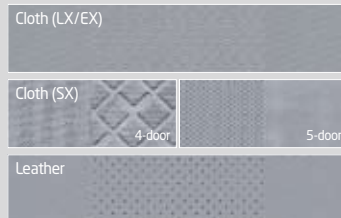
**FREEDOM TO**  
go your **own way**

# COLOUR and CONTRAST

The finishing touch to any well-dressed vehicle is its colour scheme. The cabin is where you will spend your time and interior colour can affect your mood and attitude, so Cerato gives you a choice of co-ordinated interiors to suit your desires.



▲ **Grey two-tone** Grey is light and airy, and the two-tone combination provides a well-balanced scheme, evocative of strength and sophistication. The quality of pure grey seats in cloth or leather combine with an urban grey finish for a clean image that complements the modern interior.



► **Brown two-tone** The brown scheme combines rich shades of brown which are evocative of nature, painting the interior with warm and earthy honesty. The seats carry subtle differences between cloth and leather, and combined with black trim create a rugged interior ambience.  
(Brown two-tone colour is not available on the 5-door model)



► **Black one-tone** You may expect a technologically advanced car to offer a classic black scheme which is powerfully modern. Black accentuates the lighting of the subtle buttons and controls to portray an understated yet confident statement about the driver.



# The Cerato is...

## CONCEPT Innovation beyond change

Have no doubt that Cerato makes a statement about its driver. It combines sporty appeal with high performance. The profile is aerodynamic and modern, combining technology and athletic looks with the conveniences that any driver would expect from a car suited to hard work and family life. An advanced C-segment vehicle with refinements that set it apart.

## DESIGN Exciting profile

Cerato is a well-balanced vehicle that owes much to the innovative design team at Kia that has incorporated the styling cues of modern-day design. Its rounded and purposeful nose features the new-style Kia signature grille. The smooth belt line runs back to front to indicate forward motion, and is underlined with sporty and solid 17-inch alloys. Dynamism is enhanced with haunches created by the short and distinctive trunk lid, long wheel base and forward cab.

## COMFORT Space and light

Cerato uses space wisely, creating enhanced driver and passenger comfort in a light and airy cabin. The sporty instrument cluster, integrated fascia and steering mounted controls combine with quality trim, cloth or leather seats and a range of functional features including heated wing mirrors, power windows and full automatic climate control to make this your space.

## SAFETY Advanced safety features

Class-leading safety features ensure driver and passenger peace of mind. From seatbelt pre-tensioners and active headrests to a reinforced bodyshell, front airbags and side and curtain airbags, the cabin is a safe place to be. The safety features built into the bodyshell, the stability of ESC and braking prowess from BAS put this vehicle in the safety lane for its segment.

## PERFORMANCE Enhanced performance

The two engine choices perform with maximum energy efficiency and minimal emissions. Choose between the 1.6-litre DOHC CVVT or 2.0-litre DOHC CVVT four cylinder gasoline engines, coupled with either a 6-speed automatic transmission or 6-speed manual transmission.

## REFINEMENT Comfort zone

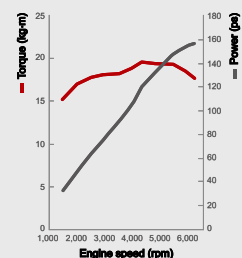
The noise, vibration and harshness-reduction properties of the Cerato have been revised from top to bottom. Thinsulator is found in the crash pad, package tray trim and luggage side trim, reducing road noise and engine penetration noise. The A, B and C-pillars feature foam pads to cut down on wind noise, while both the cowl top cover and trunk mat are constructed of thick sound-deadening material.

# Specifications

Dimensions (mm)	4-door (5-door)	Dimensions (mm)	4-door (5-door)	Dimensions (mm)	4-door (5-door)
Overall length	4,530(4,340)	Overhang (front)	895	Leg room (rear)	890
Overall width	1,775	Overhang (rear)	985	Head room (front)	1,015
Overall height	1,460	Interior length	1,903(795)	Head room (rear)	955(975)
Wheelbase	2,650	Interior width	1,467	Shoulder room (front)	1,415
Wheeltrack (front)	1,557	Interior height	1,207	Shoulder room (rear)	1,390
Wheeltrack (rear)	1,564	Leg room (front)	1,100	Min. ground clearance	150

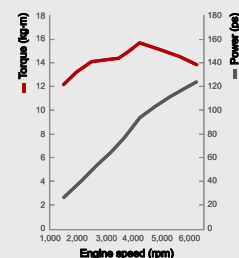
## Engine

### 2.0 DOHC CVVT Gasoline engine



Displacement  
1,998 cc  
Max. Power  
156 ps / 114.7 kW @ 6,200 rpm  
Max. Torque  
19.8 kgm / 194.2 Nm @ 4,300 rpm

### 1.6 DOHC CVVT Gasoline engine



Displacement  
1,591 cc  
Max. Power  
124 ps / 91.2 kW @ 6,300 rpm  
Max. Torque  
15.9 kgm / 156 Nm @ 4,200 rpm

# Body colours

Eight modern finishes give you the choice to make your own mark on your Cerato. (Snow White Pearl: Not available on 5-door model, Racing Red: Available only for 5-door model)



Clear White (UD)



Snow White Pearl (SWP)



Bright Silver (3D)



Titanium Silver (1M)



Metal Bronze (D0)



Spicy Red (1Y)



Ebony Black (EB)



Santorini Blue (H0)

# Wheels

A wide choice of wheels increases the style options. You can opt for a 15-inch steel wheel with five split-spokes, or a 15-inch alloy with five spokes. There's an eye-catching 16-inch alloy, or you may prefer the ultimate: a five split-spoke 17-inch alloy wheel.



195 / 65R 15" Steel Wheel



195 / 65R 15" Alloy Wheel

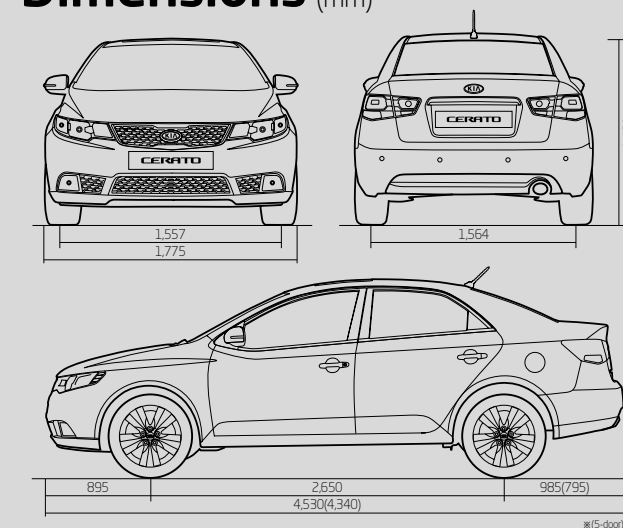


205 / 55R 16" Alloy Wheel



215 / 45R 17" Alloy Wheel

# Dimensions (mm)



\* 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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1107-DC-KM/GE-LHD

## *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 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 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.kiamotors.com](http://www.kiamotors.com)) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Over 2 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 44,000 employees worldwide and annual revenues of over US\$20 billion. It is the major sponsor of the Australian Tennis 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 surpassing customer expectations through continuous automotive innovation.



Official Partner



Official Partner



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