



KIA MOTORS
The Power to Surprise™

cee'd



cee'd

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making a name for itself

It's pronounced 'seed' in case you're wondering. Unlike many invented car names, we think it's rather appropriate.

Designed by Europeans. Tested on Europeans. And made in a brand new purpose built factory in Europe. During development the top secret project was known simply as 'ED' - for European Design - and the 'CE' part was soon added as shorthand for the Community of Europe.

In a nutshell, it means it's been created using the latest technology and most advanced quality control systems. Backed by a 7 year manufacturer's warranty* - the longest you'll find on any car in Europe - we're confident cee'd is a name that's going to be around for a very long time.

*See section 07 for full warranty details

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welcome



design



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we began with a clean sheet

You can't get any cleaner than a white sheet of paper. That's how the cee'd began. We had no factory. No previous models to base it on. So we took a completely fresh perspective. And it shows.

Everything about the cee'd is new. The brand new factory in Slovakia is one of the world's most advanced car manufacturing plants. Over 400 robots ensure precision build quality. Every time.

Then there's the cee'd itself. Conceived at our European design centre in Germany, it's a completely new design that's been evaluated with consumers at every stage of development. Our designers call it 'tough not rough'. What they mean is it has a reassuring sense of solidity, but its smooth flowing lines also create a feeling of style.

We tested the cee'd on some of the worst roads in Europe – Britain's roads. Renowned for their uneven surfaces and potholes they've been the downfall of many a car. Not the cee'd. That's why we've given it a 7 year warranty. We're confident it's built so well it'll finish as it started – with a clean sheet.

Kia's new European Design Centre





"It's clear Kia has a genuine star on its hands." What Car?

Good design is deceptively simple. Less is more in the case of the cee'd. The smooth exterior is clean, with no unnecessary features. And we don't just mean the bodywork. Kia engineers even fitted a special undertray behind the rear axle to improve airflow under the car. It

close to the front and rear. There's minimal overhang. Look again. See what we mean?

That leaves an unusually big space in the middle. We have to admit, it's hard to appreciate on paper, but at 2,650 mm it's



makes the cee'd very aerodynamic indeed, with a drag coefficient of just 0.33. Doesn't sound much and it isn't. What that means is excellent stability, better fuel economy and a lack of wind noise. Now take a look at the wheels. Notice anything different? They're

a large wheelbase for a car this size. It all adds up to excellent manoeuvrability and class leading interior space.

So even if you had never noticed, we thought you'd like to know. It's what good design is all about.

cee'd >> good design is about the things you can't see



design

cee'd >> there's one for you



range



cee'd >> packed full of features

As you'd expect from Kia, the cee'd is exceptionally well equipped. It builds on our value reputation with a comprehensive specification. You can choose from three different model grades: S, GS and the top-of-the-range LS.

The introductory S grade includes air conditioning with cooled glovebox, CD and MP3 player, driver's seat height adjustment and front seat lumbar support, body coloured bumpers, front

electric windows, power steering, 6 airbags, active front headrests, ABS with EBD (Electronic Brakeforce Distribution)... we could go on. There's lots more. And then there are the higher model grades – each with their own special features.

We suggest you take the time to look at the accompanying detailed specification sheet with this brochure to really appreciate the true value of the cee'd.



S



GS



LS

S: 6 airbags, Power steering, ABS & EBD, CD Audio & MP3, 4 Speaker audio system, Electric front windows, Tilt & telescopic steering wheel

GS: 16" alloy wheels, Body coloured door mirrors, Electric & heated door mirrors, 6 speaker audio system, Remote central locking, Leather steering wheel, iPod connectivity (for cars purchased after mid 07)

LS: 16" Alloy wheels (alternative design), Rear electric windows, Black cloth & leather seats, Front fog lamps, Silver centre fascia, Body coloured door handles

range

03

cee'd » a leap forward for interior design



interior



cee'd >> in touch with your senses

The front doors open an extra-wide 70 degrees. Apart from making it easier to get in and out, it shows off an interior that is not only well finished with high quality materials, but well thought through as well.

