



*Magentis*





## SUIVEZ VOTRE PROPRE VOIE

De toute évidence, vous avez votre propre personnalité. Vous refusez de suivre le troupeau. Vous préférez mener et, mieux encore, vous faire remarquer. Kia célèbre cette indépendance d'esprit en fabriquant des voitures distinctives dont le rapport qualité-prix est imbattable. La Magentis 2003 vous fera découvrir un chemin moins

fréquenté. Vous entrez dans le monde d'une berline intermédiaire qui offre davantage : une conception plus à l'européenne, un ensemble plus performant et plus de caractéristiques que vous en attendiez. Elle se démarque nettement par son caractère athlétique dans une catégorie de plus en plus uniforme. Racée, élégante,

raffinée, la Magentis de Kia transformera votre perception de ce que peut être une intermédiaire. Conduisez-en une et vous découvrirez ce qui fait d'elle le seul choix sensé à faire. La Magentis 2003, un autre exemple illustrant pourquoi Kia est devenue le constructeur automobile affichant la croissance la plus rapide au Canada\*.

\* Selon les chiffres obtenus en 2001 relativement à la croissance des ventes annuelles de l'industrie



## A TOUCH OF CLASS

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 much more expensive sedans. And the driving experience is anything but ordinary. The exterior design draws its inspiration from the great European sedans. The lines, both sensuous and functional, make the Magentis more aerodynamic and reduce wind noise.



Its smartly refined interior offers surprising levels of comfort and roominess in an intimate design that feels more like a sports sedan than a mid-size family car. Power windows, mirrors, and door locks, cruise control, AM/FM/CD stereo and air conditioning are standard on all models. Driving Magentis is a joy too, thanks to a smooth and responsive 4-speed Steptronic transmission, standard on all models. This allows the driver to choose



between the regular automatic and the "clutch-less manual" mode. And because you want to feel every curve, we've equipped the Magentis with a road-hugging double-wishbone front suspension and independent multi-link rear suspension. Magentis LX is powered by a swift and responsive 2.4 L DOHC 4-cylinder engine. And the LX-V6 and SE-V6 are equipped with a powerful and sophisticated 2.7 L all-aluminum DOHC V6.



## IT'S ALL THAT YOU WANT... WITH MORE THAN A FEW SURPRISES.

Whether you're a family in search of the perfect driving solution, or an independent professional concerned with making every move count, the 2003 Magentis is for you. Not only is it much more sedan than you could have imagined but it also fits your busy lifestyle. We've equipped the Magentis with more than you expect. And we've done it affordably. Choose the feature-rich LX, the enhanced LX-V6 version or the even more distinctive flagship, the SE-V6. Turn some heads as you demonstrate how good it feels to be driving a success story in the making.



LX-V6 and SE-V6 models provide an eye-opening option for those preferring a little extra outdoors in their indoors. Their standard power sliding glass sunroof offers up-to-the-minute weather reports and adds an element of extra freedom to the art of driving.



Kia is always thinking safety. Standard on all models: dual front airbags and side beams to deflect impact away from occupants and a special Passenger Presence Detector (PPD) to prevent unnecessary airbag deployment when less than 15 kg is detected in the passenger seat. For added safety, front seat-mounted side-impact airbags are standard in the SE-V6.



Magentis' Euro-inspired design speaks volumes. Substantial, well-defined vehicle lines complement its wide, front chrome grille and distinct headlight clusters. The addition of fog lamps, upgraded Michelin tires and 15" alloy wheels (on the LX-V6 and SE-V6) enhance the sportiness of Magentis to new levels.



A four-speed Steptronic transmission is standard on all Magentis. A fun-to-drive performance enhancement, it's usually the exclusive territory of more expensive vehicles. It gives drivers the option of regular automatic or, the more active clutchless manual mode for maximum power, prompt, smooth shifting and a lot of fun.



Whether you're taking your clubs to the course or the kids to practice, Magentis' wide, spacious trunk gives you the room you need. It's easy to load and you can fill Magentis without worrying about the trunk hinges getting in the way – they retract above the loading area so you can fill the trunk to the top. And if you need more flexibility, we include a 60/40 split-folding rear seat for more cargo options.



