





A photograph of a woman and a young girl smiling outdoors. The woman is on the left, looking towards the girl on the right. They are sitting at a table with food, including a glass of red wine and a plate of grapes. The background is a blurred green landscape.

THE POWER TO SURPRISE™

Kia Motors Corporation is the 6th largest automotive group in the world. If you are not already aware we are the brand to watch. Kia is a major global player, having exported over 5 million cars to over 155 countries around the world. Our vehicles are continually surpassing our customer's expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our groundbreaking worldwide growth and with our recently opened state-of-the-art dedicated European factory, Kia has a bright future. Kia is actively involved with major sporting events around the world, sponsoring renowned events such as the Australian Open, Davis Cup, and individuals such as tennis sensation Rafael Nadal. We are also proud sponsors of the 2010 FIFA World Cup and UEFA 2008.

The driving force behind this success is our commitment to quality. With contemporary styling, access to the latest technologies and an excellent build quality, Kia cars are turning heads the world over. It's the car make with the power to surprise. From the Picanto to the Sorento, Kia offers a full line-up of passenger cars, SUVs and MPVs that suit any lifestyle and are always exhilarating to drive.



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. The cee'd is available in both a 5-door hatchback and a 5-door lifestyle estate (called the SW).

*See p43 for full warranty details





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.

The cee'd 5-door hatchback has been awarded a 5-Star safety rating in the latest Euro NCAP crash test results: 5-Stars for Adult Protection, 4-Stars for Child Protection and 2-Stars for Pedestrian Protection - making it amongst the safest cars in its sector.



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

Kia's new European Design Centre





GOOD DESIGN IS ABOUT THE THINGS YOU CAN'T SEE

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 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? Depending on bodystyle, they're as close as possible 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 a large wheelbase for a car this size. It all adds up to excellent manoeuvrability and 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 - A GENUINE STAR



ceed



A SENSE OF STYLE





cee'd.sw



EXPLORE WIDE OPEN SPACES



THE LUXURY OF SPACE



CONTEMPORARY INTERIOR DESIGN





IN TOUCH WITH YOUR SENSES

The front doors open to an extra-wide 70 degree angle. 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 quality and feels built to last.

Turn the ignition key and the instrument panel bursts into life. The red/orange backlighting and dials are clear and easy to read. Finding your optimum driving position is easy. The driver's seat and steering wheel adjust for height as well as reach. The semi-bucket seats are snug too, with adjustable lumbar support for the driver and front passenger. All the controls are well placed

and within easy reach. And there are plenty of clever little storage places to keep things neat and tidy.

The Siemens™ audio head unit and up to six Blaupunkt™ audio speakers maximise the quality of music you choose. The cee'd is equipped as standard with a state-of-the-art RDS stereo with CD and MP3 player, all neatly mounted in the centre console of the dash. The ready-to-go USB, AUX and iPod®

* connections on certain grades allow you to take your iPod®* or other MP3 player with you. Steering wheel mounted controls are also standard, allowing you to adjust the stereo with ease.

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

1	2
3	4

1. Sporty three-dial instruments
2. Steering wheel mounted audio controls
3. High grade centre console unit
4. USB, AUX and iPod® connections*

** iPod® is a registered trademark of Apple, Inc.





LAI D BACK LUXURY





DESIGNED FOR LIFE

Every one of the 4,470 millimetres that make up the length of the cee'd SW have been scrutinized to provide maximum practicality without compromising sports appeal. It's rare to find a car with space and style like this one.

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. Regardless of bodystyle, 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 standard 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 in the 5-door hatchback, and even 1,664 litres in the cee'd SW.



All seats upright (cee'd SW)

Rear seat split folding (cee'd SW)

Rear seat split folding (cee'd SW)

Rear seat folding (cee'd SW)

All seats upright (cee'd)



Rear seat split folding (cee'd)



Rear seat folding (cee'd)



BREATHING SPACE







SAFETY IS ANOTHER OF ITS STRENGTHS

You don't just have to take our word for it as the cee'd 5-door hatchback has been awarded a 5-Star safety rating in the latest Euro NCAP crash test results, making it one of the safest vehicles in its class.



1	2
3	4

1. Reinforced body structure
2. Integrated active front headrests
3. Seat belt reminder
4. Rear parking sensors (accessory option)

The cee'd is not just a comfortable place to be, it's also a very safe place to be with a high level 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 features intelligent 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 cee'd has excellent security features. Deadlocks are standard on all doors and all models are 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 groups. 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.

