

2009

SPECTRA

Look forward to the road ahead.

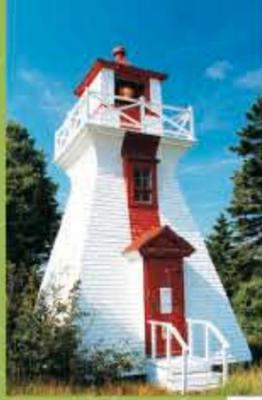
KIA
KIA MOTORS
The Power to Surprise®



The 2009 Spectra
*Leave the ordinary
behind.*



Spectra LX shown in Spicy Red Metallic



Style and Substance.

First impressions are important. Both the 2009 Spectra four door sedan and Spectra5 five door hatchback are sleekly designed and meticulously crafted. They also like a good run as much as you do. The motivating force is the sporty 2.0L, 4-cylinder engine with 138 hp and offers all the power you need. The spacious Spectra delivers loads of capacity, as well as reassuring safety features. At the same time, it gives new meaning to the term 'family values' with its surprisingly affordable price tag and outstanding fuel efficiency. Call it the best of both worlds.



Spectra LX shown in Bright Silver Metallic



RAISE THE ROOF
The available power tilt and sliding sunroof with manual shade cover is a breath of fresh air.



POWER EVERYTHING
Practically. The Spectra and Spectra5 feature available power door locks, mirrors and windows, with one touch driver's window express-down and retained time lag feature.



iPOD READY
The auxiliary and USB jacks lets you plug in your iPod or memory stick for your personal listening pleasure.



Family room.

Welcome to space. Lots of it - for you and your growing family. Not to be upstaged by its pleasing exterior, the Spectra's interior offers ample leg room and head room. The comfy seats, including 6-way adjustable driver's seat, are supportive and hold everyone securely through any corners or curves.



Spectra5 SX model shown.

CARRY ALL
The multiple seating configuration features 60/40 split-rear folding seats that fold totally flat. The Spectra5's 1,494 litres (52.8 cu.-ft.) of capacity with the rear seats down, will accommodate shopping bags, family gear and all the belongings you need for cottage country.



Everything is under control.

Call it a triumph of design and function. The Spectra's ergonomically-designed interior delivers 'comfort-plus', and puts all the latest features including available air conditioning right there at your fingertips. The dials and gauges, including a tachometer, are large and legible. They also look cool. So sit back and enjoy the drive.



THE SOUND OF MUSIC
The sophisticated AM/FM/CD/MP3 stereo system with 4 speakers belts out all your favourite tunes.



Spectra 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 Spectra 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 alarm.



Spectra5 LX, shown in Volcano Blast Metallic



Safety Zone.

Relax. With Spectra's safety systems, everyone travels safe and sound, protected by dual front impact airbags, height adjustable front seatbelts and standard side impact beams in all 4 doors. Available 4-wheel anti-lock brakes provide an added safeguard.



SOLID PERFORMANCE

The Spectra's engine is a thoroughbred – born to run. The sporty 4-cylinder engine develops 138 hp at 6,000 rpm and gets you there in a hurry, if need be. At the same time, Continuously Variable Valve Timing (CVVT) maximizes fuel efficiency, delivering 8.6L per 100km city and 6.2L per 100 km on the highway*.



4-WHEEL ANTI-LOCK BRAKES

Spectra's safety features include available 4-wheel anti-lock braking system (ABS) which prevents wheels from locking when you step on the brakes and keeps you firmly in control of the vehicle. Standard on Spectra LX Premium and Spectra5 SX models.

* With automatic transmission.

Features

EXTERIOR	SPECTRA			SPECTRA 5		
	LX	LX CONV.	LX PREMIUM	LX	LX CONV.	SX
15" 5-spoke steel wheels with full wheel covers	S	S	S	S	S	-
16" 5-spoke alloy wheels	-	-	-	-	-	S
All-season tires P185/65R15	S	S	S	S	S	-
All-season tires P205/50R16	-	-	-	-	-	S
Tinted windows	S	S	S	S	S	S
Power tilt and sliding sunroof	-	-	S	-	-	S
Body-colour rear garnish	S	S	S	S	S	-
Body-colour rear garnish with dark grey accent	-	-	-	-	-	S
Body-colour bumpers	S	S	S	S	S	S
Body-colour side mirrors and door handles	S	S	S	S	S	S
Dual manual remote mirrors	S	-	-	S	-	-
Dual power heated mirrors	-	S	S	-	S	S
Variable intermittent windshield wipers	S	S	S	S	S	S
Rear window wiper with washer	-	-	-	S	S	S
Black bezel headlights	S	S	S	S	S	S
Front and rear mud guards	S	S	S	S	S	S
Fog lights	-	-	S	-	-	S
Roof-mounted micro antenna	-	-	-	S	S	S
Sport body kit	-	-	-	-	-	S

