

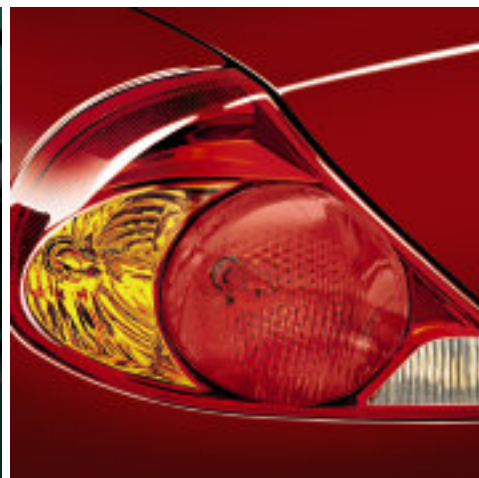
KIA 2003



S O R E N T O



S E D O N A



S P E C T R A



R I O



M A G E N T I S



GO YOUR OWN ROAD

You know exactly what you want from life. You're going places and you're looking for a vehicle that is going to take you there. Kia celebrates this independent spirit by building distinctive, feature-packed vehicles that stand out by design. And because of their incredible value. From the newly redesigned Rio and Magentis, through the reliability of Spectra, to the safest minivan on the road – Sedona – nobody can match the value in the Kia lineup. And new in 2003, we're proud to introduce Sorento – it'll change the way you think about mid-size SUVs. Intelligently designed vehicles with more standard features, distinctive styling and great prices, all backed by the best warranty in the business. That's why Kia has become the fastest growing automaker in Canada.*

*Based on 2001 industry annual sales growth figures.

CARVING OUT A LANE OF OUR OWN

1999

We've come a long way since our arrival in Canada **three** short years ago.

We've built upon the expertise that comes with being part of the world's

2000

eighth largest vehicle manufacturer to become Canada's fastest-growing car

company. We established our reputation for creating well-built, well-equipped

and well-priced vehicles with the launch of Sephia and Sportage in **1999** and

2001

Rio in **2000**. We followed that in **2001** with the Sedona minivan, the mid-sized

Magentis sedan, the compact Spectra sedan, Spectra GSX sports hatch and the

innovative Rio RX-V 5-door sportwagon. This year's launch of Sorento will

bring a new level of style, capability and value to the mid-size SUV segment.

2002

Every member of the Kia family has something to offer drivers searching for a

unique blend of style, fun to drive performance, features and excellent value.

2003



SORENTO

Life is not about the destination, it's about the journey. And whether your journey takes you down city streets, winding mountain roads or rock-strewn trails, the all-new 2003 Sorento can handle it. With room for five adults to ride comfortably and space to carry all your gear, Sorento is the perfect vehicle for all your adventures.

- A standard 3.5 L DOHC V6 engine gives you plenty of power for normal city and highway driving, with extra strength when you need it, like when towing trailers of up to 5,000 lb/2,270 kg*.
- The 4-speed automatic transmission incorporates Adaptive Shift Control, providing enhanced fuel economy and better control in off-road conditions.
- An electronically-controlled "Shift-on-the-Fly" system gives you instant access to the sure-footedness of 4-wheel drive. An available "Torque-on-Demand" all-wheel drive system (on EX and EX Luxury models) provides the security of computer-controlled all-wheel traction that automatically adjusts to road and driving conditions.
- Sorento is built with a tough body-on-frame design, helping it to deliver authentic off-road capability while maintaining on-road handling, ride comfort and enhanced crash protection.
- A huge cargo area, fold-flat 60/40 split-folding rear seats and many handy storage places keep things in order.
- Air conditioning, cruise control, power windows, door locks and mirrors and an 8-speaker CD stereo are all standard.
- Standard dual front airbags, curtain-type side-impact airbags, side-impact beams and 4-wheel ABS on all Sorento models protect you and your passengers.
- Sorento is equipped with heated side-view mirrors, front wiper de-icer and fog lights for clearer vision when you really need it.

*Maximum towing capacity for trailers equipped with brakes.





