

# ALL THAT I WANT

I WANT TO ESCAPE. I WANT TO GO FAR AWAY. I WANT TO DISCOVER THINGS ABOUT THE WORLD AND MYSELF. I WANT FREEDOM.

THE 2004 KIA SORENTO



# SORENTO



Come out ahead.

# A LIFE WITHOUT COMPROMISE

I WANT GOOD LOOKS. DEPENDABILITY. GREAT VALUE. AND THE POWER TO GO WHEREVER I PLEASE. OKAY, I WANT IT ALL.

It's not too much to ask. An SUV with all the qualities you want. At a price you can actually afford. So we designed an SUV that answers the call. The 2004 Kia Sorento, MotorWeek's 2003 Drivers' Choice Award for best mid-size SUV, AutoPacific's 2003 Vehicle Satisfaction Award for mid-size sports utility, Strategic Vision's 2003 Total Quality award for mid-size SUV and five-star side impact crash test rating (front and rear seats); the highest rating possible. The SUV with all the accolades, style, comfort and rugged ability to take you wherever you want to go in life, and your choice of 3 different trim levels in which to get there.



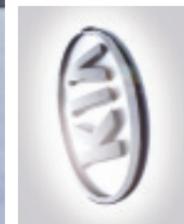
## SORENTO LX

There's no compromise here. The LX has an impressive list of standard features, like alloy wheels, a powerful V6 engine and part-time 4-wheel drive. Plus standard perks like air conditioning, power windows and door locks, an 8-speaker CD player, a roof rack and important safety features like remote keyless entry, and dual front and side-curtain airbags. Together with Kia's 5-year/100,000 kilometre warranty,\* it's easy to see why the Sorento LX is miles ahead of the competition.

## SORENTO EX

It's not just any SUV that can boast standard features like power driver's seat and a 10-speaker AM/FM/Cassette/CD player, let alone a powerful V6 engine, automatic transmission and automatic full-time 4-wheel drive. Or for that matter a 5-year/100,000 kilometre warranty. Along with these standard features and the best warranty in the business, the EX-Luxury comes with other convenient comfort and stylish touches like leather interior, power sunroof, heated front seats and wood accents on the steering wheel and gear shift.

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 further details regarding the 5-year/100,000 kilometre warranty.

\*NHTSA (National Highway Traffic Safety Administration) based on 2003 vehicle testing.

LOOKING FOR THAT SPECIAL KIA BUT NOT READY TO CHANGE OUT OF YOUR PAJAMAS? 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!

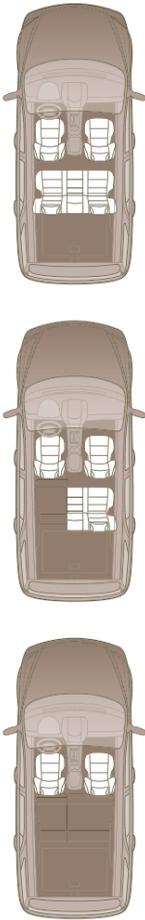


## A QUICK GETAWAY

I WANT TONS OF HORSEPOWER. AN ENGINE WITH 6 CYLINDERS. AND I WANT MY OFFICE TO BE RELOCATED TO THE TOP OF A GIANT MOUNTAIN.

"Hey... where's the fire?" At last, you can have an SUV that makes such questions possible. With a standard 192 horsepower, 3.5-litre dual overhead cam V6 engine and available TORQUE-ON-DEMAND® automatic full-time 4WD capabilities, not to mention an advanced automatic transmission, you'll make quick work of the road – however rugged it may be. Of course, when you're not tackling mountains, all that V6 power comes in handy in the fast lane, too. And with the Sorento's impressive styling, you'll make a great-looking blur as you go by. With features like alloy wheels, two-tone cladding,† rear privacy glass and fog lamps, the Sorento projects a look of refined sophistication. But it also has all the SUV capabilities you love, with a wider body and track than the Ford Explorer, Jeep Grand Cherokee and Mercedes-Benz ML500. Plus 1,587 kg (3,500 lb.) of towing capacity\*\* to haul your gear. So no matter where you're going or what you're bringing, there's no stopping you in the Sorento.





A HIGHLY FLEXIBLE CARGO/SEATING PLAN WITH MULTIPLE CARGO CONFIGURATIONS GIVES THE SORENTO MAXIMUM VERSATILITY AND CAPACITY, WITH 60/40 REAR SEATS THAT FOLD DOWN TO EITHER SEMI- OR FULLY FLAT IN SECONDS.



