

2009

# BORRREGO

*The No Compromise SUV*

**KIA**  
KIA MOTORS  
The Power to Surprise™



Introducing the all-new 2009 Borrego

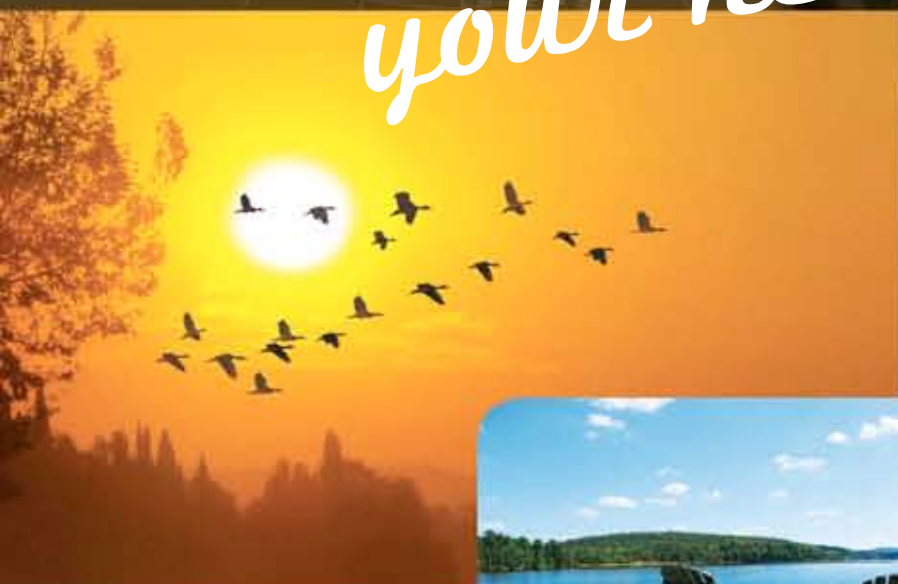
*For all your adventures  
down the road.*



Borrego EX-V6 shown in Midnight Blue Metallic

While the all-new 2009 Borrego is rugged on the outside, it's surprisingly luxurious inside. It combines the power and performance of a high-end SUV, mixes in outstanding fuel efficiency and adds comfortable seating for seven. But don't be fooled by all its amenities. The Borrego is a tenacious 4x4 through and through. It excels in the toughest terrain and leaves the competition in the dust with its unrivalled towing power\*. Wherever you want to go, it'll get you there comfortably.

*Takes you anywhere  
your heart desires.*



You can feel the sheer exhilaration of driving behind the wheel of the versatile Borrego. Its 276 hp V6 engine has plenty of kick, while the available V8 engine – yes V8, the ultimate engine combination – generates a potent 337 hp – giving you quite a leg up. Add in Borrego's safety features and you'll be inspired to go for a drive in the country. Or perhaps, across the country – in style.

\* Based on 2008MY Autodata information for the AIAMC intermediate segments and latest published competitive information available at the time of printing. Vehicles equipped with standard towing package.





# The Comfort Zone.

We've designed Borrego lavishly around you and created a spacious and luxurious interior in the process. It begins with the available 8-way power adjustable driver's seat and the roomy second-row seat that tilts/slides forward for easy entry to the third-row seats. The quality of materials, fit and finish are unrivalled in its class. The instruments and controls are easy to navigate and the seats are the epitome of comfort in all three rows.



## ROOM FOR ALL

There's more than enough head and leg room for every passenger. The third row is easily accessed from the second and both back rows feature a split-fold-flat design to allow for a variety of configurations to accommodate all types of cargo.

*"It is the attention to detail and the features list that sets this SUV apart."*  
Howard J. Elmer, Toronto Star



### ONE-TOUCH POWER WINDOWS

All models include power door locks, mirrors and windows with a driver's window express one-touch-down feature.



### UNDER-FLOOR STORAGE

Additional under-floor storage in the rear compartment lets you store travel essentials out of sight. They are easily accessible when you need them.