Run your hand across the dashboard and you'll instantly know what we mean. The materials are soft to the touch and precisely fitted. The switchgear has a reassuring action that's positive and feels built to last.

Turn the ignition key and the instrument panel bursts into life. The red/orange backlighting and clear dials are easy to read. In a world where we are bombarded with information it's relaxing to be

able to see everything you need at a glance.

Finding your optimum driving position is easy. The seat and steering wheel adjust for height as well as reach. The seats are snug too, with adjustable lumbar support for the driver and front passenger. All the controls are well placed. No unnecessary stretching is required. And there are plenty of clever little storage places to keep things neat and tidy.

Clarity of design was the overriding principle behind the instrument panel concept. The red/orange instrument lighting is subtle and relaxing, but at the same time it's very easy to assimilate information.

"The new Kia cee'd is impressive on all counts." Steve Cropley, **Autocar**

interior



cee'd >> designed for life

The cee'd is more than just a car to comfortably take people from place to place. It's designed for the flexibility and unpredictability of life.

You've just been out for the day and seen a piece of furniture you must have. No problem. Just lower the rear seats and you've instantly got a flat loading bay that'll get it home.

You've got to pick up some children and all their paraphernalia on a hot summer's day. You pop some drinks in the glovebox cooler and a talking book in the CD player. Sorted.

You're out with the family, but there's that plant you must pick up from the garden centre. You fold down one of the seats and slot it through. The children stay in the two remaining back seats.

It's easy to see how the cee'd can become an essential part of your life.

The 60:40 split rear seats are standard on all models and fold down to create a massive 1,300 litres of storage space

"Kia is so confident. Its new cee'd has been conceived by an experienced team set on matching or beating Astra, Golf and Focus in every aspect that matters to customers. None of the others offers even five years of warranty, let alone seven". Chas Hallett, Editor, Autocar

interior





The cee'd is secure as well as safe. Deadlocks are standard on all doors and it's also fitted with an advanced electronic immobiliser. Developed in conjunction with the Thatcham Motor Insurance Repair Research Centre in the UK, its anti-theft credentials are high – another reason for its low insurance group.

That may stop the determined thief, but what about the opportunist? We've thought of that as well with speed sensing auto door locking on all models. When you pull away, the doors automatically lock and, in the unlikely event of an accident, unlock automatically.

cee'd >> safety is another of its strengths

The cee'd is not just a comfortable place to be, it's also a very safe place to be with a high standard of safety features right across the range.

The bodyshell has been engineered for exceptionally high torsional stiffness – more than two thirds is made of high tensile-strength steel which provides outstanding crash protection.

There are five 3-point seat belts and, for the little people in your life, ISOFIX child safety anchor points in the rear. There's also an

on-off switch to deactivate the passenger side front airbag if you ever need to carry a baby in a rear-facing seat.

The cee'd also features active head restraints as standard on the front seats. During a rear impact the headrest moves forwards and upwards, helping to prevent whiplash neck and back injuries.

Every cee'd is equipped with dual front airbags, front side airbags and full-length curtain airbags for all-round collision protection

"The new Kia cee'd is about to give the world of European cars an almighty shake-up" Steve Cropley, Autocar

safety





cee'd >> enjoy the feeling of total control

Perfectly balanced, the cee'd has excellent road manners making driving a real pleasure. Fully independent, front and rear suspension delivers crisp, responsive handling and a comfortable ride which soaks up the bumps.

Electric power-assisted rack and pinion steering gives excellent feedback and precise control. Its relatively high gearing also means there are less than three turns of the wheel from lock-to-lock. This provides the optimum balance between easy parking, enthusiastic country road motoring, and relaxed motorway driving.

You'll also find the power-assisted all-disc braking system delivers excellent stopping power if you

ever need it. The large diameter ventilated front discs and solid rear discs, are backed-up by four-channel, four-sensor ABS with EBD (Electronic Brake-force Distribution).