## THE PERFECT BALANCE OF PRESTIGE AND PRACTICALITY



adjustable and is equipped with lumbar support and a fully-adjustable headrest for comfort. Standard comfort and convenience features like cruise control, AM/FM/CD stereo, power windows and air conditioning, all with easy-to-use controls, make the value equation complete. Passengers don't miss out either. There is plenty of legroom and headroom – even in the rear seats.

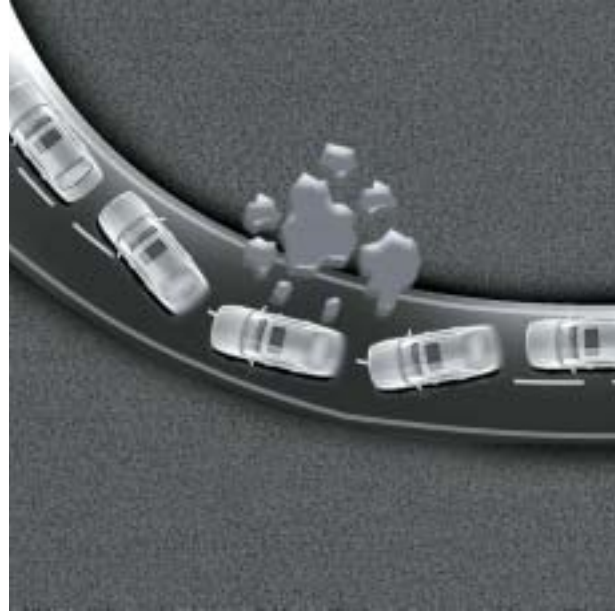


From first glance, the spacious interior of Magentis reveals itself as a warm and inviting place for passengers – but especially for the driver. The centre console flows into the instrument panel, giving the driver the sense of sitting in a cockpit. An intelligent array of gauges transmits information to the driver instantly, allowing attention to remain on the road. The driver's seat is height

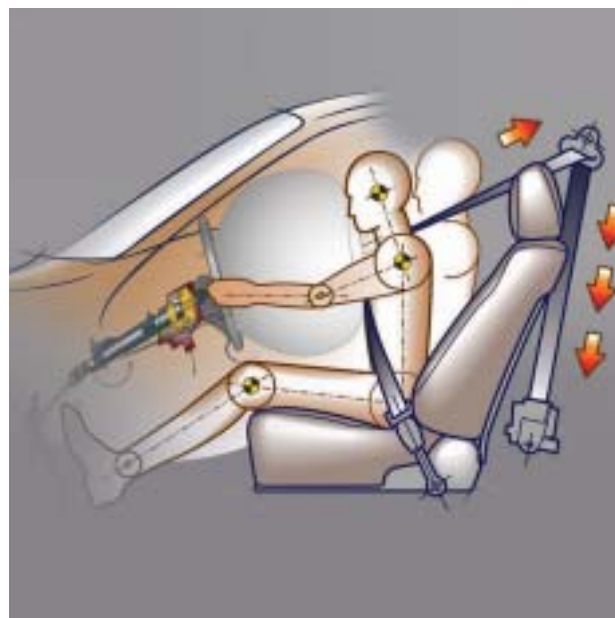


A flip-down centre rear armrest provides comfort and extra storage space. In addition, its smart 60/40 split folding rear seat adds to Magentis' overall utility as do a variety of handy and ingenious storage spaces. A leather-wrapped steering wheel and gear shift knob kick it up a notch on the LX-V6, while SE-V6's leather interior and chrome accents place you squarely in the lap of luxury.

YOUR SAFETY  
IS PART OF  
OUR PLAN



and high tensile steel work to absorb and distribute impact evenly. The front passenger airbag is equipped with a Passenger Presence Detector (PPD), sparing unnecessary airbag deployment if the seat is unoccupied. Front height-adjustable seatbelts with pretensioners allow for customized protection and reduced risk of head injuries. Rear centre passengers receive the benefit of a complete 3-point seat belt and an adjustable headrest.



