

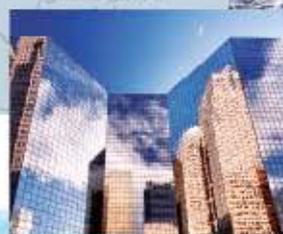
2009

# Rio

*Excite Your Senses.*



**KIA MOTORS**  
The Power to Surprise<sup>®</sup>



Pacif  
Ocea

Hudson Bay

Lake  
Winnipeg



The new 2009 Rio  
*Your excitement starts here!*

Rio5 EX Convenience with accessories, shown in Sapphire Metallic

Rio EX, shown in Racing Red Metallic

# You're on a roll with Rio.

Combine sportiness and functionality and you have the spirited 2009 Rio four door sedan or Rio5 five door hatchback – and you can't go wrong with either of them. Take one out for a spin and you'll discover the Rio is fun-to-drive and easy to operate and manoeuvre. The 1.6-litre 4-cylinder engine provides the necessary pep to make short work of city commutes or out-of-town travel, while providing maximum fuel efficiency of up to 5.6L/100km (50 mpg) on the highway. Toss in the engaging contemporary design, good-looking interior and advanced safety features and you've got a vehicle that will give you a real run for your money.



UP TO 5.6L/100KM - 50 MPG  
HIGHWAY FUEL EFFICIENCY



*Everybody  
needs their space.*



And everybody gets it in Rio. There's an abundance of head room and leg room for all in the spacious interior. In fact, Rio has greater interior volume than some compact cars such as Honda Civic, Toyota Corolla and Volkswagen Jetta.\* The available air conditioning and heated front seats keep it comfortable in any weather and the design is cool, ergonomic and contemporary. So sit back with your friends and soak it all up.

\*Based on 2008 MY Autodata information for the association of international automobile manufacturers of Canada (AIAMC) subcompact and compact segments and latest published competitive information available at the time of printing.



**CONVENIENT CENTRE CONSOLE**  
The armrest centre console offers additional storage space, as well as handy, dual cup holders.



**SEAT YOURSELF**  
The 6-way adjustable driver's seat can be adjusted to the way you like.



**SUNNY DAYS**  
Feel the warm breeze on your face with the available power sliding sunroof with manual shade cover.



**SIZEABLE CARGO CAPACITY**  
The 60/40 seat configuration allows you to fold the rear seats flat, giving you more than ample room for everything, with up to 1,405 litres (49.6 cu.-ft)\* of storage space. Shown with accessory cargo net.





*Putting you in the driver's seat.*

The Rio lays it out for you in style. The attractive, quality design is all sleek lines that are complemented by standout controls and easy to read gauges including a tachometer. Opt for the Rio5 EX Sport, and you'll also get cool features like alloy wheels, leather-wrapped steering wheel and gear shifter. Plus performance pedals and eye-catching red and black sport cloth seats.



**LISTEN UP**  
It's a blast listening to the AM/FM/CD/MP3 stereo system when you plug your iPod or memory stick into the auxiliary and USB jacks. The sleek, roof-mounted antenna pulls in all your favourite channels.



Rio comes equipped with standard Bluetooth® technology\* so you can keep your cell phone in your pocket while you make hands-free calls. No earpiece is required since you hear your phone over the audio system's speakers and speak into the built-in microphone.

