



KIA MOTORS
The Power to Surprise™

Satisfy All Your Senses **cee'd**



Satisfy All Your Senses. the Kia **cee'd**

The appeal of cee'd goes far beyond its head-turning looks, sweeping aerodynamics, new technology inside and out, and fantastic driveability. The Kia cee'd has been designed and built in Europe, and created to meet your exacting demands for style, performance, practicality and economy.



Images may not be to UK specification and are for illustrative purposes only.



a. Sporty three-dial instrument cluster. Images may not be to UK specification and are for illustrative purposes only.



Sight and sound in harmony

No matter how long you spend in your Kia cee'd, the available technology ensures that all your senses are pampered. With the carefully located and lit gauges your eyes need not stray unnecessarily from the road. Listening pleasure is enhanced with a comprehensive sound system that incorporates a 6-CD changer (available on TS grade) and ready-to-go USB, AUX and iPod® connections to take your MP3 player with you, all neatly mounted in the centre console.

a. Sporty three-dial instrument cluster: Gauge visibility is perfectly clear with the attractive surface-mounted display and Kia's signature orange illumination. **b. Centre fascia:** A superior layout that includes audio switches and other control buttons maximise controllability. Customise the cabin environment by choosing from four colour tones, ranging from grey to sporty black and luxurious part leather. **c. USB, AUX and iPod® connections:** Take your favourite music with you and simply plug in your MP3 player through built-in USB, Aux and iPod® connections.

* iPod® is a registered trademark of Apple, Inc. / iPod® connection available from May 2007.



b. Centre fascia



c. USB, AUX and iPod® connections



In touch with drivers' needs

From the driver's perspective, the Kia cee'd has everything at hand to guarantee a relaxed driving experience. The position and feel of the steering wheel; the clever technology used to keep the windscreen crystal clear; the practical comforts at your fingertips. The Kia cee'd has been created for driver comfort.

a. Motor Driven Power Steering (MDPS): Steering is light and responsive, powered to your touch by electric motors, and minimising fuel consumption. **b. Audio control on steering wheel:** Conveniently located controls allow you to easily adjust the stereo settings. **c. Fluid washer nozzle:** A wider nozzle spray maximises the screen cleaning of the wipers. **d. Seatbelt reminder:** Safety is paramount and a warning activates if you should drive without a passenger fastening a seat belt (applied on all seats on the LS & TS grades, applied on front seats on the S & GS grades). **e. Trip computer & integrated information system:** Useful information such as mileage and fuel levels are displayed clearly on the in-dash display. **f. Luggage space & undertray:** Luggage capacity from 340 litres to 1,300 litres (VDA) (with folded rear seats) provides generous space. **g. Aeroblade wiper:** A computer chip controls the optimum water spray while the blade provides a clear, consistent wipe.



Feel the power and performance

The Kia cee'd has five engine options to give you the right choice of power and economy. The 1.4 litre and 1.6 litre DOHC CVT (Continuous Variable Valve Timing) petrol engines are designed to be as efficient as possible at both high and low revs, ensuring highly responsive and economical performance whatever the driving conditions. The 1.6 litre and 2.0 litre CRDi* VGT (Variable Geometry Turbocharger) diesel engines allow you to feel the benefit of the turbo without lag even at slow speeds.

* Manufacturer's estimated figures / 2.0-litre diesel available from July 2007 / 1.6 CRDi available in both standard and high power outputs



Consumers are presented with a range of three diesel engines, two gasoline engines (all five are Euro IV compliant), five-speed or six speed manual gearboxes (6 speed manual on 2.0 diesel only - available July 2007) and four-speed automatic transmission (on 1.6 petrol), tailored to each engine's characteristics (depending on model).