MAGENTIS

The 2003 Magentis will alter your perception of what a mid-size sedan can be. Its exterior has been designed to stand out, not blend in. Its interior is filled with surprising touches normally found on more expensive sedans. And the driving experience is anything but ordinary. Discover Magentis – a mid-size sedan that gives you more.

- Magentis' athletic stance stands out in a category that is increasingly generic. The lines, both sensuous and functional, emulate those of the great European sports and luxury sedans.
- Driving Magentis gives the choice of cruising comfort or more spirited "interactive driving" thanks to a smooth and responsive 4-speed Steptronic transmission that allows the driver to choose between regular automatic and "clutch-less" manual mode.
- A swift and responsive 2.4 L DOHC 4-cylinder engine powers Magentis LX, while the LX-V6 and SE-V6 are equipped with a powerful and sophisticated 2.7 L all-aluminum DOHC V6.
- Magentis is equipped with a road-hugging front double-wishbone suspension and independent multi-link rear suspension – the "standard" for sport and luxury sedans. V6 models also include 4-wheel ABS disc brakes and alloy wheels.
- Standard comfort and convenience features include CD stereo, cruise control, air conditioning and power windows, locks and mirrors. V6 models also include power sunroof, leather-wrapped steering wheel and shift knob and remote keyless entry.
- Dual front driver and passenger airbags are augmented by available front seat-mounted side-impact airbags (on SE-V6). Front seatbelt pretensioners further enhance crash protection by pulling the occupant back into the seat at the moment of impact.
- Magentis' wide, spacious trunk and 60/40 split-folding rear seat give you the room you need. The trunk is easy to load and the hinges retract above the load area for maximum capacity.





SEDONA

Canadian families take their vehicles seriously. They need to be able to withstand long, cold winters and hot, humid summers. They need to be versatile enough to go from lugging a bunch of hockey players to hauling home renovation supplies. And they need to look good and be safe doing it. That's why people who've discovered the Kia Sedona voted it the Best Minivan in a recent Vehicle Satisfaction Survey*.

- Sedona leads the way in safety protection with an industry-best quadruple "5-Star" Safety Rating for driver and passenger front-impact and front and rear seat side-impact crash resistance.**
- All Sedonas are equipped with a powerful 195 HP V6 engine and a smooth shifting 5-speed automatic transmission.
- Every Sedona is equipped with standard front and rear air conditioning, cruise control, 6-speaker CD stereo and power windows, locks and mirrors providing comfort and convenience for the entire family.
- You can customize Sedona's interior to fit your needs. Dual sliding doors make it easy to load and unload gear. Rear seats have built-in rollers, making them easy to remove. Or, simply fold the 2nd and 3rd row seats flat to allow for large objects without removing the seats.
- A front wiper de-icer and heated side-view mirrors help ensure a clear view of the road even during the iciest conditions.



5-STAR CRASH TEST RATING

ONE OF THE SAFEST MINIVANS EVER TESTED BY THE NHTSA. RECEIVED A 5-STAR ALL-AROUND IMPACT RESISTANCE RATING:

- 5-STAR SAFETY RATING FOR FRONT IMPACT – DRIVER SIDE†
- 5-STAR SAFETY RATING FOR FRONT IMPACT – PASSENGER SIDE†
- 5-STAR SAFETY RATING FOR SIDE IMPACT – FRONT SEAT†
- 5-STAR SAFETY RATING FOR SIDE IMPACT – REAR SEAT†
- 4-STAR SAFETY RATING FOR ROLL-OVER RESISTANCE† (HIGHEST POSSIBLE RATING FOR A MINIVAN)

**† NHTSA (National Highway Traffic Safety Administration) test results. Visit www.nhtsa.dot.gov/ncap for full details.

*Kia Sedona received the highest Vehicle Satisfaction Score in AutoPacific, Inc's 2002 owner survey in the minivan category. Visit www.autopacific.com for additional information.



