

THE 2004 KIA RIO

# MY NEW CAR

NOTICE ANYTHING DIFFERENT? THE SLY SMILE, THE EASY LAUGH, THE COOL, CONFIDENT STRIDE? THEY CAME STANDARD WITH MY BRAND-NEW RIO.



RIO



Come out ahead.



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.



# MINE, ALL MINE

THAT'S RIGHT. THIS BABY BELONGS TO ME. AND I CAN ALREADY TELL, WE'RE GOING TO BE VERY HAPPY TOGETHER.

We know just how you feel. Driving around in a brand-new car is one of the great joys in life. That's why at Kia, we've made it easier than any other car company to experience that new-car feeling with the 2004 Rio and the 2004 Rio RX-V - the most value in a 4-door sedan in Canada\* and its sporty 5-door counterpart. No matter which model you choose, they're both ready, willing and able to be yours. All yours.

## RIO 4-DOOR SEDAN

For your safety, it has dual front airbags. For your security, it has our famous 5-year/100,000 kilometre warranty.\*\* For your driving pleasure, it has an AM/FM/CD stereo system, dual cup holders, dual remote outside mirrors, front-door map pockets, dual vanity mirrors, front and rear floor mats and a driver seat lumbar adjuster.

## RIO 5-DOOR RX-V

Want a great-looking hatchback? The RX-V's right up your alley. You'll get lots of convenient storage space from its 5-door design plus standard features like air conditioning, an AM/FM/CD stereo system and a rear wiper with washer. Other great features include rear cargo cover and net and available power windows, mirrors and door locks. You'll also get our 5-year/100,000 kilometre warranty.\*\* However, there is one thing you won't get with the RX-V: a hefty price tag. But somehow, we don't think you'll mind.

\*Based on Rio S 4-door sedan in a Canadian vehicle comparison, as of the production of this brochure. \*\*See back of brochure for further details regarding the 5-year/100,000 kilometre warranty.



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!



# FLAT-OUT VERSATILE

I WANT GOOD LOOKS. I WANT SPACE, AND DIFFERENT WAYS TO ARRANGE IT. I WANT FUN. AND I WANT IT ALL WITHIN MY BUDGET.

RIO RX-V SHOWN



POWER TO GO



MORE ROOM

Mission accomplished. The 5-door Rio RX-V's got everything you're looking for in a new car. For starters, the hatchback design provides a sporty look and convenient access to cargo, with 60/40-split folding rear seats for a variety of storage options. For a little attitude, there are standard alloy wheels, fog lamps and rear spoiler, plus body side mouldings and tinted glass. And to keep you comfortable on the inside, there's standard air conditioning, a height-adjustable driver's seat, a driver's side fold-down armrest and rear-seat adjustable headrests. No doubt you have a few electronic gadgets – the RX-V's 12-volt power outlet in the cargo area is the perfect place to plug 'em in. And for storing smaller items, front seatback pockets and a centre console with cup holders do just the trick.

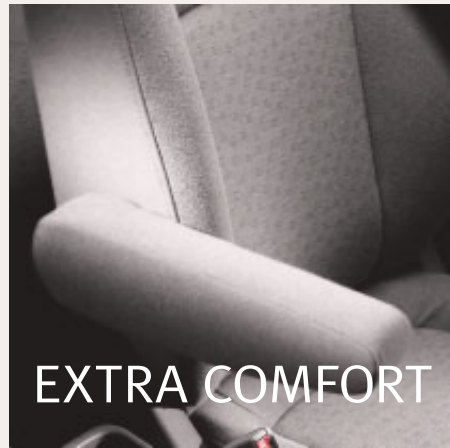




# SPACIOUS STYLE

I'VE GOT ROOM FOR MY FRIENDS FOR A ROAD TRIP. I'VE GOT ROOM FOR ALL MY STUFF. I'VE GOT STYLE. AND I'VE GOT COMFORT.

Well, it sounds like you've got everything you need. The Rio 4-door sedan has a range of features to make every ride an enjoyable one. On the outside, you'll be looking good with the sporty front and rear styling, body-colour bumpers, tinted glass and available fog lamps. On the inside, a height-adjustable driver's seat, full cloth seat trim and driver's seat fold-down armrest\* will keep you very comfortable. Available air conditioning will keep you cool. And a centre console with built-in cup holders will keep your drinks within reach. There are even available power windows and door locks. Plus other nice touches like front seatback pockets for storing magazines, so you can create your own private reading lounge.