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





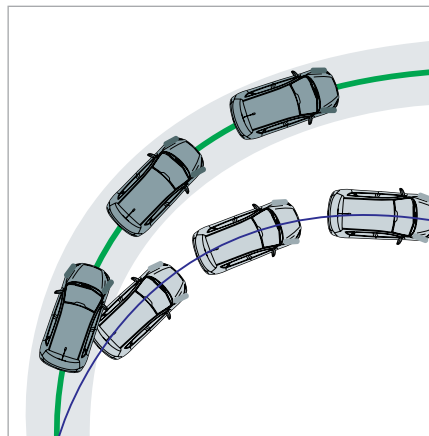
ENJOY THE FEELING OF TOTAL CONTROL

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

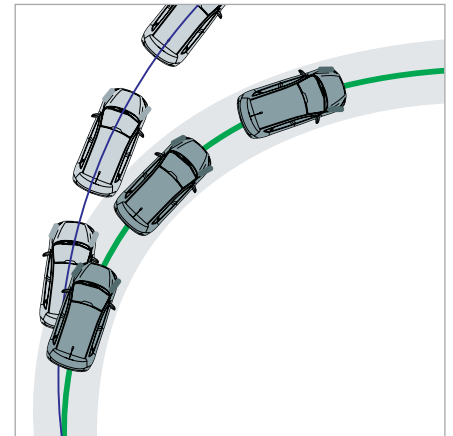
Electric power-assisted rack and pinion steering gives excellent feedback and precise control. Its relatively high gearing also means there are less than three turns of the wheel from lock-to-lock. This provides the optimum balance between easy parking, enthusiastic country road motoring and relaxed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

You'll 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) on LS Grades improves stability in extreme driving conditions

ESP corrects oversteering



ESP corrects understeering







THE POWER OF CHOICE



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

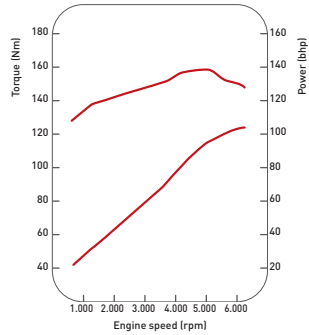
Nowadays, diesel combines fuel economy with performance thanks to a range of advanced technologies including a variable geometry turbocharger and second generation Bosch fuel injection. There are two diesel engines to choose from – standard and high power 1.6 litre versions (producing 89 and 113 bhp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

If you prefer the refinement of petrol there's a 1.6 litre (120 bhp) unit available on the SW, or a choice of a 1.4 litre (104 bhp) or a 1.6 litre (120 bhp) engine on the 5-door hatchback. Both of which feature CCVT (Continuous Variable Valve Timing).

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. The 1.6 litre diesel engine will be available with the four-speed automatic option from November 2007. 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.

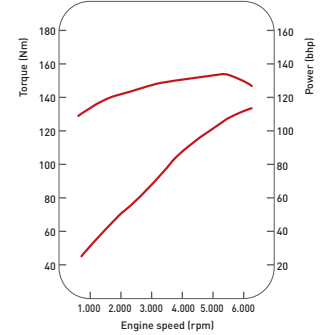


1.4 DOHC Petrol



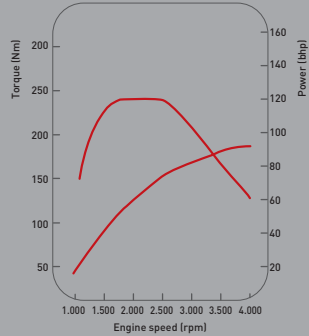
Max Power 104 bhp @ 6,200 rpm
Max Torque 127 Nm @ 5,000 rpm
Fuel Consumption (Combined) 5dr 44.3 (6.1)
CO2 emissions Combined (Manual) 5dr 145

1.6 DOHC Petrol



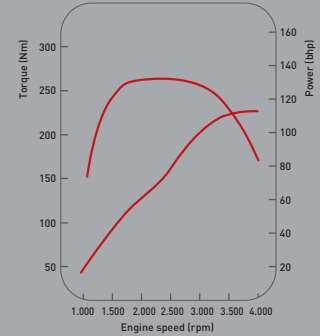
Max Power 120 bhp @ 6,200 rpm
Max Torque 154 Nm @ 4,200 rpm
Fuel Consumption (Combined) 5dr 44.1 (6.4), SW 43.5 (6.5)
CO2 emissions Combined (Manual) 5dr 152, SW 154

1.6 CRDi Diesel (Std)



Max Power 89 bhp @ 4,000 rpm
Max Torque 235 Nm @ 1,750 - 2,500 rpm
Fuel Consumption (Combined) 5dr 60.1 (4.7), SW 57.6 (4.9)
CO2 emissions Combined (Manual) 5dr 125, SW 128

1.6 CRDi Diesel (High)



Max Power 113 bhp @ 4,000 rpm
Max Torque 255 Nm @ 1,900 - 2,750 rpm
Fuel Consumption (Combined) 5dr 60.1 (4.7), SW 57.6 (4.9)
CO2 emissions Combined (Manual) 5dr 125, SW 128



All above specifications are based on information available at the time of publication and can be revised without prior notice. Fuel consumption figures may vary depending on the version of the vehicle, load weight and the driving style.