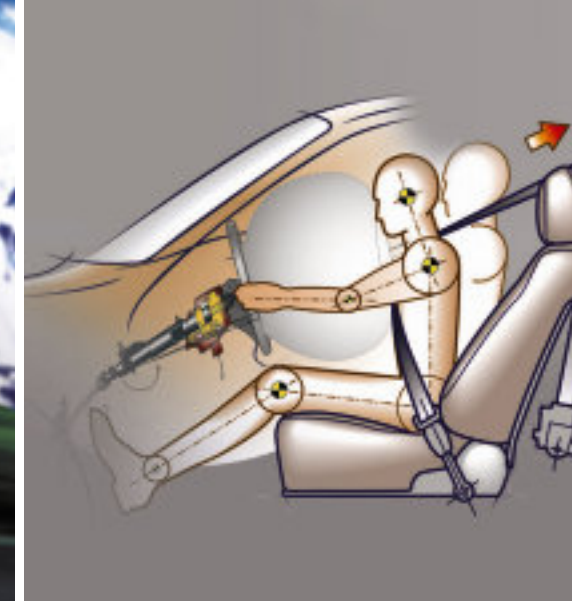


SPECTRA GSX

The sleek, sporty Spectra GSX was created for the driver who wants more. More performance. More space. And more value. It gives you the convenience of a 5th door hatch, making it easy to load up more of your gear without sacrificing styling or performance. Spectra GSX ensures that getting there is more than half the fun.

- Equipped with a responsive 124 HP, 1.8 L DOHC engine, Spectra GSX supplies power when you need it while still delivering great fuel economy.
- 4-wheel independent suspension provides a smooth ride and superior cornering, no matter what road you take.
- Alloy wheels, leather steering wheel and shift knob, as well as brushed metal grain interior trim complement the sporty performance of the GSX.
- The driver gets the best seat in the house – a well-bolstered, height-adjustable seat with adjustable lumbar support.
- Spectra GSX gives you a whopping 528 L (18.6 cu. ft.) of cargo space. Add the convenience of a 60/40 split-folding rear seat and you're ready to pack just about anything.
- With Spectra GSX you get loads of comfort and convenience features. Air conditioning, CD stereo, cruise control and power windows, locks and mirrors are all standard equipment.
- Safety is always top of mind with Spectra. Standard dual front, de-powered airbags sense the force of impact and deploy with the correct force to protect driver and passenger. Spectra is equipped with steel side-impact bars in all four doors for further protection in the case of a side-impact collision.



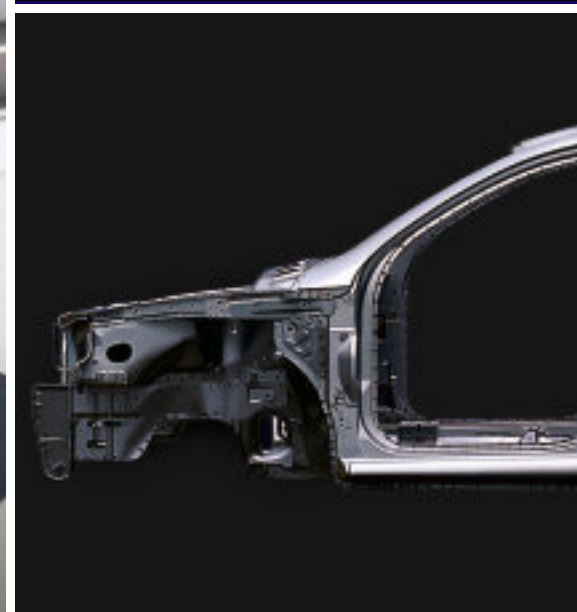


SPECTRA

Spectra was designed to appeal to those who view their car as a way to enhance their lives – a means to an end. You need a car equipped to outlast all the twists and turns your busy life throws at it. The 2003 Spectra will take them all in stride.

- Spectra is ultra-functional – with one of the largest interiors in its class, a big trunk and 60/40 split-folding rear seat you have many options for comfortably carrying lots of gear and passengers.
- To make the ride more comfortable, Spectra is equipped with a 4-speaker CD stereo and height-adjustable driver's seat with lumbar support. Spectra LS includes air conditioning, cruise control, 6-speaker CD stereo and power windows, locks and mirrors among its standard equipment.
- A slick-shifting 5-speed manual transmission (or available 4-speed automatic) paired with fully independent suspension and gas-filled shocks help Spectra grab hold of the road for an exceptional driving experience.
- You'll be smiling all the way past the gas station thanks to Spectra's aerodynamic styling and fuel-efficient 124 HP, 1.8 L DOHC engine.
- Safety doesn't take a back seat with Spectra. Steel side-impact beams in all four doors protect occupants. Dual front de-powered airbags deploy with the correct force to protect driver and passenger. And three integral child seat anchors, along with rear childproof locks, help keep the kids out of harm's way.





