

THE GOOD LIFE

IT'S BEING SURROUNDED BY BEAUTY. HAVING MORE CHOICES.
IT'S FEELING CONTENT. BEING ABLE TO BUY NICER THINGS.
AND IT'S ALL A REFLECTION OF ME IN MY GORGEOUS NEW CAR.



THE 2004 KIA MAGENTIS

MAGENTIS



Come out ahead.

IT ALL STARTS NOW

I'M READY. READY TO ENJOY A LITTLE LUXURY. AND TO PARK PROUDLY IN THE DRIVEWAY.
I'M READY BECAUSE NOW I CAN AFFORD TO BE. BUT MOST OF ALL, I'M READY BECAUSE I'VE EARNED IT.



MAGENTIS LX

With a distinctive hood and chrome grille, chrome window surround, tinted glass and 15-inch tires, the LX is very stylish. With a 6-speaker CD sound system, power windows, mirrors and door locks, the LX is very well-appointed. And with a standard Steptronic transmission, the LX is very, very fun to drive.

AT KIA, WE KNOW HOW TO BUILD AN AUTOMOBILE YOU CAN COUNT ON. WITH MORE THAN HALF A CENTURY OF ENGINEERING UNDER OUR BELT, WE USE OUR EXPERTISE TO DESIGN EVERYTHING FROM SUVs AND MINIVANS TO FULL-SIZE LUXURY SEDANS AND SPORTY COMPACTS. AT PRESENT, WE'VE SOLD OVER 2 MILLION KIAs WORLDWIDE - 100,000 OF WHICH YOU'LL FIND DRIVING AROUND CANADA AT THIS VERY MOMENT. IN FACT, KIA HAS MORE THAN 145 DEALERSHIPS ACROSS CANADA, AND IF YOU SHOULD HAPPEN TO BE STANDING IN ONE RIGHT NOW, WE'RE WILLING TO BET THERE'S A KIA THERE WITH YOUR NAME ON IT.



*See back of brochure for details regarding the 5-year/100,000 kilometre warranty.

STEPTRONIC TRANSMISSION. SO, WHAT EXACTLY DOES IT DO? BASICALLY, IT GIVES YOU ALL THE ADVANTAGES OF BOTH AN AUTOMATIC AND A MANUAL GEARBOX, WITH NONE OF THE DRAWBACKS. IT PROVIDES THE DRIVER WITH THE FLEXIBILITY TO CHOOSE THE GEAR TO MATCH THE DRIVING CONDITIONS, WHETHER DRIVING THROUGH HILLY TERRAIN OR CRUISING THE BOULEVARD.



Once behind the wheel of your new Magentis, we have to warn you: with its available 2.7-litre 24-valve DOHC aluminum alloy V6 engine, putting pedal to the metal never felt so good. And the Magentis' Steptronic transmission provides the added convenience of an automatic transmission along with the option for quicker, pedal-free gear shifting – a feature similar to more expensive high-performance cars like Porsche, for example. For superior manoeuvrability, speed-sensitive rack-and-pinion steering gives the Magentis all the right moves. And its double-wishbone front suspension and fully independent multi-link rear suspension provide the smoothest of rides, with front and rear stabilizer bars to bring potholes to their knees.



OF COURSE, WE KNOW SOME PEOPLE JUST CAN'T RESIST LEATHER. THAT'S WHERE THE EX-V6'S LEATHER INTERIOR COMES IN. THIS LUXURIOUS FEATURE ON OUR EX-V6 MODEL INCLUDES A LEATHER STEERING WHEEL, AN 8-WAY POWER ADJUSTABLE DRIVER'S SEAT AND - YOU GUESSED IT - COMFORTABLE, ELEGANT LEATHER SEAT TRIM.



ROOM TO RELAX

MY LEGS WANT IT. MY SHOULDERS WANT IT. MY EXTRA-LARGE SUITCASE WANTS IT. FINALLY, WE CAN ALL GET WHAT WE WANT.

At Kia, we know there's nothing more comfortable than being, well, comfortable. So we designed the Magentis interior to make a lasting impression. With 3,390 litres of interior space, there's plenty of room to stretch out.

And you'll be sitting pretty with an available 8-way power adjustable driver's seat with lumbar support, a 4-way adjustable passenger seat and front and rear adjustable headrests with front tilt*. For increased trunk space and storage options, the Magentis also comes equipped with 60/40 split-folding rear seats.