A sense of safety and security

Inside, the Kia cee'd is an extremely safe place to be. It has a range of standard features that protect its occupants in the event of a collision, such as integrated active headrests, six airbags, crumple zones and a reinforced body structure. Peace of mind also comes from technology such as ESP (Electronic Stability Program) for maintaining control in unexpected road conditions (standard on TS grade) and BAS (Brake Assist System), which enhances the ABS to give you maximum stopping power without skidding.

a. Integrated active headrests: The integrated active headrests help to reduce spinal injuries from the forces of a collision by moving forwards and up at the moment of impact. **b. Six airbags:** The twin front, side and curtain airbags have been uprated to provide considerable protection to the pelvis, torso and thorax. **c. Reversing distance sensors:** When backing-up, small children and low-lying obstacles can be hard to see. Reversing becomes a simple task with the reversing distance sensors which alerts the driver to the distance from objects at the rear (optional). **d. Electronic Stability Program (ESP):** Smart technology monitors your driving intentions and helps you maintain control during a skid (standard on TS grade).



Specifications

CONCEPT Appealing to your senses. The Kia cee'd takes Kia in a fresh direction, creating a car that is purpose-built for the needs and desires of European drivers. At every turn, we have added value, new technology and enhanced quality in a car with class-leading levels of safety. The Kia cee'd is a drive that will surprise with its combination of clever practicality, long-term reliability, sporty style and high-level engineering.

DESIGN A new dimension. The Kia cee'd has a sporty design, with sweeping lines leading from its aerodynamically designed nose and grille through the bonnet and to the forward apex of the roof. The solid rear underlines the robust nature of the car, with wide and well-balanced haunches and carefully carved wheel arches. The swept back front lights and stylish rear cluster set off the colour-integrated bumpers which envelop and define this contemporary vehicle.

COMFORT Practical and well-planned space. The Kia cee'd provides a class-leading spacious interior, with plenty of head and leg room. The comfortable semi-bucket seats and a light and airy cabin are set off by clear and well-designed gauges and consoles. Storage space is maximised, including 340 litre luggage capacity (VDA), with ergonomic features such as a tilt and telescopic steering wheel, and an adjustable driver's seat with lumbar support, ensuring you maintain the perfect

driving position. Add a quality sound system and the inside of the Kia cee'd is a place you will want to be.

SAFETY Class-leading safety. The Kia cee'd protects its occupants with features including the latest airbag technology and integrated active headrests. The body is built to absorb collision forces and remain rigid through a reinforced structure where strength is needed most. All-disc Anti-lock Braking System (ABS) and Brake Assist System maximise braking performance and Electronic Stability Program (ESP) provides one of the most advanced vehicle stability control systems available (Standard on TS grade).

PERFORMANCE Dynamic handling. The engine options for the Kia cee'd ensure you benefit from maximum economy and optimum power delivery for responsive handling. Powerful acceleration is combined with great braking control for a sporty and reassuring feel. The Kia cee'd is fitted with fully independent suspension systems, both front and rear, designed to deliver crisp, responsive handling and a supple, comfortable ride on European roads. The Kia cee'd employs the same subframe-mounted McPherson Strut (front) and 'in-wheel multi-link' (rear) suspension layouts as several other Kia models.

Wheels

Tailor your Kia cee'd and achieve the look you desire with a choice of wheels. 15-inch steel wheels or three 16-inch alloy styles and two 17-inch alloys for the ultimate appeal are available, each wrapped in high quality Michelin tyres.



225/45 R17" Alloy



225/45 R17" Alloy
Available from April 2007



205/55 R16" Alloy



205/55 R16" Alloy



205/55 R16" Alloy

Body Colours A rainbow of modern paint finishes enables you to choose the body colour to suit, including 2 solid and 4 metallic colours.



(WD)



(9S)



(HR)



(3A)

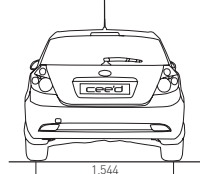
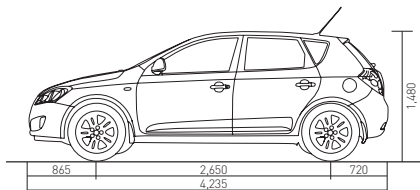
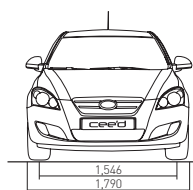


(8Q)



(1K)

Dimensions (mm)



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* 7 years / 100,000m for the powertrain and 5 years / 100,000m for the entire vehicle. Valid for Kia cee'd in all EU states (+Norway, Switzerland, Iceland and Gibraltar)

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