The optional Electronic Stability Program, ESP, improves stability in extreme driving conditions



performance



All models are available with a 5 speed manual gearbox. You can also choose a four-speed automatic transmission with the 1.6 litre petrol engine. This features a sophisticated electronic controller which monitors acceleration, deceleration, engine speed and road speed, adapting the gear changes to suit your individual driving style.

cee'd >>

gives you the power of choice



Diesel or petrol? Your chosen engine power is a matter of personal preference and driving style.

Nowadays, diesel combines fuel economy with performance thanks to a range of advanced technologies including a variable geometry turbocharger and second generation Bosch fuel injection. There are two diesel engines to choose from – standard and high power 1.6 litre versions (producing 89 and 113 bhp respectively).



If you prefer the refinement of petrol there's a choice of 1.4 litre (104 bhp) or 1.6 litre (120 bhp) engines which feature CCVT (Continuous Variable Valve Timing). This significantly reduces engine emissions but at the same time improves power, torque and fuel economy.

Of course, we don't expect you to make your mind up by looking at a set of figures. Only by taking an extended test drive will you know what's best for you.

engines

cee'd >> features and options

The cee'd offers you real choice and value. There's everything you'll find in other brands of cars. And so much more. Ranging from practical features like cup holders to genuine innovations like a USB port and aerodynamically engineered washer nozzles, we like to think we've thought of every last detail.

Here you'll find some of the highlights, but we recommend you talk to your dealer about the different model grades and options.

close-up



Trip computer & integrated information system. All the main instrument readings are grouped together in this single, easy-to-read display. The trip computer gives you useful information on your journey status including mileage and fuel levels.



Audio system with RDS + CDP + MP3 audio plus speed rated volume control. A high quality Siemens audio system developed specially for cee'd gives you the choice to listen to FM/AM radio, CD or external device through four/six quality Blaupunkt speakers.



Automatic climate control with AQCS (LS only). Set your perfect driving temperature or switch to screen demister – all at the touch of a button. The AQCS (Air Quality Control System) senses outdoor air quality and chooses when to redistribute air.



Steering wheel audio control. Change radio stations, switch to CD, adjust the volume or mute the system without having to take your eyes off the road with these conveniently placed ergonomic controls.



USB, AUX and iPod connections (GS and LS only). Take your music with you and plug in your MP3 player through built-in USB and Aux connections (iPod connector later 2007). The power socket is also useful for charging players or your mobile.



Door pockets. All four doors have these useful pockets for storing maps and personal items. Their deep design prevents items from falling out when the doors are opened or closed.



Seatbelt reminder. Usually only available on the driver's seat, the cee'd takes safety a step further with seatbelt sensors on all seats. So now you can be sure that all your passengers are buckled up before you set off (excluding 1.4 models).



Motor driven power steering. Finger-tip parking is a reality thanks to electric motors which provide assistance at lower speeds. As you accelerate the assistance is reduced for greater stability and control at higher speeds.



Centre fascia console tray. The ideal spot for loose change, keys and other small items. Conveniently located in the centre console this storage binacle with a folding cover has a convenient ash-tray and cigarette lighter/12V power socket.



Cooled glove box. The spacious glove box holds all your manuals and documents as well as any guide books and maps. It's also a cooled compartment for storing snacks and chilling drinks that might otherwise get too hot in the interior.



Cup holder. Drink spills are a thing of the past with front and (on the LS only) rear drink holders. Designed with a deep recess, even tall bottles won't topple over if you have to brake hard.



Centre console storage box. The perfect place to put your mobile phone and all those other items that just seem to get lost so easily. The clever design doubles up as a comfortable armrest (GS and LS only) and includes a handy storage box for CDs.



Aero-blade wiper. A clear view of the road is essential, especially at night when it's raining. This ensures a consistent wipe for a clean screen and minimum dazzle. It's typical of the attention to detail Kia engineers have put into the cee'd.



Fluidic washer nozzle. These advanced washer nozzles include an air deflector which ensures the water jet is placed accurately onto the windscreen just where you need it. The wider nozzle spray also helps maximise the screen cleaning of the wipers.