And for added luxury, you'll enjoy a welcome array of extra touches like chrome interior door handles, woodgrain interior accents, a leather-wrapped steering wheel and gear-shift knob, and everyone's favourite feature: leather seats with leatherette door panel inserts. We think you'll agree, it's like a regular 5-star hotel in here. With a V6 engine to boot.

*Available for the EX-V6 only.

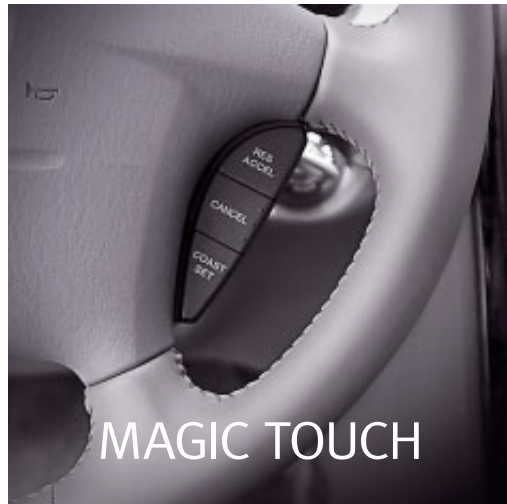
You want luxury? The Magentis has every comfort and convenience you desire, from cruise control to air conditioning to heated seats. A view of the stars? The Magentis' power sunroof with inner sunshade** takes care of that. Entertainment? How about an AM/FM/CD stereo system with 6 speakers, including door-mounted tweeters. Thirsty? Dual front and rear cup holders provide the perfect place to park your punch. Wish we'd stop with all the questions? Oh, all right. But there are a few more choice features you'll want to know about. Like the Magentis' power windows, mirrors and door locks. And lots of extra storage with a two-bin centre console storage box, a rear seat armrest with storage, front seatback pockets and front-door map pockets. By the way, did we mention the available leather seats?



OPEN AIR



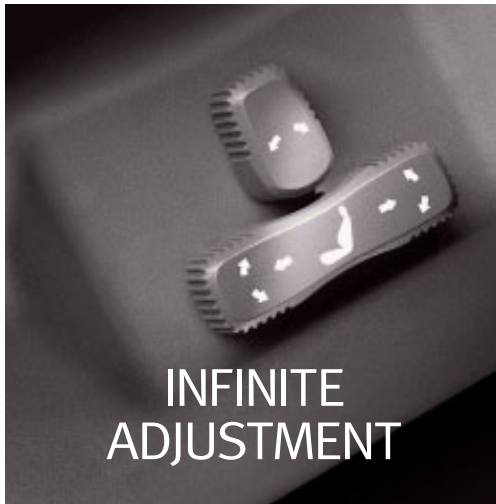
EVEN MORE SPACE



MAGIC TOUCH



CUSTOM COMFORT



INFINITE ADJUSTMENT



* EX-V6 only.

** LX-V6 and EX-V6.

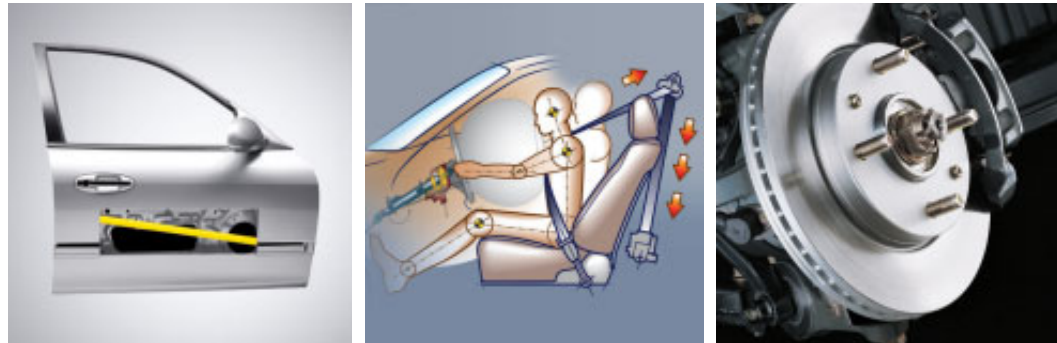
LOOKING FOR THAT SPECIAL KIA BUT NOT READY TO CHANGE OUT OF YOUR PYJAMAS? VISIT WWW.KIA.CA. YOU'LL FIND ALL THE INFO YOU NEED, INCLUDING PERFORMANCE DETAILS OF THE VEHICLES YOU'RE INTERESTED IN. YOU CAN ALSO FIND THE DEALER NEAREST YOU AND CALCULATE YOUR POTENTIAL MONTHLY PAYMENT. WOW, AND YOU HAVEN'T EVEN LEFT THE HOUSE YET!