Magentis shines in its incorporation of occupant-protecting technologies, elevating peace-of-mind to a higher plane. Dual front driver and passenger depowered airbags are augmented by available\* front seat-mounted side-impact airbags. Standard steel side beams combined with Magentis' steel unibody structure, work to deflect the force of side impacts away from occupants. While, in the event of a front end collision, crumple zones



An advanced electronic brake distribution system – standard on V6 models – adjusts braking power, front to rear, in accordance with weight distribution within the vehicle. Available 4-wheel anti-lock brakes\*\* add even higher levels of safety with anti-skid braking control. Every facet of Magentis' meticulous design has been undertaken to make the most of both active and passive safety systems with your total protection in mind.



\*standard on SE-V6  
\*\* standard on LX-V6, SE-V6



## KIA CONFIDENCE — IN WRITING

At Kia we're brimming with confidence about all our products. That's why every Kia we sell includes the best customer care package in the industry – the "5-5-5 Extra Care Warranty." This outstanding 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 driveshafts.\*
- 5-year/100,000 km – Extra Care Roadside Assistance package that covers you in case of mechanical breakdown, no matter where or when you find yourself in need of help across North America, including such extras as emergency battery boosts, winching/extrication, tire change, gas delivery, lock-out service, trip interruption service – 24/7.\*

In addition, the Kia Extra Care Warranty package covers:

- 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 guarantees the catalyst and control unit will be free from defects in materials or workmanship that would cause it to fail to conform with government emission regulations.\*
- 5-year/unlimited km – Anti-Perforation warranty on body sheet metal defects in material/workmanship.\*

Kia also recognizes that all the warranty coverage in the world means nothing without the essential dealer network in place to support it. Kia's national dealer network is made up of over 140 locations across Canada – from Victoria to St. John's, Whitehorse to Windsor. No matter which road you find yourself on in Canada – or anywhere in North America – you can rest easy knowing that Kia is wherever you need us to be. Your Kia dealer is dedicated to ensuring complete "peace-of-mind" motoring with every Kia sold. You have our word, our warranty and our coast-to-coast representation in place to add even more value to your already sound Kia investment.



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](http://www.kia.ca)

## 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 our heritage of being part of the eighth largest vehicle manufacturer in the world to become Canada's fastest-growing car company. Our commitment to building vehicles that address distinct Canadian needs is exemplified by a lineup that has grown from two models in 1999 to eight models today. Starting with the Sephia compact sedan and Sportage compact SUV in 1999 and adding the subcompact Rio in 2000, we established our reputation for creating well-built, well-equipped and well-priced vehicles. The Sedona minivan was launched in 2001, but not before securing

2000

the coveted "quadruple 5-Star" Safety Rating for both front and side driver and passenger crash resistance.\* 2001 also saw the addition of 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 style, capability and value to the mid-size SUV segment. The complete family lineup – Rio, Spectra, Magentis, Sedona, Sportage and Sorento – has something to offer every driver searching for a unique blend

2001

of style, fun to drive performance, an abundance of features and excellent value.

2002

\*U.S. National Highway Traffic Safety Administration (NHTSA)



Sportage



Sephia



Rio



Rio RX-V



Spectra GSX



Magentis



Sedona



Sorento

## FEATURES



ONE QUICK LOOK TELLS YOU THAT MAGENTIS IS FEATURE-PACKED FROM THE LX ON UP TO THE EXCEPTIONAL LEVELS OF LUXURY AFFORDED BY THE SE-V6. SEE FOR YOURSELF. OUTSTANDING VALUE IS YOURS IN BLACK AND WHITE.