Cargo must be properly stowed and secured. See dealer for details.



# WIDE OPEN SPACES

I WANT MORE ROOM. MORE ROOM FOR FRIENDS. AND BIKES. AND PUP TENTS. AND BBQS. AND KAYAKS. AND DOGS. ACTUALLY, I WANT A DOG.

Say no more – we know just how you feel. That's why we gave the Sorento EX more passenger space\* than most other mid-size SUVs, including the Nissan Pathfinder, Jeep Liberty and Toyota Highlander.† Plus the ability to arrange all that space any way you like, with an 8-way power adjustable driver's seat, tilt-adjustable

headrests, 60/40 split-folding rear seats and a variety of ingenious storage areas throughout the interior. So how does having all that space feel? Pretty darn nice, especially if you opt for the leather seats‡ to match your standard leather-wrapped steering wheel! After all, if you're going to have room, it should look as good as it feels.

\*Interior volume. \*\*Compared to MY03 vehicles †EX-Luxury only. ‡EX and EX-Luxury.

IF ALL THESE FEATURES AREN'T ENOUGH TO QUENCH YOUR THIRST FOR LUXURY, YOU'LL BE WANTING TO UPGRADE TO THE EX-LUXURY. IT GIVES YOU HIGH-QUALITY LEATHER SEATS, WITH HEATED FRONT SEATS, A WOODGRAIN AND LEATHER STEERING WHEEL, AND ENOUGH CHROME TO REFLECT YOUR SMILING FACE WITH EVERY GLANCE. YOU ALSO GET A POWER TILT AND SLIDING SUNROOF WITH SUNSHADE AND TORQUE-ON-DEMAND® AUTOMATIC FULL-TIME 4WD, AN EXTREMELY HANDY FEATURE YOU CAN LEARN MORE ABOUT LATER ON.



# GUILTY PLEASURES

SURROUND ME WITH BEAUTY. GIVE ME A PREMIUM STEREO. EVERY CREATURE COMFORT. A VIEW OF THE CLOUDS. AND LET THIS UTOPIA BE COVERED IN LEATHER.



BLUE SKY



THE EASY LIFE

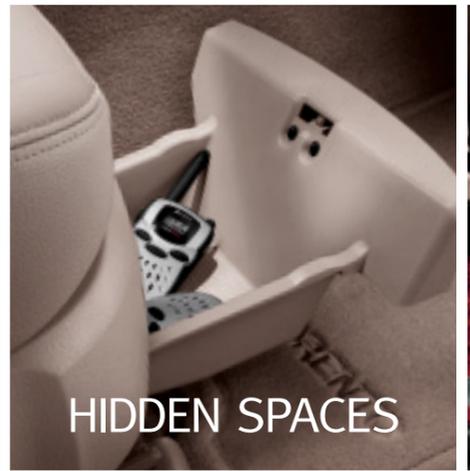
And now, the fun part. The little knobs, levers and gizmos that put comfort and convenience at your fingertips. Like the ultimate luxury, a power sunroof. A premium AM/FM/Cassette/CD\* stereo system, complete with 10† speakers for amazing sound quality. Plus steering wheel audio controls‡ to adjust all that great music at the touch of a button. We also gave the Sorento power windows and door locks. And remote keyless entry with door lock, panic alarm and rear glass open function.

Now, let's talk storage. The Sorento's got plenty of it, with a rear under-cargo floor storage compartment, dual compartment glove and centre console boxes and lots of other handy spaces. The overhead area provides even more convenience, with a sunglasses holder, map lights, and a trip computer‡ with compass, altitude and barometric pressure gauges. There's even a rear split hatch with flip-open glass for easy access to all your stored items, and a rear cargo cover and net‡ to keep it all secure.

Of course, we didn't forget the other basic luxuries, like cruise control, air conditioning, woodgrain accents‡ and a tilt-steering wheel. In fact, there are so many great standard features, we can't possibly name them all here (for those of you who can't wait to find out, keep reading!).



GREAT MUSIC



HIDDEN SPACES



ROOM FOR MORE

\* EX-Luxury only. † LX features AM/FM/CD stereo. ‡ EX and EX-Luxury.

WHO WOULDN'T WANT TO BE ON TOP OF IT ALL? THE SORENTO'S GENEROUS 208 MM (8.2 INCH) GROUND CLEARANCE GIVES YOU GREAT OFF-ROAD CAPABILITY - WITH A 28.4° APPROACH ANGLE THAT KEEPS THE FRONT END FROM HITTING THE GROUND IN ROUGH OR STEEP TERRAIN AND A 26.7° DEPARTURE ANGLE THAT MINIMIZES REAR SCRAPING ON THE DESCENT.