### PRE-SETS FOR TWO DRIVERS

The 2-position memory feature automatically repositions the 8-way power driver's seat, side mirrors and power tilt and telescopic steering column into place. Standard on all EX models.



### POWER TILT & TELESCOPIC STEERING WHEEL

Another personal touch. Adjust the steering wheel into whatever position is most comfortable for you. Standard on all EX models.

Take Control.

Borrego's sleek, ergonomically-designed controls help you keep your focus on the road when you need to adjust a setting or two. The impeccably designed, red-lit gauges are easy on the eyes, whether you're driving in the bright noontday sun or under the stars.

Borrego EX-V6 shown with black leather interior

**PLUG IN YOUR IPOD**  
The USB and AUX audio inputs let you plug in your memory stick or iPod and enjoy all your favourite music. Or simply tune in the 6-speaker AM/FM/CD/MP3 stereo system.



**SIRIUS**  
SATELLITE RADIO

Tune into 120 channels of crystal-clear, digital quality sound. Featuring commercial-free music and the best in sports, news, talk and entertainment.



**SUPERVISION CLUSTER**

Available supervision instrument cluster provides crisp LED lighting for a unique night-time appearance.



**SMART KEY PUSH-BUTTON ENGINE START**

Enjoy the convenience of a quick, keyless ignition, similar to those found on high-performance vehicles. Exclusively on the 4.6-litre EX model.\*



\*Late availability.

# Power to Spare.

Step on the Borrego's accelerator and you feel the surge of power. Choose between the 3.8-litre, 276 hp DOHC V6 engine with a five-speed Steptronic gated automatic transmission or the powerhouse 4.6-litre, 337 hp DOHC V8 with a ZF six-speed Steptronic gated automatic transmission providing "best-in-class\*" V8 fuel efficiency. You also have the option of full-time four-wheel drive and up to 323 lb.-ft. of torque. Couple this with towing power that's in a class of its own and an interior with all the luxurious amenities and you've got it all.



THE MOST FUEL EFFICIENT V8 SUV\*



#### POWERFUL, YET EFFICIENT

The 4.6-litre, 32-valve DOHC V8 engine delivers an impressive 337 hp, while the dual continuously variable valve timing (CVT) ensures remarkable fuel efficiency.



#### UNPARALLELED TOWING CAPACITY

When things won't fit inside, you can count on the V8 engine and the full-frame chassis construction to provide an extraordinary 3,400 kg (7,500 lb.) of class-leading maximum towing capacity.\*\*



#### FOUR-WHEEL INDEPENDENT SUSPENSION

Double wishbone front suspension system and an independent rear suspension deliver a firm and comfortable ride, on- or off-road.

\*\* Based on 2008MY Autodata information for the AIAMC intermediate segments and latest published competitive information available at the time of printing. Vehicles equipped with standard towing package.

\*Based on 2008MY EnerGuide data for the AIAMC intermediate, full-size and luxury SUV segments and the latest published competitive information available at the time of printing. Excludes diesel, 2WD vehicles and hybrid powertrains. Association of International Automobile Manufacturers of Canada (AIAMC).

# Safety First.

You have enough to focus on when you're behind the wheel. That's why the Borrego offers peace-of-mind with its extensive array of safety equipment. Features like electronic stability control (ESC), traction control system (TCS), and electronic brake-force distribution (EBD) all monitor your vehicle's movement, instantly distributing engine or braking power as needed to help you maintain control. Dual advanced front-impact air bags and dual front-seat-mounted side-impact air bags help protect the driver and front passengers. For additional protection, the full-length curtain airbags protect all occupants in the front, middle and rear seats in the event of a side impact or rollover. All come standard on all Borrego models, plus there's also a driver's knee airbag that provides the ultimate in protection on V8 models.



**ELECTRONIC STABILITY CONTROL**  
Standard on all models, ESC keeps the vehicle stable. The system automatically adjusts brake pressure at the appropriate wheel or wheels and regulates engine torque to return the vehicle to your intended path.



**TRACTION CONTROL SYSTEM**  
The advanced TCS senses wheelspin and uses a combination of engine power and brake force to transfer power to the wheels that have the most traction.