LX COUNT ON KIA TO OFFER MORE STANDARD FEATURES THAN YOU MIGHT HAVE BELIEVED POSSIBLE.		
SAFETY	INTERIOR	EXTERIOR
<ul style="list-style-type: none"> <li>• Dual front depowered airbags</li> <li>• Passenger airbag presence detector</li> <li>• Front seatbelt pretensioners with load limiters</li> <li>• Height adjustable front seatbelts</li> <li>• Emergency trunk release handle</li> <li>• Height adjustable front seat headrests</li> <li>• Height adjustable rear seat headrests (3)</li> <li>• Childproof rear door locks</li> <li>• 4 assist grips</li> <li>• 3 child seat safety anchors</li> </ul>	<ul style="list-style-type: none"> <li>• AM/FM/CD stereo</li> <li>• 6 speaker sound system</li> <li>• Power windows</li> <li>• Central door locks</li> <li>• Remote trunk release - electric</li> <li>• Remote fuel door release - electric</li> <li>• Tilt steering column</li> <li>• Centre console with armrest and storage compartment</li> <li>• Dual cupholders</li> <li>• Brushed aluminum door scuff plates</li> <li>• Glove box with lock</li> <li>• Delay-out room lamp</li> <li>• Map lamps with sunglass case</li> <li>• Driver seat height adjuster</li> <li>• Driver seat lumbar support</li> <li>• Seat back pockets</li> <li>• Full cloth seats</li> <li>• 60/40 split-folding rear seat</li> <li>• Rear centre armrest with cupholders &amp; storage</li> <li>• Front door pockets</li> <li>• Dual illuminated vanity mirrors</li> </ul>	<ul style="list-style-type: none"> <li>• Power heated mirrors</li> <li>• Body-coloured door handles</li> <li>• Body-coloured bodyside mouldings</li> <li>• Body-coloured mirrors</li> <li>• Chrome grille</li> <li>• Rear chrome garnish</li> <li>• Front &amp; rear mudguards</li> <li>• 15" wheels with full wheelcovers</li> <li>• P205/60R15 all-season tires</li> <li>• Tinted glass</li> <li>• Variable intermittent wipers</li> <li>• Daytime running lights</li> </ul>
MECHANICAL		
<ul style="list-style-type: none"> <li>• 2.4 L DOHC 4-cylinder engine, 138 HP</li> <li>• 4-speed Steptronic transmission</li> </ul>		
BODY AND CHASSIS		
<ul style="list-style-type: none"> <li>• Steel unibody</li> <li>• Front engine, front wheel drive</li> <li>• Independent double wishbone front suspension</li> <li>• Independent multi-link rear suspension</li> <li>• RPM sensing power steering</li> <li>• Front &amp; rear anti-roll bars</li> <li>• Front &amp; rear gas-charged shocks</li> <li>• Front disc/rear drum brakes</li> </ul>		

LX-V6 WHO COULDN'T USE MORE POWER AND COMFORT? UPGRADING TO MAGENTIS LX-V6 GIVES YOU V6 POWER, MANY ADDITIONAL COMFORT AND CONVENIENCE FEATURES PLUS THE ADDED SECURITY OF 4-WHEEL ABS.		
SAFETY	INTERIOR	EXTERIOR
<ul style="list-style-type: none"> <li>• 4-wheel anti-lock brakes</li> </ul>	<ul style="list-style-type: none"> <li>• Woodgrain interior accents</li> <li>• Leather wrapped steering wheel &amp; gear selector knob</li> </ul>	<ul style="list-style-type: none"> <li>• Power sunroof</li> <li>• Remote keyless entry with alarm</li> <li>• Fog lamps</li> </ul>
MECHANICAL		
<ul style="list-style-type: none"> <li>• 2.7 L DOHC V6 engine, 170 HP</li> </ul>		
BODY AND CHASSIS		
<ul style="list-style-type: none"> <li>• 4-wheel disc brakes</li> <li>• 15" alloy wheels</li> <li>• P205/60R15 Michelin all-season tires</li> </ul>		

SE-V6 WHO SAYS YOU CAN'T HAVE IT ALL. KIA'S FLAGSHIP SEDAN — THE LUXURIOUS SE-V6 — INCLUDES EVERYTHING ON THE LX-V6 WITH SOME VERY NICE ADDITIONS. LEATHER INTERIOR, SEAT WARMERS, SIDE-IMPACT AIRBAGS, AN 8-WAY POWER DRIVER'S SEAT AND SPORTY CHROME FINISHES.		
SAFETY	INTERIOR	EXTERIOR
<ul style="list-style-type: none"> <li>• Front seat side-impact airbags</li> </ul>	<ul style="list-style-type: none"> <li>• Leather seats</li> <li>• Leatherette door trim</li> <li>• 8-way power driver seat</li> <li>• Front seat warmers</li> <li>• Centre console with 2-level storage compartment</li> <li>• Chrome interior door handles</li> <li>• Front seat tilting headrests</li> </ul>	<ul style="list-style-type: none"> <li>• Chrome exterior door handles</li> <li>• Chrome insert in bodyside moulding</li> <li>• Bodyside skirts</li> </ul>