REAL STYLE

ELEGANCE. BEAUTY. REFINEMENT. IF THE ROAD WERE A CATWALK, MY MAGENTIS WOULD BE THE BEST-LOOKING MODEL ON IT.





Of course, we want you to enjoy your new Magentis. But we also want you to feel secure in it. That's why we designed the Magentis to have all the serious safety features you're looking for.

To protect you on the outside, there are front and rear crumple zones, sturdy side-impact door beams and energy-absorbing bumpers. Available 4-wheel antilock brakes help you maintain better control during sudden braking, especially on wet and slippery roads. And the variable intermittent windshield wipers, clear-lens halogen headlamps and available projection fog lamps help you see clearly in all kinds of weather.

On the inside, you'll have extra protection in frontal collisions with an energy-absorbing steering column and dual front airbags, and side protection in the form of available front seat-mounted side airbags.* Height-adjustable front seat belt anchors and front seat belt pretensioners with load limiters hold you more securely in frontal impacts. And for added child safety, there are rear child-safety door locks and upper and lower child seat restraint anchors. Together with Kia's 5-year/100,000 kilometre 24-hour roadside assistance, we think you'll agree the Magentis gives you more than just a great ride. It also gives you peace of mind.



*EX-V6 only.

FEATURES



LX



LX-V6

LX FEATURES

- Dual front depowered airbags
- Passenger airbag presence detector
- Front seatbelt pretensioners with load limiters
- Height adjustable front seatbelts
- Emergency trunk release handle
- Height adjustable front and rear headrests
- Childproof rear door locks
- 3 child seat safety anchors
- 2.4 L DOHC 4-cylinder engine, 138 hp
- 4-speed Steptronic transmission
- Front engine, front wheel drive
- Independent double wishbone front suspension
- Independent multi-link rear suspension
- RPM sensing power steering
- Front and rear anti-roll bars
- Front and rear gas-charged shocks
- Front disc/rear drum brakes
- Air conditioning
- AM/FM/CD stereo with 6 speakers
- Power windows
- Central door locks
- Remote keyless entry with alarm
- Remote trunk and fuel door releases – electric
- Tilt steering column
- Centre console with armrest and storage compartment
- Dual cup holders
- Brushed aluminum door scuff plates
- Delay-out room lamp
- Map lamps with sunglass case
- Driver seat height adjuster and lumbar support
- Full cloth seats
- 60/40 split-folding rear seat
- Rear centre armrest with cup holders & storage
- Dual illuminated vanity mirrors
- Power heated mirrors
- Body-coloured door handles, body side mouldings and mirrors
- Chrome grille
- Rear chrome garnish
- Front and rear mudguards
- 15" wheels with full wheel covers
- P205/60R15 all-season tires
- Tinted glass
- Variable intermittent wipers
- Daytime running lights

LX V6 FEATURES

(IN ADDITION TO OR IN PLACE OF LX FEATURES)

- 4-wheel anti-lock brakes
- 2.7 L DOHC V6 engine, 170 hp
- 4-wheel disc brakes
- 16" alloy wheels
- P205/55R16 Michelin all-season tires
- Woodgrain interior accents
- Leather-wrapped steering wheel & gear selector knob
- Power sunroof
- Fog lamps

EX-V6 FEATURES

(IN ADDITION TO OR IN PLACE OF LX-V6 FEATURES)

- Front seat side-impact airbags
- Leather seats
- Leatherette door trim
- 8-way power adjustable driver seat
- Front seat warmers
- Centre console with 2-level storage compartment
- Chrome exterior and interior door handles
- Front seat tilting headrests
- Chrome insert in body side moulding
- Body side skirts

SPECIFICATIONS

ENGINE	LX	LX-V6 AND EX-V6
Type	In-line 4-cylinder, iron block and aluminum head	60-degree 6-cylinder, aluminum block and aluminum heads
Valve gear	DOHC, 4 valves per cylinder	DOHC, 4 valves per cylinder
Displacement	2,351 cc	2,656 cc
Horsepower	138 hp @ 5,500 rpm	170 hp @ 6,000 rpm
Torque	147 lb.-ft. @ 3,000 rpm	181 lb.-ft. @ 4,000 rpm
Fuel tank capacity	65 L (17.2 gal.)	65 L (17.2 gal.)
Transmission	4-speed electronically controlled overdrive with Steptronic function	4-speed electronically controlled overdrive with Steptronic function