RIO RX-V

You have a lot going on. You need a car that can keep up. Rio RX-V is the ultimate solution for busy lifestyles. You might buy it for its sporty good looks or its great fuel economy, but its abundance of interior features and its ability to carry lots of your gear will quickly impress you. Re-designed for 2003, Rio RX-V not only looks great but is fun to drive as well.

- A new 104 HP, 1.6 L DOHC engine and a slick-shifting 5-speed manual transmission combine to deliver dynamic, European-inspired performance. A new automatic transmission, designed to virtually eliminate "shift-shock," is also available.
- You get better feel and more control on the road thanks to Rio RX-V's 14" tires, alloy wheels, independent MacPherson strut front suspension, semi-independent rear suspension and front and rear stabilizer bars.
- You'll ride in comfort with standard air conditioning, CD stereo, power steering with tilt steering column, and 8-way adjustable driver seat with adjustable lumbar support.
- Rio RX-V's 5-door styling looks great and works hard for you. Lots of cargo space, plus a 60/40 split-folding rear seat, gives you the flexibility to carry your old hockey bag, a couple of snowboards or a month's worth of groceries.
- Safety comes first with every Rio RX-V. It was awarded a 4-star safety rating for collision safety by the U.S. National Highway Traffic Safety Administration. A high-strength safety cell surrounds occupants with reinforcements in the roof and rear side frame. Steel side-impact bars add to the protection. Dual front de-powered airbags protect by deploying the airbags with the appropriate amount of force.





RIO

Some roads can wait. Others can't. You have places to go and Rio will take you there. Re-designed for 2003, Rio gives you more than a generous share of standard features and enough space for today's busy world. Best thing is, it does it all at a value that simply can't be beat.

- Rio delivers awesome fuel economy thanks to its sleek, aerodynamic body combined with a new high tech 104 HP, 1.6 L DOHC engine that delivers maximum combustion efficiency, while giving you the power you need. A slick-shifting 5-speed manual transmission or an available 4-speed automatic with overdrive help you maximize both performance and fuel economy.
- We're doing what we can to lessen Rio's effect on the environment. Rio already complies with tough California emission laws set to come into effect in 2005. Recycled materials have been utilized wherever possible, non-toxic gases are used in its non-CFC air conditioning. We even apply an anti-bacterial compound to areas with a lot of hand contact like the steering wheel and shift knob.
- Rio is extremely agile thanks to rack and pinion steering, 14" all-season tires, power-assisted front disc brakes, MacPherson strut front suspension and semi-independent rear suspension.
- A standard 4-speaker AM/FM/CD stereo means you can take your favourite tunes wherever you go.
- A high-strength steel safety cell reinforced in the roof and rear side frame, combined with steel side-impact bars add up to a 4-star rating for collision safety by the U.S. National Highway Traffic Safety Administration.
- Dual front, de-powered air bags measure the intensity of a collision and deploy with the appropriate amount of force. Front seatbelt pretensioners pull driver and passenger back into their seats, reducing injury.



KIA CONFIDENCE

Every Kia includes the best customer care package in the industry – the “5-5-5 Extra Care Warranty.” Its coverage includes:

- 5-year/100,000 km – Comprehensive Warranty covering virtually the entire vehicle*
- 5-year/100,000 km – Powertrain Warranty covering the engine, transmission, axles, differentials and drivshafts*
- 5-year/100,000 km – Extra Care Roadside Assistance covers you in case of mechanical breakdown anywhere in North America.
- 1-year/20,000 km – First-Year adjustments covering consumable items such as bulbs, wiper blades, fuses, brake pads, etc*
- 8-year/130,000 km – Major Emission Components that guarantee that the car will conform with government emission regulations*
- 5-year/100,000 km – Anti-Perforation warranty on body sheet metal defects in material/workmanship*

Kia completes this “peace-of-mind” warranty coverage with a national dealer network. So wherever you need us – from Whitehorse to Windsor and from Victoria to St. John’s – we’ll be there.