RIO SEDAN SHOWN

WANT TO ADD A FEW EXTRA PERKS TO YOUR RIO 4-DOOR SEDAN? (A BETTER QUESTION IS, "WHO DOESN'T?!") THEN YOU'LL WANT TO STEP UP TO THE RS MODEL. IT INCLUDES POWER STEERING, A TILT STEERING COLUMN, BODY SIDE MOULDINGS, VARIABLE INTERMITTENT WIPERS, REMOTE TRUNK RELEASE, MAP LIGHTS AND OUR PERSONAL FAVOURITE, SUNGLASSES HOLDER.



\*Not available on Rio S.



LOOKING FOR MORE POWER? YOU COULD BECOME C.E.O. OF A MAJOR CORPORATION, BUT WOULDN'T IT BE EASIER TO SIMPLY UPGRADE TO OUR RX-V CONVENIENCE? IT GIVES YOU POWER WINDOWS AND DOOR LOCKS, POWER HEATED MIRRORS AND REMOTE KEYLESS ENTRY. VOILÀ. POWER AT YOUR FINGERTIPS. THERE NOW, WASN'T THAT EASY?



## GOT THE GOODS

IT'S ALL HERE. THE TUNES, THE COOL BREEZES, THE REFRESHMENTS. I'M IN MY OWN PRIVATE SHANGRI-LA. OR AM I IN MY RX-V?

RIO RX-V SHOWN

You're in your brand-new RX-V, and what a fine place to be. A standard AM/FM/CD stereo system with 4 speakers is waiting to welcome you with your favourite music. Standard air conditioning keeps you both looking and feeling cool. And cup holders put your morning coffee within easy reach. You'll also find power steering and a tilt steering column to make your drive even more pleasant. A tachometer and clock within easy view in the dash. And dual visor vanity mirrors to ensure every hair is in place. There are even standard map lights and a sunglasses holder. It's enough to make you never want to leave your RX-V. But you have to, eventually. Or someone's bound to miss you.



GREAT MUSIC



COOL BREEZES



GOOD COFFEE



OF ALL THE TESTING WE CONDUCT ON OUR VEHICLES, PERHAPS THE MOST INTERESTING ARE OUR WIND TUNNEL TESTS. OUR FULL-SCALE AEROACOUSTIC WIND TUNNEL IS ONLY THE THIRD OF ITS KIND IN THE WORLD, PRODUCING WIND SPEEDS OF UP TO 200 KPH, ALLOWING US TO FURTHER IMPROVE FUEL EFFICIENCY AS WELL AS COMFORT, CONVENIENCE AND QUALITY IN ALL OUR VEHICLES. JUST ASK ANY OF OUR KIA ENGINEERS WITH THE MESSY HAIR, AND THEY'LL TELL YOU ALL ABOUT IT.



# A GREAT RIDE

IN EVERY GROUP OF FRIENDS, THERE'S ALWAYS ONE PERSON WHO NEVER OFFERS TO DRIVE.  
I AM NO LONGER THAT PERSON.

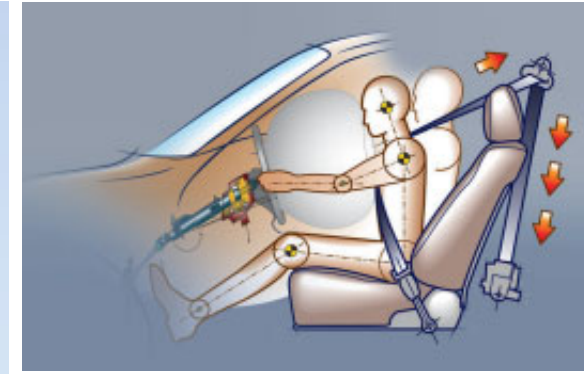


Simply put, the Rio is just plain fun to drive. All models come with a 1.6-litre dual overhead cam 16-valve 4-cylinder engine for an outstanding balance of power and fuel efficiency. A 5-speed manual transmission comes standard, or you can further enhance the Rio with an available 4-speed automatic transmission with overdrive. Independent MacPherson-strut front suspension and a front stabilizer bar give the Rio an ultra-smooth ride. And for superior manoeuvrability, available speed-sensitive rack-and-pinion steering gives the Rio all the right moves. What does this all mean? That suddenly you'll want to drive everywhere. But honestly, taking over your little brother's paper-delivery route is going just a tad overboard.



