



*Rio*



## GO YOUR OWN ROAD

You're clearly an individual with a mind of your own. Chances are that when the music starts you're the first one out on the dance floor. You know exactly what you want from life. Kia celebrates this independent spirit by appealing to your needs with

smart solutions. Take the 2003 Rio and discover what thousands of Canadians already have. The Rio is the super subcompact that will forever change the way you approach the road less travelled. Kia's best-selling vehicle appeals to a different breed of driver.

Focused and fun-loving with a flair for life. Fun is a destination and Rio is the best way to get there. Stylish, yet substantial. Smart, yet shrewd. The 2003 Rio – another example of why Kia has become "the fastest-growing automaker in Canada."\*

\*Based on 2001 industry annual sales growth figures.



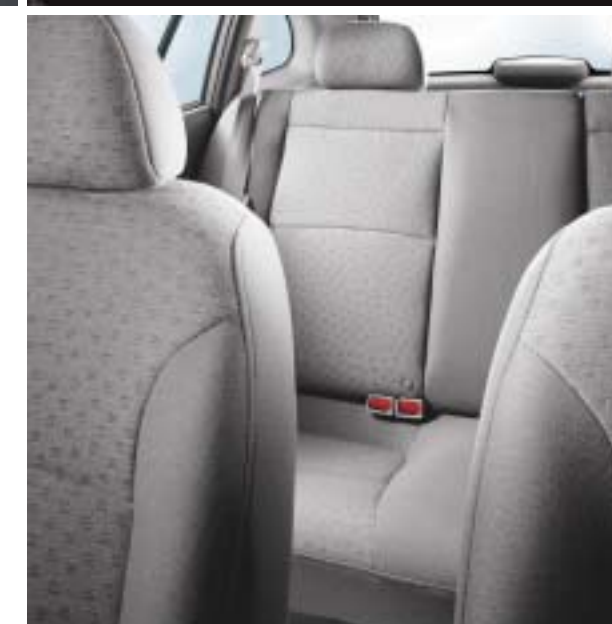


## REASON ENOUGH TO HIT THE ROAD

Some roads can wait. Others can't. You have places to go and Rio gives you two options in getting there – the 4-door Rio sedan and the 5-door Rio RX-V sportwagon. New for 2003, both models are equipped with a 104 HP 1.6 L DOHC engine. Combined with a slick-shifting 5-speed manual transmission Rio delivers dynamic European-inspired performance. A quiet-shifting 4-speed automatic transmission,



designed to virtually eliminate "shift shock" is also available. Five doors mean more ways to get you and your stuff where you need to go. The Rio RX-V delivers. It's small enough to fit your budget and yet still has passenger and cargo room comparable to many larger vehicles – enough space for your old hockey bag, snowboards or a month's worth of groceries. Every Rio RX-V comes with a pile of standard features you



just wouldn't expect: air conditioning, alloy wheels, AM/FM/CD stereo and more. And if five doors is one too many, the Rio 4-door sedan gets you where you need to be and still offers more than a generous share of standard features and space. It's equipped with an AM/FM/CD stereo, dual airbags, 14" wheels, rear gas shocks and a new look front and rear. With Rio sedan and Rio RX-V, you can truly have it all.



## YOU GET OUT OF RIO WHAT YOU PUT INTO IT. AND MORE.

You've got a lot going on. You need a car that can keep up. Rio is the ultimate solution for busy lifestyles. You might buy it for its great fuel economy or its sporty good looks, but its abundance of interior features and its ability to carry an inordinate amount of your precious possessions will quickly surprise you. You'll thrill to both the 4-door Rio Sedan and the 5-door Rio RX-V sportwagon as they take care of business.



Small on the outside, but big on safety, Rio has earned a 4-star collision safety rating from the U.S. National Highway Traffic Safety Administration.\* Safety features include: dual front airbags, steel side door beams to protect from side-impact collisions, a rear side frame to protect from fuel tank deformation and explosion, and roof rails that create a high-strength safety cell to protect the cabin from damage in the case of a rollover. We never stop thinking about your safety.

\* U.S. National Highway Traffic Safety Administration (NHTSA) 2002 model year testing.



You get smooth, seamless shifts from Rio's available 4-speed automatic transmission. It features state-of-the-art innovations like VFS (Variable Force Solenoid) technology to virtually eliminate shift shock, noise and pulsations.



You've never made tracks like these before. 14" tires grip the road with the help of independent MacPherson strut front suspension, semi-independent rear suspension, 4-corner coil springs and front and rear stabilizer bars. What that all adds up to is better feel and more control of how your Rio deals with the curves and bumps in the road.