“The Best Warranty in the Business”

*Some restrictions apply. For full information on our 5-5-5 Extra Care Warranty, call us at 1-877-542-2886 or visit us at www.kia.ca



SORENTO

FEATURES

- 3.5 L V6 engine, 192 HP
- 5,000 lb towing capacity (with trailer brakes)
- Part-time 4x4 (LX only)
- Torque-On-Demand automatic all-wheel drive system (EX)
- 4-speed automatic transmission with Adaptive Shift Control
- 16" alloy wheels
- 4-wheel ABS brakes with disc brakes
- Front impact airbags
- Curtain type side-impact airbags
- Front fog lamps
- Air conditioning
- Automatic climate control (EX)
- Power heated mirrors
- Power door locks
- Power windows
- Remote keyless entry (EX)
- Cruise control
- AM/FM/CD with 8 speakers (AM/FM/CD/Cassette + 10 speakers on EX)
- Roof rack
- Rear privacy glass
- Limited slip differential (EX)
- Michelin tires (EX)
- Power driver seat (EX)
- Steering wheel controls for radio (EX)
- Woodgrain accents (EX)
- Woodgrain on steering wheel and gear shift knob (EX Luxury)
- Leather interior (EX Luxury)
- Front seat warmers (EX Luxury)
- Power sliding sunroof (EX Luxury)
- Large track, long wheelbase and low overall height for greater stability
- 2-tone cladding (EX)
- Customizable seating/cargo arrangement

EXTERIOR COLOURS



INTERIOR COLOURS



¹EX/LUXURY WITH TWO-TONE CLADDING SHOWN. LX MODELS ARE MONOTONE WITHOUT CLADDING. ²EX-LUXURY ONLY

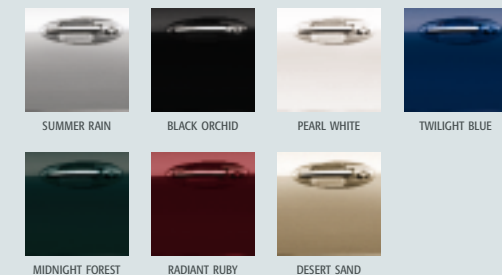


MAGENTIS

FEATURES

- 2.4 L 4 cylinder engine with 138 HP (LX)
- 2.7 L 6 cylinder engine with 170 HP (LX-V6, SE-V6)
- 4-speed Steptronic transmission
- 4-wheel disc brakes (LX-V6, SE-V6)
- 4-wheel ABS with electronic brake distribution (LX-V6, SE-V6)
- Independent double wishbone front suspension
- Independent multi-link rear suspension
- Engine RPM sensing power steering
- 15" wheels with full wheelcovers (LX)
- 15" alloy wheels (LX-V6, SE-V6)
- P205/60 R15 all-season tires (Michelin on LX-V6, SE-V6)
- Dual front depowered airbags
- Dual front side impact airbags (SE-V6)
- Passenger airbag presence detector
- AM/FM/CD stereo with 6 speakers
- Air conditioning
- Power windows
- Central door locks
- Power heated mirrors
- Remote keyless entry with alarm (LX-V6, SE-V6)
- Tilt steering column
- Leather seats (SE-V6)
- 8-way power driver seat (SE-V6)
- Front seat warmers (SE-V6)
- Leather-wrapped steering wheel & gear selector knob (LX-V6, SE-V6)
- Woodgrain interior accents (LX-V6, SE-V6)
- Driver seat height adjuster
- 60/40 split folding rear seat
- Power sunroof (LX-V6, SE-V6)
- Fog lamps (LX-V6, SE-V6)
- Body-coloured bodyside skirts (SE-V6)