RESTRAINT & SAFETY SYSTEMS	SPECTRA			SPECTRA 5		
	LX	LX CONV.	LX PREMIUM	LX	LX CONV.	SX
Dual front airbags	S	S	S	S	S	S
4-wheel anti-lock braking system (ABS)	-	-	S	-	-	S
4-wheel disc brakes	-	-	S	-	-	S
Auto-off headlights	S	S	S	S	S	S
Front seatbelt pretensioners	S	S	S	S	S	S
Height adjustable front seatbelts	S	S	S	S	S	S
Lower anchors & tethers for children (LATCH)	S	S	S	S	S	S
3-point seatbelts in all seating positions	S	S	S	S	S	S
Rear child safety door locks	S	S	S	S	S	S
Rear window defroster	S	S	S	S	S	S
Emergency trunk release handle	S	S	S	-	-	-

S = Standard - = Not Available CONV. = Convenience package * Late Availability

Colours EXTERIOR



Bright Silver (M) Spectra: G Spectra 5: G/S



Santorini Blue (M) Spectra: G Spectra 5: G/S



Black Orchid Spectra: G Spectra 5: G/S



Spicy Red (M) Spectra: B



Light Graphite (M) Spectra 5: G/S



Clear White Spectra: G Spectra 5: G/S



Deep Ocean Blue (M) Spectra: G

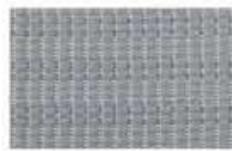


Volcano Blast (M) Spectra 5: G/S

Colours INTERIOR



Beige Cloth (B)



Grey Cloth (G)



Sport Cloth (S)

(M) = Metallic, G = Grey cloth, B = Beige cloth, S = Sport cloth (SX model only). The exterior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

SEATING & TRIM	SPECTRA			SPECTRA 5		
	LX	LX CONV.	LX PREMIUM	LX	LX CONV.	SX
6-way adjustable driver's seat	S	S	S	S	S	S
Full cloth seat trim	S	S	S	S	S	S
Sport cloth seats	-	-	-	-	-	S
60/40 split folding rear seats	S	S	S	S	S	S
Front and rear height adjustable headrests	S	S	S	S	S	S
Centre console with storage box armrest	S	S	S	S	S	S
Front cup holders	S	S	S	S	S	S
Front door pockets	S	S	S	S	S	S
Remote trunk release	S	S	S	-	-	-
Metal interior pedals and accents	-	-	-	-	-	S

COMFORT & CONVENIENCE	SPECTRA			SPECTRA 5		
	LX	LX CONV.	LX PREMIUM	LX	LX CONV.	SX
Air filtration	S	S	S	S	S	S
Air conditioning	-	S	S	-	S	S
AM/FM/CD/MP3 stereo system	S	S	S	S	S	S
Audio input ports - AUX & USB	S	S	S	S	S	S
Bluetooth® hands-free cell phone capability*	S	S	S	S	S	S
Four speakers	S	S	S	S	S	-
Six speakers including two front mounted tweeters	-	-	-	-	-	S
In-dash digital clock	S	S	S	S	S	S
Power door locks	-	S	S	-	S	S
Remote keyless entry with panic function	-	S	S	-	S	S
Power windows with driver's side one-touch express-down and retained time lag feature	-	S	S	-	S	S
Cruise control	-	S	S	-	S	S
Tilt adjustable steering column	S	S	S	S	S	S
Leather-wrapped steering wheel and gear shift knob	-	-	-	-	-	S
Cargo area lamp	S	S	S	S	S	S
Day/night rearview mirror	S	S	S	S	S	S
Dome lamp with delay out	S	S	S	S	S	S
Driver's side foot rest	S	S	S	S	S	S
Dual 12V power outlets (front fascia and centre armrest)	S	S	S	S	S	S
Dual front vanity mirrors	S	S	S	S	S	S
Front and rear floor mats	S	S	S	S	S	S
Panel dimmer switch	S	S	S	S	S	S
Front and rear passenger assist grips	S	S	S	S	S	S
Remote fuel door release	S	S	S	S	S	S
Enhanced anti-theft ignition immobilizer	S	S	S	S	S	S
Tachometer	S	S	S	S	S	S
Battery with run-down protection	S	S	S	S	S	S
Cargo net hooks	-	-	-	S	S	S