APPROACH ANGLE 28.4°  
DEPARTURE ANGLE 26.7°



# NATURAL ABILITY

# TO HANDLE ANYTHING

I WANT A VEHICLE THAT CAN TAKE ME OFF THE BEATEN PATH. FORGE AHEAD UNDETERRED. AND UNAFRAID. YOU NAME THE PLACE. I'M GOING THERE.

So, you say you want to go places? Good news. The Sorento is expertly engineered to get you there. With its part-time 4-wheel drive, you can switch into 4WD mode with the turn of a knob, for maximum traction off-road or on snow or wet pavement. The 4WD system also has low range for those really steep hills. Plus an Eaton type carbon limited slip differential,\* which provides greater mobility and increased control by shifting power to the wheel with better traction. Speaking of wheels, the Sorento's got big ones - with 16-inch tires for both the look and performance of a rugged SUV. And whether you're

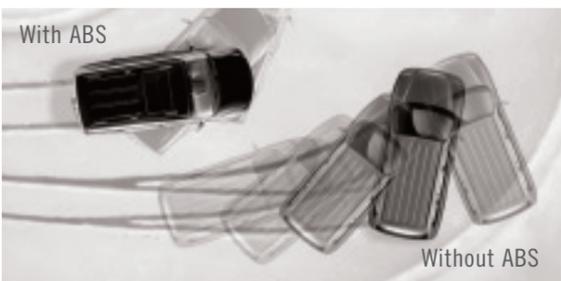
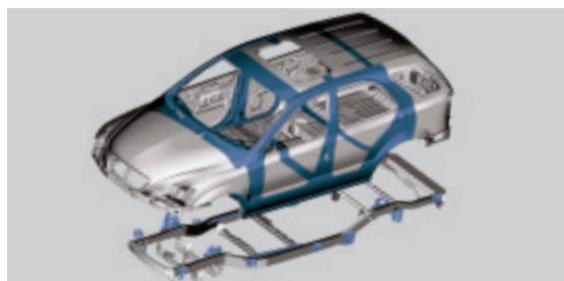
out in the wilderness or out on the town, you can count on a remarkably smooth ride thanks to the Sorento's double wishbone with coil spring front suspension and 5-link coil spring rear suspension, which controls lateral, horizontal and vertical movement. And Sorento's ultra-sturdy frame with 9 crossmembers gives you all the off-road toughness you demand. With all this natural ability, there's no doubt the Sorento will not only get you there, but give you one heck of a ride at the same time.



FOR THE REALLY RUGGED AT HEART, THE EX AND EX-LUXURY OFFER STANDARD TORQUE-ON-DEMAND® AUTOMATIC FULL-TIME 4WD SYSTEM PROVIDES BENEFITS EVEN TRADITIONAL FULL-TIME 4WD VEHICLES CAN'T. THE SYSTEM DETECTS WHEEL SLIPPAGE AND TRANSFERS TORQUE SO FAST (200 TIMES PER SECOND) THAT ALL YOU NOTICE IS SUPERIOR ALL-WEATHER TRACTION AND GREATER DIRECTIONAL STABILITY. WHAT DOES ALL THAT MEAN IN LAYMAN'S TERMS? GO FOR IT!



\*EX and EX-Luxury.



Above all, we want you to feel secure in your new Sorento. You'll feel comforted knowing that the National Highway Traffic Safety Administration (NHTSA) awarded Sorento five-stars – the highest safety rating – for side-impact (front and rear seat) crash testing\*, joining the ranks of Acura, Lexus, and Volvo. Along with this prestigious ranking we made it our highest priority to give it a comprehensive range of intelligent safety features. The dual front airbags work in conjunction with seat track and front seat belt buckle sensors that help control airbag deployment and reduce the risk of injury in a frontal collision. Side-curtain airbags are deployed from the roof trim to protect front and rear occupants, and help prevent injury in a side collision. And 4-wheel anti-lock brakes help maintain control of the vehicle in unexpected road conditions. To help protect the little ones, we added rear child safety door locks and a specially designed anchorage system to give an extra secure hold on child safety seats. And all these safety features are housed within the Sorento's sturdy frame and box-body structure, with an energy absorbing steering column and reinforced steel crumple zones that can withstand even the toughest testing. And don't forget, you can always rely on Kia's 5-year/100,000 kilometre 24-hour roadside assistance if you ever need a hand. All of which makes the Sorento the perfect vehicle on the bumpy road of life.