EXTERIOR COLOURS



INTERIOR COLOURS



¹EX/LX-V6 ²SE-V6

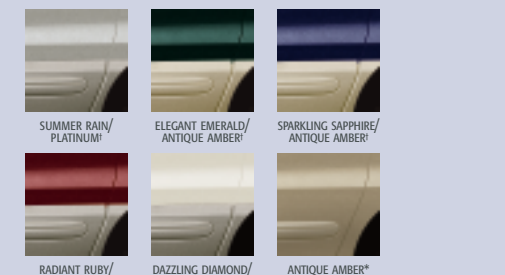


SEDONA

FEATURES

- 3.5 L V6 engine, 195 HP and 218 ft. lb. of torque
- 5-speed automatic transmission
- 5-star safety rating, front driver and passenger impact and side front and rear seat impact
- Dual front airbags
- 4-wheel ABS (EX)
- Front and 2nd row adjustable seatbelts
- Front seatbelt pretensioners
- Wiper de-icer and heated outside mirrors
- 2 rear sliding doors
- Front and rear air conditioning
- Power windows with auto-down
- Power mirrors
- Power door locks
- Remote keyless entry (EX)
- Cruise control
- Rear privacy glass
- Power driver seat with power lumbar support (EX)
- Power passenger seat (EX)
- AM/FM/CD player with 6 speakers (AM/FM/CD/Cassette on EX)
- Cargo capacity (all seats removed): 3,610.4 L
- 2-tone cladding (EX)
- Front fog lamps (EX)
- Leather-wrapped steering wheel and gear shift knob (EX)
- Rain-sensing wipers (EX)
- Power quarter windows (EX)
- Roof rack (EX)
- Woodgrain interior accents (EX)
- Leather interior (EX Luxury)
- Heated front seats (EX Luxury)
- Power sliding sunroof (EX Luxury)

EXTERIOR COLOURS



INTERIOR COLOURS



¹EX/LUXURY WITH TWO-TONE CLADDING SHOWN. LX MODELS ARE MONOTONE WITHOUT CLADDING. ²LX ONLY, NO CLADDING. ³EX LUXURY ONLY

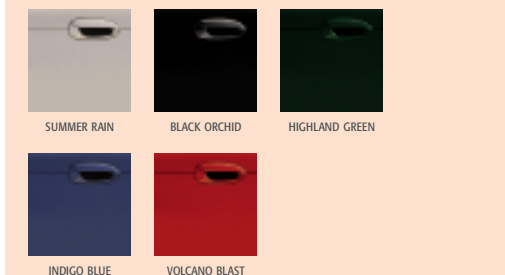


SPECTRA GSX

FEATURES

- Unique 5-door styling
- 1.8 L 4 cylinder engine with 124 HP
- 5-speed manual transmission
- Optional 4-speed automatic transmission
- Front & rear independent suspension
- Front & rear gas-charged shocks
- Engine RPM-sensing power steering
- 14" alloy wheels
- P185/65 R14 all-season tires
- Dual airbags
- Front seatbelt pretensioners
- Height-adjustable front seatbelts
- AM/FM/CD stereo
- 6-speaker sound system
- Metal grain accents
- Leather-wrapped steering wheel & gear selector knob
- 60/40 split-folding rear seat
- Driver seat height adjuster
- Driver seat lumbar support
- Dual vanity mirrors with covers
- Front & rear floor mats
- Map lamps with sunglass case
- Delay-out interior lamp
- Air conditioning with AQS system
- Power windows
- Central door locks
- Power heated mirrors
- Cruise control
- Tilt steering
- Variable intermittent wipers
- Fog lamps