**BACK-UP WARNING SYSTEM**  
Using ultrasonic sensors, Borrego's back-up warning system alerts you through a series of beeps of certain objects behind the vehicle.



**ELECTRONIC BRAKE-FORCE DISTRIBUTION**  
The EBD system enhances control by calculating and applying the amount of braking pressure required at each individual wheel.

**HILL ASSIST CONTROL**  
This system prevents the vehicle from rolling backwards when stopped on a hill during the transition from lifting your foot off the brake to depressing the accelerator. This is achieved by maintaining brake application for two seconds after the brake pedal is released.



**DOWNHILL BRAKE CONTROL**  
This system ensures that the vehicle maintains directional control driving downhill while towing a large trailer or on slippery surfaces, by monitoring wheel speed and braking accordingly.

## Features

EXTERIOR	3.8L LX	3.8L EX	4.6L LX	4.6L EX
17" 6-spoke alloy wheels	S	-	S	-
18" 5-spoke alloy wheels	-	S	-	S
All-season tires P245/70R17	S	-	S	-
All-season tires P265/60R18	-	S	-	S
Full-time Torque-on-Demand® 4-wheel-drive	-	S	-	S
Projection-type headlights	S	S	S	S
Fog lights	-	S	-	S
Power tilt and sliding sunroof	-	S	-	S
Power heated mirrors	S	S	S	S
Side mirrors with integrated turn signal	-	S	-	S
Roof rails	S	S	S	S
Integrated side steps	-	S	-	S
Full-size spare tire with alloy wheel	S	S	S	S
Chrome exterior door handles	-	S	-	S
Deep-tint & privacy glass	S	S	S	S
Two-tone bumpers and body side-cladding	S	S	S	S
Integrated trailer hitch	S	S	S	S
Dual skid plates	S	S	S	S
Chrome accent rear garnish	-	S	-	S

RESTRAINT & SAFETY SYSTEMS	3.8L LX	3.8L EX	4.6L LX	4.6L EX
Dual advanced front-impact airbags	S	S	S	S
Dual full-length curtain side-impact airbags	S	S	S	S
Dual front seat-mounted side-impact airbags	S	S	S	S
Driver's knee airbag	-	-	S	S
Anti-whiplash active front headrests	S	S	S	S
3 <sup>rd</sup> row height-adjustable headrests	S	S	S	S
Rollover sensor	S	S	S	S
4-wheel disc brakes with anti-lock braking system (ABS)	S	S	S	S
Back-up warning system	S	S	S	S
Electronic stability control (ESC)	S	S	S	S
Traction control system (TCS)	S	S	S	S
Hill assist control (HAC)	S	S	S	S
Downhill brake control (DBC)	S	S	S	S
Tire pressure monitoring system (TPMS)	S	S	S	S
Low washer fluid warning indicator	S	S	S	S
Rear-window defroster	S	S	S	S
Two-speed variable intermittent front wipers	S	S	S	S
Front windshield wiper de-icer	S	S	S	S
Intermittent rear wiper and washer	S	S	S	S
Child safety rear door locks	S	S	S	S
2 <sup>nd</sup> row lower anchors and tethers for children (LATCH)	S	S	S	S
Auto impact door unlock	S	S	S	S

SEATING & TRIM	3.8L LX	3.8L EX	4.6L LX	4.6L EX
6-way adjustable driver's seat with lumbar support	S	-	S	-
8-way power adjustable driver's seat and 4-way power passenger seat with lumbar support	-	S	-	S
Heated front seats	S	S	S	S
Cloth seats	S	-	S	-
Leather seats	-	S	-	S
2-position memory driver's seat, exterior mirrors and power steering column	-	S	-	S
60/40 split, flat-folding, sliding and reclining 2 <sup>nd</sup> row	S	S	S	S
50/50 split flat folding 3 <sup>rd</sup> row	S	S	S	S
Metal grain interior accents	-	S	-	S