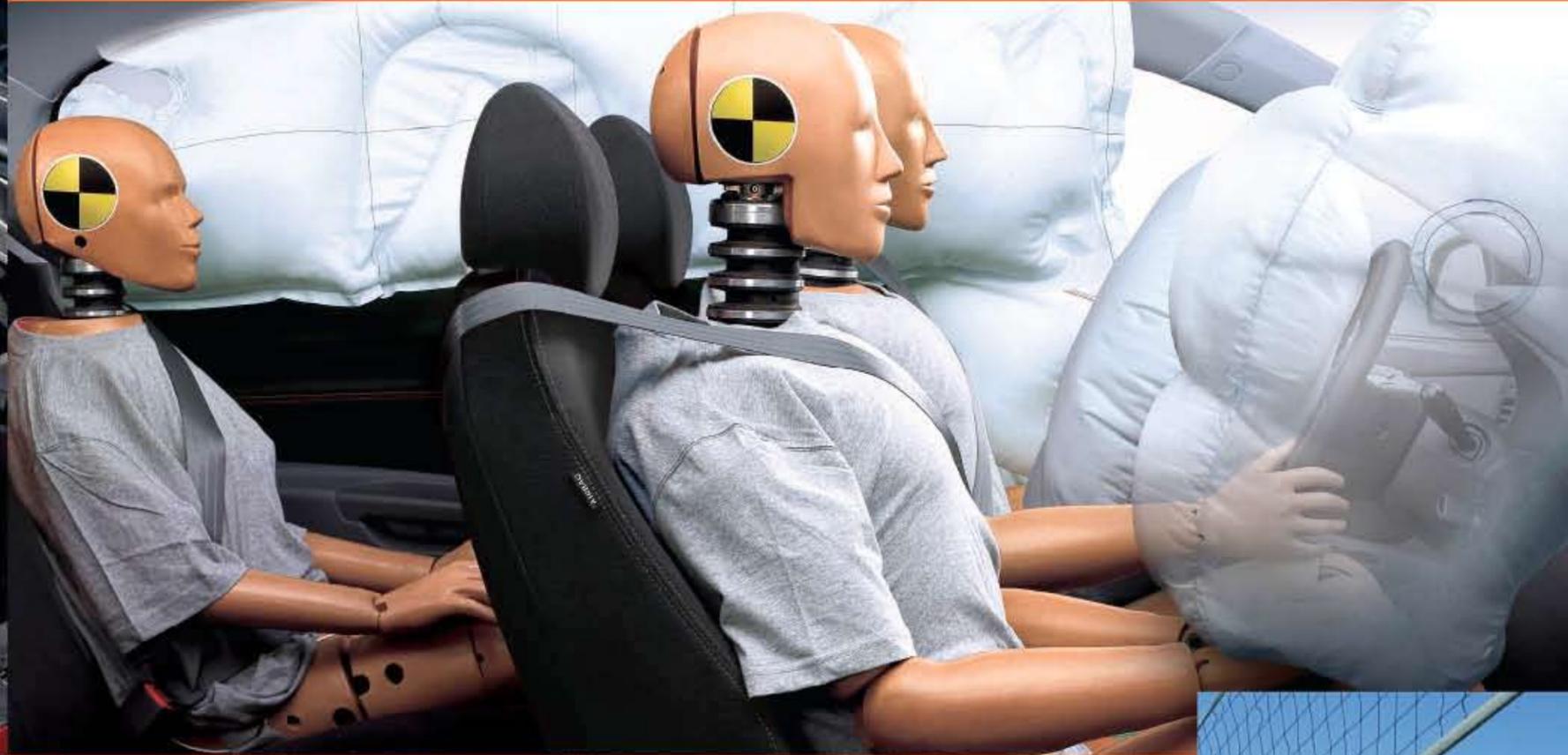
\*Late availability.



**REMOTE KEYLESS ENTRY**

No more fumbling for keys. The Rio can be locked or unlocked from several feet away, or from inside a nearby building with the available remote keyless entry. The system includes a panic button that automatically activates the Rio's alarm.





Rio5 EX Sport model shown.

## Playing it safe.

You can feel secure with the Rio's dual front airbags that cushion impact, along with available dual front seat-mounted side impact airbags and dual full-length side curtain airbags\*. Front disc brakes, with available anti-lock braking system (ABS), keep everyone extra safe and secure.



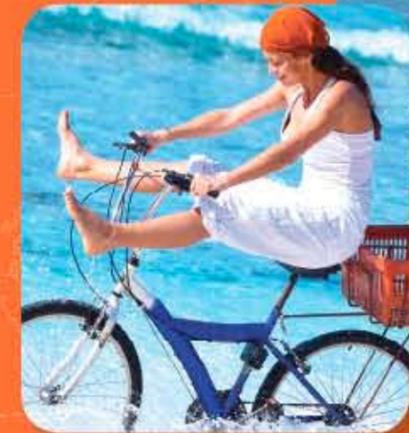
### STOPPING POWER

You're ready for anything up ahead with vented front disc brakes that reduce lockup and shorten stopping distances.



### ALWAYS CLEARLY IN VIEW

Available power heated mirrors increase side visibility in wintertime driving. They are activated with the rear defrost system.



### LOTS OF GET UP-AND-GO

The 1.6-litre, 4-cylinder engine with a sporty five-speed manual transmission or optional four-speed automatic transmission boasts 110 horsepower. The Continuously Variable Valve Timing (CVT) ensures optimum fuel efficiency every mile down the road. The automatic gets an amazing 5.6L/100km (50 mpg) on the highway. Now that is fuel efficiency!