EXTERIOR COLOURS



INTERIOR COLOURS

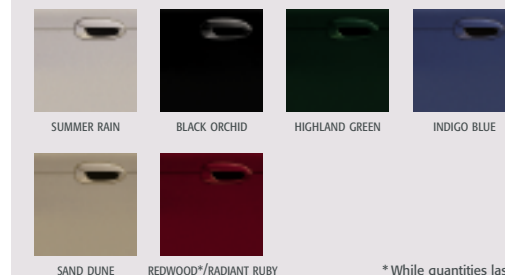


SPECTRA

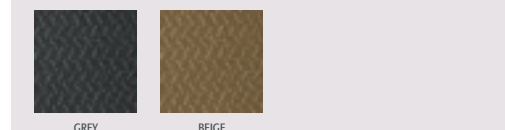
FEATURES

- 1.6 L 4 cylinder engine with 124 HP
- 5-speed manual transmission
- Optional 4-speed automatic transmission
- Front & rear independent suspension
- Front & rear gas-charged shocks
- Engine RPM-sensing power steering
- 14" wheels with full wheelcovers
- P185/65 R14 all-season tires
- Dual airbags
- Front seatbelt pretensioners
- Height-adjustable front seatbelts
- Emergency trunk release handle
- AM/FM/CD stereo
- 4-speaker sound system (RS)
- 6-speaker sound system (LS)
- 60/40 split-folding rear seat
- Driver seat height adjuster
- Driver seat lumbar support
- Dual vanity mirrors with covers
- Front & rear floor mats
- Map lamps with sunglass case
- Delay-out interior lamp
- Optional air conditioning (RS)
- 60/40 split-folding rear seat
- Tachometer
- Retractable cargo area cover
- Trunk net (RX-V Convenience)
- Rear wing spoiler (RX-V)
- Roof rack (RX-V Convenience)
- Variable intermittent wipers
- Fixed intermittent rear wiper
- Fog lamps (LS)

EXTERIOR COLOURS



INTERIOR COLOURS



*While quantities last



RIO RX-V

FEATURES

- 1.6 L 4 cylinder engine with 104 HP
- 5-speed manual transmission
- Optional 4-speed automatic transmission
- Engine RPM-sensing power steering
- 14" alloy wheels
- P175/65 R14 all-season tires
- Dual airbags
- Front seatbelt pretensioners
- Height-adjustable front seatbelts
- Front seat tilting headrests (RX-V Convenience)
- AM/FM/CD stereo
- Driver seat lumbar support
- Dual vanity mirrors with covers
- Front & rear floor mats
- Tilt steering column
- Driver seat height adjuster
- Driver seat folding armrest
- Rear lamps with sunglass case
- Air conditioning
- Power windows (RX-V Convenience)
- Power heated mirrors (RX-V Convenience)
- Remote keyless entry (RX-V Convenience)
- 60/40 split-folding rear seat
- Tachometer
- Retractable cargo area cover
- Trunk net (RX-V Convenience)
- Rear wing spoiler (RX-V)
- Roof rack (RX-V Convenience)
- Variable intermittent wipers
- Fixed intermittent rear wiper
- Fog lamps

EXTERIOR COLOURS



INTERIOR COLOURS



RIO

FEATURES

- 1.6 L 4 cylinder engine with 104 HP
- 5-speed manual transmission
- Optional 4-speed automatic (std on LS)
- Engine RPM-sensing power steering (RS, LS)
- 14" wheels with full wheelcovers
- P175/65 R14 all-season tires
- Dual airbags
- Front seatbelt pretensioners
- Front seat tilting headrests (LS)
- Emergency trunk release handle
- AM/FM/CD stereo
- Driver seat lumbar support
- Dual vanity mirrors with covers
- Front & rear floor mats
- Tilt steering column (RS, LS)
- Driver seat height adjuster (RS, LS)
- Driver seat folding armrest (RS, LS)
- Rear seat folding armrest (LS)
- Map lamps with sunglass case (RS, LS)
- Air conditioning (opt. RS; std. LS)
- Power windows (LS)
- Power heated mirrors (LS)
- Remote keyless entry (LS)
- Trunk net (LS)
- Remote trunk release (RS, LS)
- Remote fuel door release (RS, LS)
- Body-coloured door handles (RS, LS)
- Body-coloured mirrors (RS, LS)
- Body-coloured bodyside mouldings (RS, LS)
- Variable intermittent wipers (RS, LS)
- Fog lamps (LS)

EXTERIOR COLOURS



INTERIOR COLOURS



NOTE – availability, specifications, materials and colours are subject to change without notice. Products may not be exactly as shown. Some models shown include dealer installed Kia accessories. Information in the brochure is believed to be accurate at time of printing.



Kia is committed to offering Canadians vehicles that deliver a unique blend of innovative styling, feature-rich attention to detail, and the quality that Canadians demand – while redefining automotive value. Kia Canada is also pioneering “peace-of-mind motoring” with our innovative Extra Care customer care package – the best combined warranty and roadside assistance program in Canada. All backed by our coast-to-coast network of dedicated dealers. We believe Canadians deserve no less.