Awesome fuel economy is no accident. Rio starts with a sleek, aerodynamic body design, which translates into lower air resistance for improved fuel economy. In addition, a hi-tech engine management system ensures maximum combustion efficiency to improve fuel economy to the tune of 8.9 L/100 km/31.7 mpg (city) and 6.6 L/100 km/42.8 mpg (highway).\*

\*Manual transmission



How Rio affects the environment is always top of mind. Rio already complies with tough California laws, effective in 2005, as a low emission vehicle. We use recyclable materials wherever possible in building the Rio; non-toxic gases are used in its non-CFC air conditioning system; non-azide airbag inflators are used to prevent the escape of toxins; and Rio's fuel tank is designed to reduce emissions from gas fumes. We even apply an anti-bacterial compound to the steering wheel, shift knob and parking brake to prevent the spread of germs and bacteria. Paint Rio a serious shade of green.





## SMART AND SHREWD MEETS SMOOTH AND STYLISH



mirrors and dual front airbags are all included to keep you comfortable and focused on the fun of driving. Air conditioning is standard on Rio LS and RX-V models. And what's driving without some driving tunes? You can take your music wherever you go with the standard AM/FM/CD 4-speaker stereo. From the location of the climate controls to right-sized cupholders, Kia engineers have



You're the boss around here. And no place is that more apparent than in the driver's seat of a 2003 Rio. First of all, your seat is adjustable for both reach and lumbar support to put you in the optimum position for driver comfort. The array of gauges is intelligently laid out and easy to read, giving you instant feedback so you can pay attention to the road. Features like an integrated centre console, dual remote



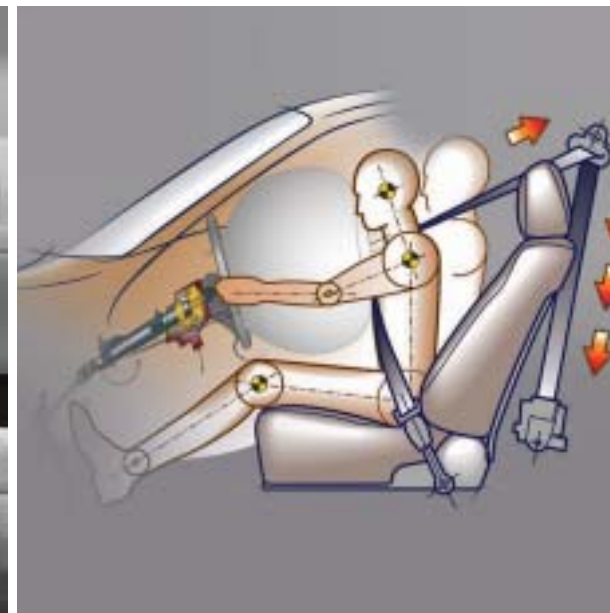
worked to create the best driving environment possible. Plus, with loads of storage space and lots of little cubbyholes to store your gear, Rio is ready to go when you are. Add standard keyless entry, power mirrors, central door locks and power windows on the Rio LS and RX-V Convenience models and you have a vehicle with a lot more features than you expect, at a great price. Now that's value.



## PLAYING IT SAFE



U.S. National Highway Traffic Safety Administration.\* This was a result of our dedication to keeping you protected with things like standard dual front, de-powered airbags, steel side-impact bars in all 4 doors, and front seatbelt pretensioners. Rio's designers incorporated a crush impact structure to both absorb and channel crash forces around the passenger compartment. Rio's high tensile steel body structure surrounds occupants and is reinforced where



The best way to survive an accident is to avoid it all together. So we made Rio extremely agile. With rack and pinion steering, 14" P175/65R14 all-season tires, power assisted front disc brakes, and tuned suspension, Rio is equipped to help you steer clear of dangerous situations. Behind the wheel, you'll gain some peace of mind knowing that Rio recently scored a 4-star rating for collision safety by the



it counts – by a rear side frame (for rear-end collision protection), and roof rails (in case of rollover) to create a high strength safety cell. Factory-installed child seat tether anchors have been integrated into Rio's design while a "glow in the dark" interior emergency trunk release\*\* and rear childproof locks help ensure little ones remain out of harm's way. Which is exactly the way we want it, keeping your every journey a safe and happy one.

\* U.S. National Highway Traffic Safety Administration (NHTSA) 2002 model year testing.  
\*\* Emergency trunk release not applicable to RX-V models.





## 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

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

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

2002

2003

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



Sportage



Sephia



Rio



Rio RX-V



Spectra GSX



Magentis



Sedona



Sorento







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.