\* Rio5 EX Sport model

## Features

EXTERIOR	RIO EX	RIO EX CONV.	RIO5 EX	RIO5 EX CONV.	RIO5 EX SPORT
14" steel wheels with full wheel covers	S	S	S	S	-
15" 5-spoke alloy wheels	-	-	-	-	S
All-season tires P175/70R14	S	S	S	S	-
All-season tires P195/55R15	-	-	-	-	S
Body-colour bumpers	S	S	S	S	S
Body-side black mouldings	S	S	S	S	S
Fog lights	-	-	-	-	S
Power tilt and sliding sunroof	-	-	-	-	S
Dual body-colour mirrors	S	S	S	S	S
Dual manual remote mirrors	S	-	S	-	-
Dual power heated mirrors	-	S	-	S	S
Variable intermittent windshield wipers	S	S	S	S	S
Rear window wiper with washer	-	-	S	S	S
Body-colour rear spoiler	A	A	A	A	S
Front and rear mud guards	S	S	S	S	S
Roof-mounted micro antenna	S	S	S	S	S

RESTRAINT & SAFETY SYSTEMS	RIO EX	RIO EX CONV.	RIO5 EX	RIO5 EX CONV.	RIO5 EX SPORT
Dual front impact passenger airbags	S	S	S	S	S
Dual front seat-mounted side impact airbags	-	-	-	-	S
Dual full-length side impact curtain airbags	-	-	-	-	S
Height adjustable front seatbelts	S	S	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	S	S
Rear 3-point seatbelts	S	S	S	S	S
4-wheel anti-lock braking system (ABS)	-	-	-	-	S
Impact absorbing steering column	S	S	S	S	S
Side impact door beams	S	S	S	S	S
Lower anchors & tethers for children (LATCH)	S	S	S	S	S
Rear child safety door locks	S	S	S	S	S
Rear window defroster	S	S	S	S	S

S = Standard - = Not Available A = Accessory CONV. = Convenience Package \* Late Availability.

## Colours EXTERIOR



Polar Blue (M) Rio: C



Solar Flare (M) Rio: C RIO5: C/S



Cashmere Beige (M) Rio: C



Copper Graphite (M) Rio: C RIO5: C/S



Clear Silver (M) Rio: C RIO5: C/S



Racing Red (M) Rio: C RIO5: C/S



Sapphire (M) Rio: C RIO5: C/S



Clear White Rio: C RIO5: C/S

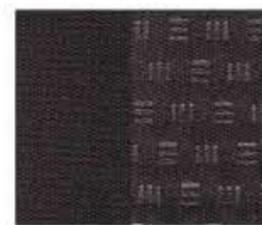


Midnight Black Rio: C RIO5: C/S

SEATING & TRIM	RIO EX	RIO EX CONV.	RIO5 EX	RIO5 EX CONV.	RIO5 EX SPORT
6-way adjustable driver's seat	S	S	S	S	S
Cloth seats	S	S	S	S	-
Sport cloth seating with red stitching	-	-	-	-	S
Heated front seats	-	S	-	S	S
Front & rear height adjustable headrests	S	S	S	S	S
Front seatback pockets	S	S	S	S	S
Driver's seat fold-down armrest	S	S	S	S	S
60/40 split folding rear seats	S	S	S	S	S
Centre console with storage and cup holders	S	S	S	S	S
Front and rear door pockets	S	S	S	S	S
Metal grain accents	-	-	-	-	S
Metal covered pedals	-	-	-	-	S

COMFORT & CONVENIENCE	RIO EX	RIO EX CONV.	RIO5 EX	RIO5 EX CONV.	RIO5 EX SPORT
Air filtration system	S	S	S	S	S
Air conditioning	-	S	-	S	S
AM/FM/CD/MP3 stereo system	S	S	S	S	S
Audio input jacks - AUX and USB	S	S	S	S	S
Bluetooth® hands-free cell phone capability*	S	S	S	S	S
Four speakers	S	S	S	S	-
Six speakers including dual tweeters	-	-	-	-	S
In-dash digital clock	S	S	S	S	S
Power windows with driver's side one-touch express-down	-	S	-	S	S
Power door locks	-	S	-	S	S
Remote keyless entry with panic alarm	-	S	-	S	S
Tilt adjustable steering column	S	S	S	S	S
Leather-wrapped steering wheel and gear shift knob	-	-	-	-	S
Enhanced anti-theft ignition immobilizer	S	S	S	S	S
Tachometer	S	S	S	S	S
Day/night interior rearview mirror	S	S	S	S	S
Front vanity mirrors	S	S	S	S	S
Front and rear passenger assist grips	S	S	S	S	S
Dome lamp with delay out	S	S	S	S	S
Front 12V power outlet	S	S	S	S	S
Cargo area lamp	S	S	S	S	S
Panel dimmer switch	S	S	S	S	S
Floor mats	S	S	S	S	S
Battery with run-down protection	S	S	S	S	S
Remote trunk release	S	S	-	-	-
Luggage hook on front passenger seat	S	S	S	S	S
Luggage net hooks in cargo area	S	S	S	S	S

## Colours INTERIOR



Charcoal Cloth (C)



Sport Cloth (S)