Overhead console. A gentle push opens this handy storage compartment which keeps your designer eyewear out of harms way. It also incorporates two map lights for the driver and passenger (LS only).

Some features are options available on certain grades - contact your local dealer.



cee'd >> trim levels

The cee'd designers have gone to great lengths to create the right colour combinations.

There's a choice of grey or blue interior seat inserts with a black centre fascia for the S and GS. And for the top-of-the range LS there's a classic herringbone cloth and leather seat combination with a stylish silver metallic centre fascia.

Please look at the separate specification sheet for details of the different exterior/interior combinations.

The wave design of the blue or grey inserts accentuates the seat contours and is complemented by a black monotone or black and grey two-tone dashboard depending on the model grade.



close-up



cee'd >> accessories

There's a wide range of accessories to personalise your cee'd. Professionally fitted by your local dealer, all our accessories are backed up by a full 3 year warranty for added peace of mind.

We've included just a small selection on this page. For details of the full range please ask your dealer.



Our detachable Brink towbar is neat and tidy and can easily be removed. Ideal for towing boats or trailers they're also perfect for rear mounted bike carriers. Made to exacting standards it comes with a 3 year guarantee.



Solidly constructed this 380 litre lockable roof box is a really useful size that'll take a surprising amount of kit. The side-hinged design makes it easy to access and the roof bar fixings are strong and secure. (Requires roof bars at extra cost).



This lockable aluminium roof mounted bike carrier is built to last. It includes a frameholder bar for extra security and stability and can be used with either black or aluminium roof bars.



A set of stylish cee'd branded scuff plates perfectly complements the contemporary interior design. They're also hugely practical as well, preventing those annoying scratches and heel marks.



Give your cee'd a more sporty look with a body coloured rear spoiler kit, which can be perfectly matched to your car's exterior colour.*



This fuel lid cover, which can be matched adds a touch of quality with its metallic look and screw head fixings. It's equally practical, protecting your paintwork from unnecessary scratches whenever you fill up*.

*Some accessories may require painting at dealership.



the warranty



cee'd >> the best warranty bar none

7 years or 100,000 miles. That's 2,555 days or 4 times round the earth if you're a high mileage driver. Either way, our warranty is better than anything else you'll find from any other manufacturer. It's no wonder **Autocar** awarded it the 'Idea of the Year'.

There are plenty of other reasons to choose the cee'd, but we believe in looking after the long-term interests of our customers. We want you to enjoy worry-free motoring for years to come.

The warranty includes:

- 3 years/unlimited mileage full manufacturers warranty
- 3 - 5 years/100,000 miles full manufacturers warranty
- 5 - 7 years/100,000 miles powertrain warranty
- 10 years/unlimited mileage manufacturers anti-perforation warranty*
- 3 years roadside assistance covering the UK and mainland Europe

No matter how much you fall in love with the cee'd, we recognise you may part company at some time. So it's useful to know whatever is left on the warranty is fully transferable to any subsequent owners. Not only does that give them peace of mind, but we think it'll make the cee'd just as desirable for future owners as well.

*Annual bodywork inspection required for which a charge may apply

cee'd >> an all-new factory for an all-new car

The best way to achieve the highest build quality for the cee'd was to build a brand new factory. We chose Zilina in Slovakia to create one of the world's most advanced car manufacturing plants.

The first impression is just how clean and bright everywhere is. It's also very quiet. That's partly due to the high levels of automation. There are over 400 robots which deliver a level of consistency and quality no humans could ever achieve. Equipped with laser sensors the body dimensions are precisely controlled for perfect accuracy time after time. It's one of the reasons we can offer such a long and comprehensive 7 year manufacturer's warranty.

'Quality First' is a mantra you will hear throughout Zilina. Quality control is built into every stage of the manufacturing process. Teams of specialists using the latest laboratory test equipment check the quality of individual parts, engines and the finished car.

If that wasn't enough, randomly selected cars undergo a rigorous independent audit. Importantly, we never lose sight of who we're working for - you. That's why it's called the 'customer audit'.