# NO PROBLEM

A CAR I CAN RELY ON. A CAR I CAN FEEL SECURE IN. WOW. I FEEL MORE RELAXED JUST THINKING ABOUT IT.



Sure, the Rio gives you a great ride. But we also want it to give you a feeling of security. So we designed both models with a range of important safety features. Standard dual front airbags and an energy-absorbing steering column help protect you and your passenger in frontal collisions. Front and rear crumple zones and side-impact door beams give you further protection in front, rear and side collisions. To enhance seat belt safety, there are front seatbelt pretensioners, height-adjustable front seat belt anchors, front and rear 3-point seat belts and a centre lap belt. Plus a seat belt warning light to keep you on your toes. To help keep kids safe, we included rear child seat-restraint upper and lower anchors and rear child-safety door locks. And, of course, you also get our 5-year/100,000 km 24-hour roadside assistance with every Kia we make. We hope all these features will help you further enjoy your Rio. And the peace of mind that comes with it.

AT KIA, OUR VEHICLES UNDERGO A LONG LIST OF IMPORTANT SAFETY TESTS BEFORE THEY EVER REACH THE DEALERSHIP. OUR PROVING GROUNDS ALLOW US TO TEST A WIDE RANGE OF PERFORMANCE AND SAFETY ASPECTS, FROM HIGH-SPEED DURABILITY TO CORNERING STABILITY AND BRAKING TESTS. OUR FAVOURITE, HOWEVER, IS THE ROAD SURFACE TEST, WHERE WE THOROUGHLY TEST OUR VEHICLES ON MUD, PEBBLE, SAND AND POTHOLE-LADEN ROADS. IT'S NOT ONLY FOR YOUR SAFETY, IT'S ALSO FUN.





## FEATURES



### RIO S FEATURES

- Dual airbags
- Front seatbelt pretensioners
- Height adjustable front seatbelts
- Emergency trunk release handle
- Height adjustable front seat headrests
- Childproof rear door locks
- 3 child seat safety anchors
- 3 passenger assist grips
- 1.6 L DOHC 4-cylinder engine, 104 hp
- 5-speed manual transmission
- Independent front suspension
- Semi-independent rear suspension
- Rack & pinion steering
- Power-assisted front disc/rear drum brakes
- 14" wheels with full wheel covers
- P175/65 R14 all season tires
- AM/FM/CD stereo
- Full cloth seats
- Driver seat lumbar support
- Dual vanity mirrors
- Front & rear floor mats
- Front seat cup holders
- Rear window defroster
- Centre console with storage compartment
- Cloth headliner
- Digital clock
- Front door pockets
- Glove box
- Interior lamp
- Cargo lamp
- Seat back pockets
- Tinted glass
- Trip odometer
- 12V power outlet (front)
- Intermittent wipers
- Front & rear mudguards
- Dual manual remote mirrors
- Daytime running lights
- Body-coloured grille

### RIO RS FEATURES

(IN ADDITION TO OR IN PLACE OF RIO S FEATURES)

- Optional 4-speed automatic transmission
- RPM-sensing power steering
- Tilt steering column
- Driver seat height adjuster
- Driver seat folding armrest

### RS (CONTINUED)

- Map lamps with sunglass case
- Remote trunk release
- Remote fuel door release
- Body-coloured door handles and mirrors
- Body-coloured body side mouldings
- Variable intermittent wipers
- Air conditioning – optional

### RIO LS FEATURES

(IN ADDITION TO OR IN PLACE OF RS FEATURES)

- 4-speed automatic overdrive transmission
- Air conditioning
- Power windows and heated mirrors
- Tachometer
- Fade-out interior lamp
- Front seat tilting headrests
- Rear seat folding armrest
- Trunk net
- Remote keyless entry
- Fog lamps

### RX-V FEATURES

(IN ADDITION TO OR IN PLACE OF RIO RS FEATURES)

- 14" alloy wheels
- Air conditioning
- 60/40 split-folding rear seat
- Tachometer
- Retractable cargo area cover
- 2 height adjustable rear headrests
- 12V rear cargo area power outlet
- 4 assist grips
- Fog lamps
- Rear hatch wing spoiler
- Fixed intermittent rear wiper

### RX-V CONVENIENCE FEATURES

(IN ADDITION TO OR IN PLACE OF RX-V FEATURES)

- Power windows and heated mirrors
- Front seat tilting headrests
- Fade-out interior lamp
- Trunk net
- Remote keyless entry
- Roof rack (in lieu of rear hatch wing spoiler)