## SPECIFICATIONS

COMMON SPECIFICATIONS:		
ENGINE	DIMENSIONS	FUEL SYSTEM
<b>Type</b> L4: 2.4 litre DOHC engine (LX) V6: 2.7 litre DOHC engine (LX-V6 & SE-V6)	<b>Wheelbase</b> 2,700 mm/106.3 in. <b>Overall length</b> 4,745 mm/186.8 in. <b>Overall width</b> 1,820 mm/71.7 in. <b>Overall height</b> 1,420 mm/55.9 in. <b>Ground clearance</b> 155 mm/6.1 in. <b>Front head room</b> 990 mm/38.9 in. <b>Rear head room</b> 955 mm/37.6 in. <b>Front leg room</b> 1,100 mm/43.7 in. <b>Rear leg room</b> 920 mm/36.2 in. <b>Interior volume</b> 3,390 L/119.7 cu. ft. <b>Cargo capacity</b> 386 L/13.6 cu. ft. <b>Turning radius</b> 5.2 m/17.06 ft.	<b>Fuel tank capacity</b> 65 L <b>Fuel unleaded</b> 87 octane or higher <b>Multi-port electronic fuel injection</b>
<b>Displacement</b> L4: 2,351 cm <sup>3</sup> /143.5 cu. in. (LX) V6: 2,656 cm <sup>3</sup> /162.1 cu. in. (LX-V6 & SE-V6)		<b>FUEL ECONOMY LX</b>
<b>Horsepower</b> L4: 138 HP @ 5,500 RPM (LX) V6: 170 HP @ 6,000 RPM (LX-V6 & SE-V6)		<b>City</b> 10.9 L/100 km/25.9 MPG <b>Highway</b> 7.2 L/100 km/39.2 MPG <b>Combined</b> 9.2 L/100 km/30.7 MPG
<b>Torque</b> L4: 147 lb.ft. @ 3,000 RPM (LX) V6: 181 lb.ft. @ 4,000 RPM (LX-V6 & SE-V6)		<b>FUEL ECONOMY LX-V6/SE-V6</b>
<b>Compression ratio:</b> 10:1		<b>City</b> 11.6 L/100 km/24.4 MPG <b>Highway</b> 7.9 L/100 km/35.8 MPG <b>Combined</b> 10.0 L/100 km/28.3 MPG
MECHANICAL		
<b>Transmission</b> – 4-speed automatic – Steptronic shift system – Shift lock system – Ignition key interlock system		
<b>Drivetrain</b> Front wheel drive		
<b>Tires</b> 205/60R15 all-season (LX) 205/60R15 Michelin all-season (LX-V6 & SE-V6)		
	<b>CURB WEIGHT LX</b> 1,430 kg/3,153 lb.	<b>LX-V6/SE-V6</b> 1,465 kg/3,230 lb.

## COLOURS

COLOURS:						
MAGENTIS LX/LX-V6	INTERIOR COLOURS		MAGENTIS SE-V6	INTERIOR COLOURS		
<b>Exterior Colours</b> Summer Rain Black Orchid Pearl White Twilight Blue Midnight Forest Radiant Ruby Desert Sand	<b>Grey Cloth</b>	<b>Beige Cloth</b>	<b>Exterior Colours</b> Summer Rain Black Orchid Pearl White Twilight Blue Midnight Forest Radiant Ruby Desert Sand	<b>Grey Leather</b>	<b>Beige Leather</b>	
<b>EXTERIOR COLOURS</b>						
SUMMER RAIN	BLACK ORCHID	PEARL WHITE	TWILIGHT BLUE	MIDNIGHT FOREST	RADIANT RUBY	DESERT SAND
<b>INTERIOR COLOURS</b>						
GREY CLOTH	BEIGE CLOTH	GREY LEATHER <sup>1</sup>	BEIGE LEATHER <sup>1</sup>			

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.