\*NHTSA (National Highway Traffic Safety Administration) based on 2003 vehicle testing.

★★★★★  
5-STAR CRASH TEST RATING



# A FEELING OF SECURITY

I WANT A VEHICLE I CAN RELY ON. THE LATEST SAFETY FEATURES. AND THE COMFORT OF KNOWING SOMEONE WILL BE THERE FOR ME 24/7. NO MATTER WHEN OR WHERE I MIGHT NEED THEM.

WHEN IT COMES TO VEHICLE SAFETY FEATURES, WE WANT YOU TO KNOW THAT WE'RE ON YOUR SIDE. THAT'S WHY WE GAVE THE SORENTO LX, EX AND EX-LUXURY INTEGRATED SIDE-IMPACT BEAMS. AND THE SORENTO LX, EX AND EX-LUXURY ARE THE ONLY SUVs UNDER \$37,000 THAT COME WITH STANDARD FRONT AND REAR SIDE-CURTAIN AIRBAGS. NOW THERE'S AN ANGLE THE COMPETITION CAN'T CLAIM.

\*Compared to MY03 vehicles.



## FEATURES



LX

### LX FEATURES

- 4-wheel ABS, 4-wheel ventilated disc, power-assisted
- Dual front depowered airbags
- Curtain type side-impact airbags (covers front & rear)
- Height adjustable front seatbelt pretensioners with load limiters
- Rear 3-point seatbelts, all seating positions
- Side-impact bars: front and rear side doors
- Childproof rear door locks and rear child seat anchors
- 3.5 L DOHC V6 engine, 192 hp
- Manual 5-speed transmission
- Optional 4-speed automatic transmission with overdrive
- 4-wheel-drive system: shift-on-the-fly, electronic control, 2-speed transfer case
- Power-assist rack-and-pinion steering
- 16" alloy wheels with full-size spare tire
- P245/70R16 all-season tires
- Roof rack
- Power windows, heated mirrors and door locks
- Remote keyless entry
- Solar glass tinted windshield
- Front fog lamps
- Body-coloured bumpers and door handles
- Front and rear mudguards
- Underbody skid plates
- Lift-type tailgate with flip open window
- Front wiper de-icer and heated exterior mirrors
- Air conditioning with rear ducts
- Cruise control with steering-wheel-mounted controls
- AM/FM/CD stereo with 8 speakers
- Three 12V power outlets: front, rear and cargo area
- Underfloor storage compartment
- Front door pockets and seat back pockets
- Four cup holders
- Underseat storage bin: front passenger
- Locking glove box with map tray
- Height adjustable headrests in all seating positions
- Sunglasses holder and map lamps in overhead console
- Front cloth bucket seats
- Height adjustable driver's seat with lumbar support
- Rear 60/40 split folding bench seat: 3 passengers
- Rear seat centre armrest, flip down
- Tilt steering column
- 4-spoke, soft PVC steering wheel
- Extendable sunvisors with illuminated vanity mirrors



EX

### EX FEATURES

(IN ADDITION TO OR IN PLACE OF LX FEATURES)

- Torque-on-demand all-wheel-drive system, electronically controlled, 2-speed transfer case
- Limited slip differential
- Vehicle speed sensing electronically controlled power steering
- 2-tone body side cladding (Sand Dune or Pewter)
- P245/70R16 all-season Michelin tires
- Body-coloured mirrors
- Chrome-plated door handles
- Rear body-coloured spoiler
- Automatic climate control
- AM/FM/CD/Cassette stereo with 10 speakers
- Steering-wheel-mounted audio controls
- Cargo net
- Tilt and height adjustable front headrests
- Trip computer with compass, altimeter and barometer
- 6-way adjustable power driver's seat
- Leather-wrapped 4-spoke steering wheel
- Woodgrain trim: console, door switch plates, rear door handles
- Chrome door scuff plates

### EX-LUXURY FEATURES

(IN ADDITION TO OR IN PLACE OF EX FEATURES)

- Power tilt and sliding sunroof with sunshade
- Leather seats
- Front heated seats
- Leather and woodgrain accents on steering wheel and gear shift knob

## SPECIFICATIONS

ENGINE	LX, EX AND EX-LUXURY
Type	3.5L, 60 degree 6-cylinder, iron block, aluminum heads
Valve gear	DOHC, 4 valves/cylinder
Displacement	3,497 cc (213.4 cu. in.)
Compression ratio	10.0:1
Horsepower	192 hp @ 5,500 rpm
Torque	217 lb.-ft. @ 3,000 rpm
Fuel tank capacity	80 L (21.1 gal.)
Transmission	5-speed manual (LX) 4-speed electronically controlled automatic, overdrive (Optional in LX, standard in EX and EX-Luxury)