## Specifications

ENGINE	
Type	1.6L, DOHC, iron block, aluminium head
Valve train	16-valve, DOHC, Continuously Variable Valve Timing (CVVT)
Horsepower	110 hp @ 6,000 rpm
Torque	107 lb.-ft. @ 4,500 rpm
Compression ratio	10.0:1
Transmission	5-speed manual, overdrive
	Available 4-speed automatic, electronically controlled, overdrive

DIMENSIONS mm (in.)	RIO	RIO5
Wheelbase	2,500 (98.4)	2,500 (98.4)
Track (front/rear)	1,470/1,460 (57.9/57.5)	1,470/1,460 (57.9/57.5)
Length	4,240 (166.9)	3,990 (157.1)
Width	1,695 (66.7)	1,695 (66.7)
Height	1,470 (57.9)	1,470 (57.9)
Ground clearance	155 (6.1)	155 (6.1)
Head room (front/rear)	1,005/960 (39.6/37.8)	1,005/960 (39.6/37.8)
Shoulder room (front/rear)	1,360/1,350 (53.5/53.1)	1,360/1,350 (53.5/53.1)
Leg room (front/rear)	1,085/870 (42.7/34.3)	1,085/870 (42.7/34.3)
Hip room (front/rear)	1,290/1,270 (50.8/50.0)	1,290/1,270 (50.8/50.0)

BODY & CHASSIS	
Layout	Front engine, front wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Torsion beam, coil springs
Steering	Rack & pinion, power assisted

BRAKES	
Type	Hydraulic, vacuum power-assisted
ABS	4-wheel anti-lock brakes (Rio5 EX-Sport)
Front, mm (in.)	256 (10.1) vented disc
Rear, mm (in.)	203 (8.0) drum

CURB WEIGHTS kg (lb.)	RIO	RIO5
5-speed manual	1,049-1,160 (2,313-2,557)	1,059-1,170 (2,335-2,579)
4-speed automatic	1,071-1,182 (2,361-2,606)	1,081-1,192 (2,383-2,628)

CAPACITIES	RIO	RIO5
Interior volume, L (cu. ft.)	2,949 (104.1)	3,060 (108.1)
Cargo volume, L (cu. ft.)	337 (11.9)	448 (15.8)
Cargo volume, rear seats folded down, L (cu. ft.)	-	1,405 (49.6)
Fuel tank capacity, L (imp. gal.)	45 (9.9)	45 (9.9)

FUEL ECONOMY	HWY/CITY L/100 km (mpg)
5-speed manual	5.9/7.3 (48/39)
4-speed automatic	5.6/7.7 (50/37)

## Accessories



Rear spoiler



Hood deflector



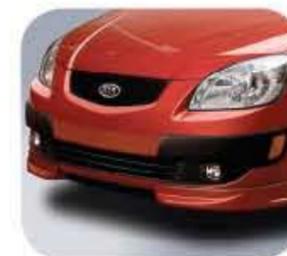
"Rant" alloy wheel



14" x 5" wheel cover



Sport visors



Rio5 body kit

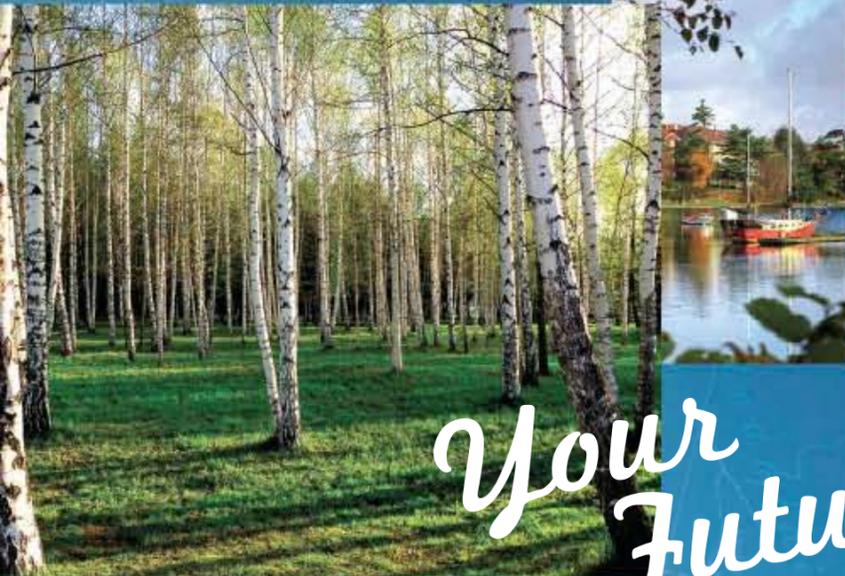


"Panic" alloy wheel



15" x 5.5" 5-spoke alloy wheel

\* Some restrictions apply. For more information on our 5-5-5 Total Care Ownership Coverage, call us at 1-877-542-2886. 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. The Bluetooth word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © 2008 Kia Canada Inc. Printed in Canada, September 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