Specifications

ENGINE	
Type	2.0L, In-line 4-cylinder, iron block, aluminum head
Valve gear	16-valve, DOHC, Continuously Variable Valve Timing (CVVT)
Horsepower	138 hp @ 6,000 rpm
Torque	136 lb.-ft. @ 4,500 rpm
Compression ratio	10.1:1
Transmission	5-speed manual
	Available 4-speed automatic, electronically controlled with overdrive

DIMENSIONS mm (in)	SPECTRA	SPECTRA 5
Wheelbase	2,610 (102.8)	2,610 (102.8)
Track (front/rear)	1,495/1,485 (58.9/58.5)	1,495/1,485 (58.9/58.5)
Length	4,500 (177.2)	4,350 (171.3)
Width	1,735 (68.3)	1,735 (68.3)
Height	1,470 (57.9)	1,470 (57.9)
Ground clearance	160 (6.3)	160 (6.3)
Head room (front/rear)	1,017/970 (40.0/38.2)	1,017/985 (40.0/38.8)
Shoulder room (front/rear)	1,400/1,370 (55.1/53.9)	1,400/1,370 (55.1/53.9)
Leg room (front/rear)	1,087/898 (42.8/35.4)	1,087/898 (42.8/35.4)
Hip room (front/rear)	1,330/1,370 (52.4/53.9)	1,330/1,370 (52.4/53.9)

BRAKES	SPECTRA	SPECTRA 5
Type	Hydraulic, power-assisted vacuum	Hydraulic, power-assisted vacuum
ABS	4-sensor, 4-channel (LX Premium)	4-sensor, 4-channel (SX)
Front, mm (in.)	275 (10.8) vented discs	275 (10.8) vented discs
Rear, mm (in.)	256 (10.1) drums	256 (10.1) drums
	258 (10.2) solid discs (LX Premium)	258 (10.2) solid discs (SX)

Accessories



Spoiler



Leather gear shift knob (manual transmission)



Sport visors

Wheels

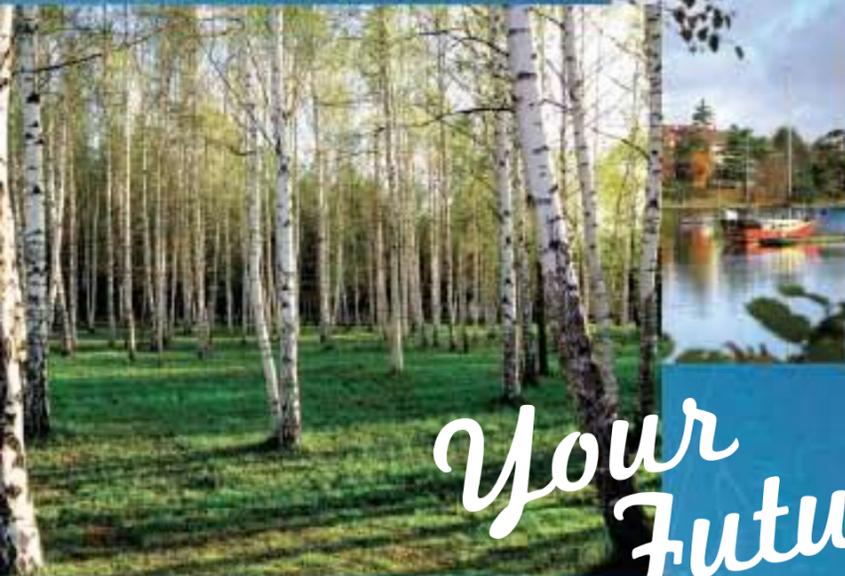


15" x 6.0" wheel cover



16" x 6.0" 5-spoke alloy wheels

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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 or call 1-877-542-2886