COMFORT & CONVENIENCE	3.8L LX	3.8L EX	4.6L LX	4.6L EX
Air conditioning	S	-	S	-
Dual-zone, fully automatic climate control	-	S	-	S
Rear heater ducts	S	S	S	S
Cabin air filter	S	S	S	S
AM/FM/CD/MP3 stereo with 6 speakers	S	S	S	S
Sirius® Satellite radio (includes three trial months) <sup>1</sup>	S	S	S	S
Steering wheel-mounted audio controls	-	S	-	S
Diversity and in-glass antennas	S	S	S	S
Power windows	S	S	S	S
Driver's power window express up and down with anti-pinch feature	-	S	-	S
Remote keyless entry with panic alarm	S	S	S	S
Automatic power door locks with 2-turn entry system	S	S	S	S
Tilt adjustable steering column	S	-	S	-
Power tilt and telescopic steering column	-	S	-	S
Leather-wrapped steering wheel	-	S	-	S
Supervision cluster with trip computer	-	S	-	S
Dual front cupholders	S	S	S	S
2 <sup>nd</sup> and 3 <sup>rd</sup> row centre armrest with cupholder	S	S	S	S
Auto-dimming electrochromic rearview mirror with compass	-	S	-	S
Dual sun visors with illuminated vanity mirrors	S	S	S	S
Overhead console with dual map lights and sunglasses holder	S	S	S	S
Cruise control	S	S	S	S
Push-button start <sup>2</sup>	-	-	-	S
Rear cargo under-floor storage compartments	S	S	S	S
Lockable glovebox	S	S	S	S
Four floor-mounted cargo tie-down anchors and cargo net hooks	S	S	S	S
Three 12V power outlets (front, centre console and luggage area)	S	S	S	S
Front in-door courtesy lamps	S	S	S	S
Rear quarter panel storage bins	S	S	S	S

## Colours EXTERIOR



Bright Silver (M) LX: GC/BC - EX: GL/BL



Metal Bronze (M) LX: GC/BC - EX: GL/BL



Burnt Orange (M) LX: GC/BC - EX: GL/BL



Midnight Blue (M) LX: GC/BC - EX: GL/BL



Black Orchid LX: GC/BC - EX: GL/BL



Spicy Red (M) LX: BC - EX: BL

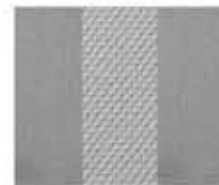


Clear White LX: GC/BC - EX: GL/BL

## Colours INTERIOR



Black Cloth (BC)



Grey Cloth (GC)



Black Leather (BL)



Grey Leather (GL)

## Specifications

ENGINE	3.8L LX & EX	4.6L LX & EX
Type	3.8L V6, aluminum block and head	4.6L V8, aluminum block and head
Valve train	24-valve, DOHC, Dual Continuously Variable Valve Timing (CVVT)	32-valve, DOHC, Dual Continuously Variable Valve Timing (CVVT)
Horsepower	276 hp @ 6,000 rpm	337 hp @ 6,000 rpm
Torque	267 lb.-ft. @ 4,400 rpm	323 lb.-ft. @ 3,500 rpm
Transmission	5-speed Steptronic automatic, electronically controlled with overdrive	6-speed Steptronic automatic, electronically controlled with overdrive
4x4	LX: Part time EX: Full time, Torque-on-Demand® Eaton Locker rear differential	LX: Part time EX: Full time, Torque-on-Demand® Eaton Locker rear differential
Compression ratio	10.4:1	10.4:1

DIMENSIONS mm (in.)	
Wheelbase	2,895 (114)
Track (front/rear) - 17" wheels	1,630/1,640 (64.2/64.6)
Track (front/rear) - 18" wheels	1,615/1,625 (63.6/64.0)
Length	4,880 (192.1)
Width	1,915 (75.4)
Height	1,810 (71.3)
Ground clearance	217 (8.5)
Approach/departure angle	27.3°/22.5°
Head room (1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> row)	1,015/990/965 (40.0/39.0/38.0)
Shoulder room (1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> row)	1,530/1,500/1,415 (60.2/59.1/55.7)
Leg room (1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> row)	1,060/950/835 (41.7/37.4/32.9)
Hip room (1 <sup>st</sup> /2 <sup>nd</sup> /3 <sup>rd</sup> row)	1,450/1,425/1,140 (57.1/56.1/44.9)