DIMENSIONS (EXTERIOR AND INTERIOR)	LX, LX-V6 AND EX-V6
Wheelbase	2,700 mm (106.3 in.)
Track (front/rear)	1,540/1,530 mm (60.6 in./60.2 in.)
Length	4,745 mm (186.8 in.)
Width	1,820 mm (71.7 in.)
Height	1,420 mm (55.9 in.)
Ground clearance	155 mm (6.1 in.)
Head room (front/rear)	990/955 mm (38.9/37.6 in.)
Shoulder room (front/rear)	1,445/1,415 mm (56.8/55.7 in.)
Leg room (front/rear)	1,100/920 mm (43.7/36.2 in.)
Hip room (front/rear)	1,418/1,381 mm (55.8/54.3 in.)
Passenger volume	3,390 L (119.7 cu. ft.)
Trunk	386 L (13.6 cu. ft.)

CURB WEIGHT	LX	LX-V6 AND EX-V6
4-speed automatic	1,430 kg (3,153 lb.)	1,465 kg (3,230 lb.)

BODY AND CHASSIS	LX, LX-V6 AND EX-V6
Layout	Front engine, front-wheel drive
Body type	Steel unibody
Front suspension	Independent, double-wishbone, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	Rack-and-pinion, power assisted

BRAKES	LX, LX-V6 AND EX-V6
Type	Hydraulic, power-assisted vacuum
	4-sensor, 4-channel ABS (LX-V6, EX-V6)
Front	11.0 in. vented discs
Rear	10.3 in. discs (LX-V6, EX-V6) 9.0 in. drums (LX)

TIRES	LX, LX-V6 AND EX-V6
Tires	P205/60R15 steel belted radial (LX) P205/55R16 Michelin steel belted radial (LX-V6, EX-V6)

FUEL ECONOMY (CITY/HIGHWAY L/100 KM)	LX	LX-V6 AND EX-V6
4-speed automatic	10.9/7.2 L (26/39 mpg)	11.6/7.9 L (24/36 mpg)



REAR SPOILER
Increase the aerodynamic appearance of your Magentis for that sporty look.



SUNROOF DEFLECTOR
Designed to help reduce wind noise and glare.



CD CHANGER
Lets you change your CDs at the touch of a button.



SPORT VISORS
Let you enjoy fresh air in all kinds of weather.

ACCESSORIES AND COLOURS

Please ask your local dealer about the full line of Genuine Kia Accessories or visit our website www.kia.ca.

ICING ON THE CAKE

IT'S THE DETAILS THAT MAKE A GREAT CAR EVEN BETTER. THE PERFECT COLOUR. THE EXTRA GOODIES. AND THAT INGENUOUS ACCESSORY THAT KEEPS YOUR HAIR FROM BLOWING ALL OVER THE PLACE.



INTERIOR COLOURS LEATHER IS AVAILABLE ON EX-V6 MODEL ONLY.



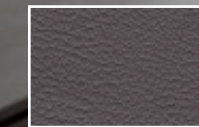
BEIGE CLOTH



GREY CLOTH



BEIGE LEATHER



GREY LEATHER

EXTERIOR COLOURS



CREAM GOLD
(Beige Interior)



BLACK ORCHID
(Grey Interior)



SUMMER RAIN
(Grey Interior)



RADIANT RUBY
(Grey Interior)



TWILIGHT BLUE
(Grey Interior)



PEARL WHITE
(Beige Interior)

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.

1-877-542-2886

TO FIND OUT MORE ABOUT ALL OUR VEHICLES, JUST VISIT OUR WEBSITE OR GIVE US A CALL



PEACE OF MIND

5 YEARS OF IT TO BE EXACT. 5 YEARS OR 100,000 KILOMETRES OF WORRY-FREE ADVENTURE. NOW THAT'S WHAT I CALL A COMMITMENT.

Kia's national dealer network is made up of over 145 locations across Canada. No matter which road you find yourself on in Canada – or anywhere in North America – you can rest assured Kia is wherever you need us to be. 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.

5-YEAR/100,000 KM COMPREHENSIVE WARRANTY

5-YEAR/100,000 KM POWERTRAIN WARRANTY

5-YEAR/100,000 KM EXTRA CARE ROADSIDE ASSISTANCE



SPECTRA GSX

SPECTRA LS

SORENTO

MAGENTIS

SEDONA

RIO

RIO RX-V



Come out ahead.