The UK's Institute of Transport Management awarded Kia 'Global Automotive Manufacturer of the Year 2007'. It was in recognition of our advanced technological solutions to minimize energy and water consumption, emissions and waste during the manufacturing process.

The new Zilina factory is no exception. Built to all the latest EU environmental standards, it includes plenty of Kia innovations as well.

The technologies we use for paint treatment are world-class. They mainly use environmentally-friendly water-soluble paints throughout the spraying process. The paint is dried using steam piped from the existing heat energy plant in Zilina City,

which allows the plant to operate more efficiently, reducing wastage and minimising greenhouse gas emissions.

The assembly shop is also a perfect example of Kia's dedication to a safer working environment. Revolutionary air handling technology draws potentially harmful vapour and gas through the building's floor instead of venting it through the roof, so it's not inhaled by assembly line workers.

It's all part of creating a safer and cleaner factory that is a leading example of how to 'best balance' the sometimes conflicting demands of manufacturing and environmental responsibility.

quality

cee'd >> we make it easy to own

We offer a range of value for money finance options which make buying and owning a new cee'd that much easier.

If your cee'd is for personal use you can choose from traditional hire purchase or a personal contract plan. If you use your cee'd mainly for business then there's Contract Hire or a range of leasing options which offer different tax advantages depending on how your business is run. Just ask your dealer for details and they'll be able to advise you of all the different finance options. Whatever option you choose it'll be fast and simple to arrange with competitive rates.

Every new cee'd also comes with free insurance* for the first 7 days. So you can drive away your brand new cee'd straight away, without even having to wait for an insurance cover note.

If you're a Motability customer you can choose from our Motability New Car Contract Hire Scheme or Motability New Car Hire Purchase Plan and use all or part of the component of your Disability Living Allowance towards your new cee'd.

experience



cee'd >> backed up by professional customer service

With convenient service intervals (petrol 10,000 miles, diesel 12,500 miles), visits to your dealer will be few and far between. It's comforting to know that wherever you live or are travelling, there's a Kia dealer near you. Our nationwide network of ever-increasing dealers provide professional support and offer a wide range of services from maintenance and repair to parts and accessories.

Your cee'd will be serviced by Kia trained technicians using only genuine Kia parts and approved lubricants to ensure a long and reliable life. We always recommend genuine Kia parts as they are designed to perform identically to the original parts fitted to your cee'd and are covered by our warranty.

In many instances your dealer will also be able to provide you with a courtesy car or offer services such as service while you wait, so you can relax with a cup of coffee while your cee'd is being serviced.

To find your nearest dealer or learn more about our services please visit kia.co.uk

*subject to eligibility, status, terms and conditions - please see your local dealer for details

The Kia Range



Picanto

Rio

Magentis

Carens

Sedona

Sportage

Sorento

The official fuel consumption figures in mpg (l/100km) for the Kia range of vehicles shown are between: Urban: 19.3 (14.6) - 49.6 (5.7), Extra Urban 33.6 (14.6) - 68.9 (4.1), Combined 26.2 (10.8) - 60.1 (4.7). The official CO₂ emissions for the Kia range of vehicles shown are between: 121 - 255g/km. All new Kia vehicles are designed to minimise the impact on the environment even when they reach the end of their useful life. Whenever possible, recycled and recyclable materials are used in the construction of Kia vehicles and all major plastic components are stamped with recognised identification codes enabling the materials to be categorised for recycling. All new Kia vehicles fully comply with the requirements of Directive

2000/53/EC with regard to the recovery and recycling of end-of-life vehicles. In addition, Kia Motors will make arrangements for the dismantling, treatment and recycling of end-of-life vehicles in accordance with the requirements of this Directive. This brochure is for general guidance only and its contents do not in any way constitute an offer or representations by Kia. While all reasonable efforts have been made to ensure the accuracy of the information provided, due to Kia's policy of continuous product improvement, all particulars are subject to constant revision and Kia reserves the right to change, alter or modify, among other things, specifications, colours and prices of models, without any notice at any time.

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