BODY & CHASSIS	
Layout	Front engine, 4-wheel drive
Body type	Chassis frame with eight cross members
Front suspension	Double wishbone, coil spring with shock absorber and stabilizer bar
Rear suspension	Multi-link, coil spring with damper and stabilizer bar
Steering	Rack-and-pinion
Power assist	Engine-speed sensitive

BRAKES	
Type	Dual-diagonal, split-circuit, power-assisted braking system with electronic brake distribution (EBD)
ABS	4-wheel
Front, mm (in.)	328 (12.9), vented discs
Rear, mm (in.)	325 (12.8), vented discs

CAPACITIES	3.8L LX & EX	4.6L LX & EX
Curb weight, kg (lb.)	2,023 - 2,154 (4,460 - 4,749)	2,096 - 2,227 (4,621 - 4,909)
Towing capacity, kg (lb.)	2,268 (5,000)	3,402 (7,500)
Payload capacity, kg (lb.)	728 (1604)	704 (1552)
Passenger volume, L (cu.ft.)	4,440 (156.8)	4,440 (156.8)
Cargo capacity, rear seats up, L (cu.ft.)	350 (12.4)	350 (12.4)
Cargo capacity, 2 <sup>nd</sup> and 3 <sup>rd</sup> row down, L (cu.ft.)	2,765 (97.6)	2,765 (97.6)
Fuel tank, L (imp.gal)	78 (16.8)	78 (16.8)

FUEL ECONOMY	3.8L LX & EX	4.6L LX & EX
Hwy/city L/100 km (mpg)	9.4/13.0 (30/22)	9.7/14.4 (29/20)

**SIRIUS**  
SATELLITE RADIO

Tune in to 120 channels of the hottest programming under the sun. Sirius delivers crystal-clear, digital quality sound. Tune in to commercial-free music and the best in sports, news, talk and entertainment. Including live play-by-play coverage of the NFL, NASCAR and NBA. Find out more about Sirius Satellite Radio from your Kia dealer or visit [www.sirius.ca](http://www.sirius.ca).