DIMENSIONS (EXTERIOR AND INTERIOR)	LX, EX AND EX-LUXURY
Wheelbase	2,710 mm (106.7 in.)
Track (front/rear)	1,580/1,580 mm (62.2/62.2 in.)
Length	4,567 mm (179.8 in.)
Width	LX: 1,863 mm (73.3 in.) EX & EX-L: 1,884 mm (74.2 in.)
Height (including roof rack)	1,810 mm (71.3 in.)
Ground clearance	208 mm (8.2 in.)
Approach angle	28.4 degrees
Departure angle	26.7 degrees
Head room LX and EX (front/rear)	1,008/1,004 mm (39.7/39.5 in.)
Head room EX-Luxury (front/rear)	972/965 mm (38.3/38.0 in.)
Shoulder room (front/rear)	1,496/1,484 mm (58.9/58.4 in.)
Leg room (front/rear)	1,082/920 mm (42.6/36.1 in.)
Hip room (front/rear)	1,404/1,472 mm (55.3/57.9 in.)
Passenger volume	3,919.0 L (138.4 cu. ft.)
Cargo, rear seat up	889.1 L (31.4 cu. ft.)
Cargo, rear seat folded forward	1,880.2 L (66.4 cu. ft.)

CURB WEIGHT	LX	EX AND EX-LUXURY
4-speed automatic	1,930 kg (4,255 lb.)	1,950 kg (4,299 lb.)
5-speed manual	1,971 kg (4,345 lb.)	N/A

CAPACITIES	LX, EX AND EX-LUXURY
Towing capacity	1,587 kg (3,500 lb.)*

BODY AND CHASSIS	LX, EX AND EX-LUXURY
Layout	Front engine, rear wheel or 4-wheel drive
Body type	Ladder frame with nine crossmembers
Front suspension	Double-wishbone coil spring with gas strut damper and stabilizer bar
Rear suspension	5-link, coil spring with gas damper and stabilizer bar
Steering	Rack-and-pinion, power assist

BRAKES	LX, EX AND EX-LUXURY
Type	4-wheel ABS
Front	11.8 in. vented discs
Rear	12.4 in. vented discs

TIRES	LX, EX AND EX-LUXURY
Tires	P245/70R16

FUEL ECONOMY (CITY/HIGHWAY L/100 KM)	LX, EX AND EX-LUXURY
4-speed automatic	16.3/11.9 L (17.3/23.7 MPG)



#### REAR SPOILER

Increase the aerodynamic appearance of your Sorento for that sporty look.



#### HOOD PROTECTOR

Made of durable acrylic, it protects your hood from flying debris.



#### BIKE CARRIER

Attaches to your trailer hitch and can securely transport up to three bikes.

## 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).

# LINGERING STARES

I LOVE SILVER PAINT. I LOVE HOW ALLOY WHEELS AND A CHROME GRILLE REFLECT THE MID-DAY SUN. AND I LOVE THAT ENVIOUS LOOK ON YOUR FACE. IT MAKES ME SMILE.



## INTERIOR CHOICES

Leather is available on EX-Luxury model only.



BEIGE CLOTH



GREY CLOTH



BEIGE LEATHER



GREY LEATHER

## EXTERIOR COLOURS

EX	IVY GREEN/ SAND DUNE	SAND BEIGE/ SAND DUNE	SUMMER RAIN/ PEWTER GREY	BLACK ORCHID/ PEWTER GREY	BLACK ORCHID/ SAND DUNE	INDIGO BLUE/ PEWTER GREY	RADIANT RUBY/ SAND DUNE
LX	IVY GREEN (Beige interior)	SAND BEIGE (Beige interior)	SUMMER RAIN (Grey interior)	BLACK ORCHID (Grey interior)	BLACK ORCHID (Beige interior)	INDIGO BLUE (Grey interior)	RADIANT RUBY (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.

\*Towing capacity with trailer brakes. See dealer for further details.

TO FIND OUT MORE ABOUT ALL OUR VEHICLES, JUST VISIT OUR WEBSITE OR GIVE US A CALL 1-877-542-2886

# 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



DRIVERS' CHOICE  
**BEST  
MID-SIZE SUV**  
*MotorWeek*



Come out ahead.