## SPECIFICATIONS

ENGINE	SEDAN AND RX-V	
Type	In-line 4-cylinder, iron block and aluminium head	
Valve gear	DOHC, 4 valves per cylinder	
Displacement	1,594 cc	
Compression ratio	10.0:1	
Horsepower	104 hp @ 5,800 rpm	
Torque	104 lb.-ft. @ 4,700 rpm	
Fuel tank capacity	45 L (11.9 gal.)	
Transmission	5-speed manual 4-speed electronically controlled automatic with overdrive	

DIMENSIONS (EXTERIOR AND INTERIOR)	SEDAN	RX-V
Wheelbase	2,410 mm (94.9 in.)	2,410 mm (94.9 in.)
Track (front/rear)	1,433/1,450 mm (56.4/57.1 in.)	1,433/1,450 mm (56.4/57.1 in.)
Length	4,240 mm (166.9 in.)	4,240 mm (166.9 in.)
Width	1,675 mm (65.9 in.)	1,675 mm (65.9 in.)
Height	1,440 mm (56.7 in.)	1,440 mm (56.7 in.)
Ground clearance	152 mm (6.0 in.)	152 mm (6.0 in.)
Head room (front/rear)	1,000/955 mm (39.4/37.6 in.)	1,000/955 mm (39.4/37.6 in.)
Shoulder room (front/rear)	1,352/1,340 mm (53.2/52.8 in.)	1,352/1,340 mm (53.2/52.8 in.)
Leg room (front/rear)	1,086/831 mm (42.8/32.7 in.)	1,086/831 mm (42.8/32.7 in.)
Hip room (front/rear)	1,310/1,358 mm (51.6/53.5 in.)	1,310/1,358 mm (51.6/53.5 in.)
Passenger volume	2,500 L (88.3 cu. ft.)	2,905 L (102.6 cu. ft.)
Trunk	261 L (9.2 cu. ft.)	702 L (24.8 cu. ft.)
Rear seat folded down	NA	1,254 L (44.3 cu. ft.)

CURB WEIGHT	SEDAN	RX-V
5-speed manual	1,090 kg (2,403 lb.)	1,110 kg (2,447 lb.)
4-speed automatic	1,115 kg (2,458 lb.)	1,135 kg (2,502 lb.)

BODY AND CHASSIS	SEDAN AND RX-V
Layout	Front engine, front-wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Semi-independent, torsion axle, coil springs
Steering type	Rack-and-pinion; power assisted (manual on S)

BRAKES	SEDAN AND RX-V
Type	Hydraulic, power-assisted vacuum
Front	10.0-in. vented discs
Rear	7.87-in. cast-iron drum

TIRES	SEDAN AND RX-V
Tires	P175/65R14

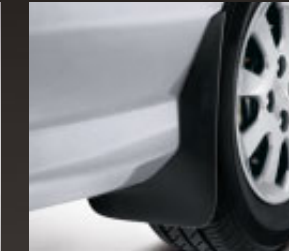
FUEL ECONOMY (CITY/HIGHWAY L/100 KM)	SEDAN AND RX-V
5-speed manual	8.9/6.6 L (32/43 mpg)
4-speed automatic	9.3/6.7 L (30/42 mpg)



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



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



**ALLOY WHEELS**  
Customize your Rio from the ground up with these sporty alloy wheels.

## ACCESSORIES AND COLOURS

Please ask your local dealer about the full line of Genuine Kia Accessories or visit our website [www.kia.ca](http://www.kia.ca).

# FINISHING TOUCHES

THEY'RE FUN, THEY'RE HELPFUL, THEY LOOK GOOD. WHAT'S LIFE WITHOUT THE COOL ACCESSORIES?



## EXTERIOR COLOURS



**RALLY BLUE**  
(Grey interior)



**SUMMER RAIN**  
(Grey interior)



**WILLOW GREEN**  
(Beige interior)



**PEWTER GREY**  
(Grey interior)



**MAYAN GOLD**  
(Beige interior – 4-door only)



**TOTAL ECLIPSE**  
(Grey interior)



**CANYON RED**  
(Beige interior)



**WHISTLER WHITE**  
(Grey interior)

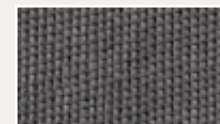


**VOLCANO BLAST**  
(Grey interior)

## INTERIOR COLOURS



BEIGE



GREY



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.