## Wheels



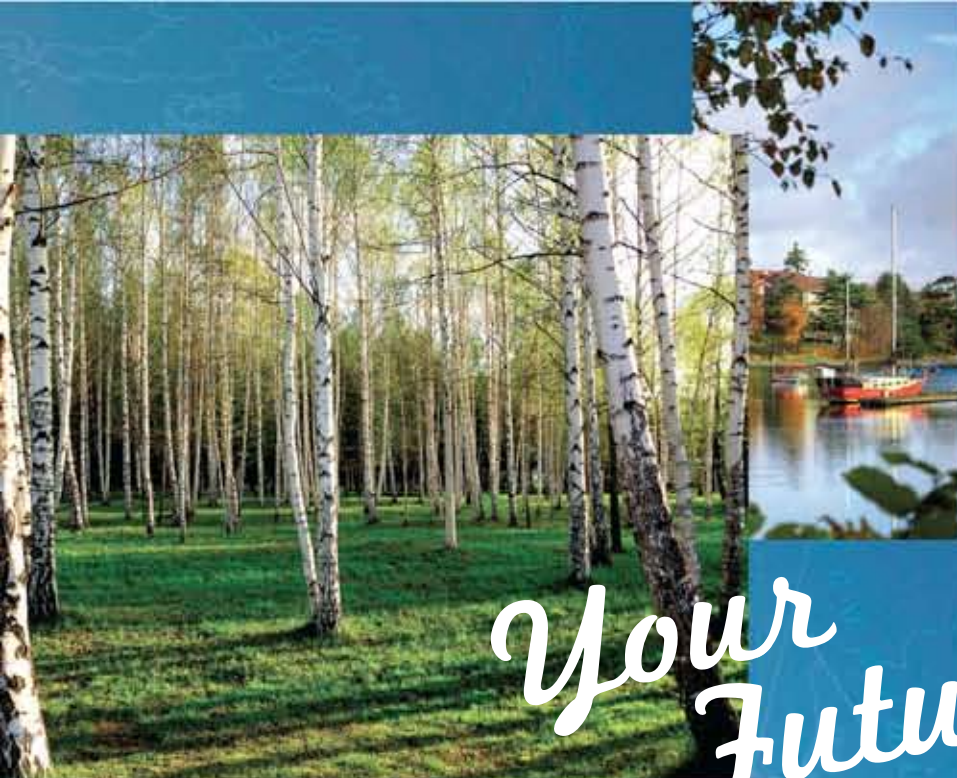
17" x 7.0" 6-spoke alloy wheels



18" x 7.5" 5-spoke alloy wheels

\* Some restrictions apply. For more information on our 5-5-5 Total Care Ownership Coverage, call us at 1-877-542-2886. ††NHTSA (National Highway Traffic Safety Administration) test results. Visit [www.nhtsa.dot.gov/ncap](http://www.nhtsa.dot.gov/ncap) for full details. All information contained herein was accurate and correct at the time of printing. Kia Canada Inc. reserves the right to make changes at any time without notice, and without any obligations as to colours, materials, specifications, features, accessories, packages, models and any applicable programs. Some vehicles shown may include optional equipment or may not be exactly as shown. Kia Canada Inc., by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia dealer or website for further details. SIRIUS logo and related marks are trademarks of SIRIUS Satellite Radio Inc. Torque-on-Demand® is a registered trademark of Borg-Warner Automotive, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © Copyright 2008 Kia Canada Inc. Printed in Canada, August 2008.





# Your Future



Kia is committed to environmental sustainability and protecting the future for both you and your family. Through extensive research and development, we are actively researching alternative fuels and expanding the use of eco-friendly technology with the development of more efficient engines, exhaust systems and transmissions.

Kia has played a leading role in developing alternative-fuel vehicles to help significantly reduce fuel emissions. Our Fuel Cell Electric Vehicle (FCEV) program is developing and testing hydrogen fuel cell powered Kia Sportages as well as using more materials made from recyclable aluminum and magnesium - that are 30% to 40% lighter than steel to boost fuel economy. The Kia Rio hybrid, now in testing, is expected to reduce air pollutants by 30% and increase fuel efficiency by 50%.

We also continue to improve our recycling efforts with the establishment of an automotive recycling centre with the goal of making vehicles that are 95% recyclable.



*"Clear simplicity is the ultimate design that is impossible for anyone to imitate. It is difficult to create something entirely new, but Kia Motors will create a new design future through honesty, purity and simple beauty."*

**Peter Schreyer, Chief Design Officer**  
One of the most respected authorities on product design in the automotive industry. His outstanding creative work has led to many national and international awards for his sporty and innovative designs.

# Our Future

Kia Motors\* recently became the fifth-largest automaker in the world and Kia Motors continues to be one of the fastest-growing with annual sales in excess of 1.4 million vehicles. We also understand that our continued success will be dependent upon our commitment to design.

Reflecting this, Kia Motors' state-of-the-art 100,700 sq.-ft. North American Design Centre features a \$45 million studio which engineers, models and creates new vehicles. But our commitment to you goes beyond design. In 2009, we will be opening our first automotive plant in North America.

At Kia, when we talk about changes in the future, we're talking about changes for the better.



Kue



KOUP



KCV-III



Kee

\* Kia Motors-Hyundai Group



# My adventure, My Kia



## **5 Year** Warranty *We've got you covered.*

Kia's Total Care Ownership coverage includes:

- 5-year/100,000 km Worry-free 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 Roadside assistance covers you in case of mechanical breakdown anywhere in North America\*
- 5-year/unlimited km Anti-perforation warranty on body sheet metal defects in material/workmanship\*

Kia completes the peace-of-mind coverage with a national dealer network. So wherever you need us - from Whitehorse to Windsor and from Victoria to St. John's - we'll be there.

For more information visit [kia.ca](http://kia.ca) or call 1-877-542-2886