FEATURES AND OPTIONS



Sporty three-dial instrument cluster.
Gauge visibility is perfectly clear with the attractive surface-mounted display and Kia's signature red-orange illumination.



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.
A high quality Siemens audio system developed specially for cee'd gives you the choice to listen to FM/AM radio, CD or external MP3 devices (high grades only) through quality Blaupunkt speakers.



Steering wheel audio controls.
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 (high grades only).
Take your music with you and plug in your MP3 player through built-in USB, AUX and iPod®* connections. The power socket is also useful for charging players or your mobile.



Automatic climate control (high grades only).
Set your perfect driving temperature or switch to screen de-mister – all at the touch of a button.

*iPod® is a registered trademark of Apple, Inc.



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).



Electric 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.



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. (high grades only).



Silver roof rails (cee'd SW only).

The integrated roof rails are useful for transporting long and bulky items and are ideal for bike carriers and roof boxes.



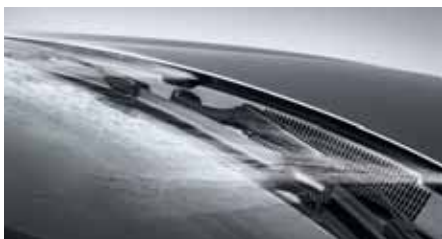
Luggage tray in the boot (cee'd SW only).

One more unexpected feature and a perfect spot for your first aid kit and important personal belongings, with maximum storage capacity of 55 litres.



All-door pocket:

Storage is at a premium in any car and the Kia cee'd makes use of space on all four of the doors beneath arm rests. The innovative door pocket is both spacious and deep to prevent items from falling out when the door is opened or closed.



Efficient washer nozzle:

Advanced washer nozzles are mounted on the bonnet with an air deflector that ensures the water jet is placed accurately onto the windscreen. A wider nozzle spray maximises the screen cleaning of the wipers.



Centre fascia console tray:

It's great to have loose change for parking or other items close at hand and hidden from outside view. Conveniently located at the bottom of the centre fascia, and with a folding cover, it is the perfect place for storing small items.



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 (high grades) and includes a handy storage box for CDs.



Cup holder.

Drink spills are a thing of the past with standard front drink holders. Designed with a deep recess, even tall bottles won't topple over if you have to brake hard. High grade models gain an extra 2 holders in the rear.



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.



ACCESSORIES

A selection of accessories available for the cee'd hatchback:



Alloy wheels



Leather interior (two designs are available). Sports design featured here.



Bodykit

A selection of accessories available for the cee'd SW:



Roof bars



Bike carriers



Snow and ski racks



Top box

Get creative...
DESIGN MY KIA.

www.kia.co.uk/accessories

For the full range of Kia accessories, see Design My Kia at www.kia.co.uk/accessories



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 confidently 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.





KIA MOTORS
The Power to Surprise™

ENVIRONMENTALLY YOURS

Kia Motors takes great pride in rising to meet the expectations and challenges of the 21st century while making tangible contributions to the preservation of the environment and sustainable development of society. Kia Motors set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, leading the way internationally to eco-friendly cars for a greener tomorrow.

The concept of eco-friendly cars is followed through all cycles of a vehicle's life. From design through to recycling, Kia Motors creates innovative products, ensuring state-of-the-art Design for Recycling (DfR) guidelines. Wherever possible, recycled and recyclable materials are being used in the production of Kia cars, all major plastic parts being



The Power to Surprise™

The Power to Surprise™ - represents Kia Motors Corporation's commitment to surpassing customer expectations through continuous automotive innovation. By offering our customers products and services that exceed expectations, we enable them to lead energetic lives. Kia's line-up of dynamically designed, high quality cars and world-class service offerings ensure that our customers are enthusiastic about coming back to Kia - again and again.

chosen for ease of disassembly and stamped with a composition code.

Even at the end of a vehicle's life, one of Kia Motors' environmental targets is the eco-friendly take-back and treatment of End-of-Life Vehicles. Operating a rigid process, Kia Motors has selected partners across Europe that guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

Kia Motors (UK) Ltd has appointed autogreen as our partner to manage the take back, treatment and recycling of End-of-Life Vehicles in accordance with Directive 2000/53/EC. They can provide advice on whether or not your vehicle qualifies for free take back and the location of your nearest take back facility.

DYNAMIC EVOLUTION

Driven by Innovation: A solar-powered car, a water-fuelled car, a self-navigating "smart" car. No longer are these figments of the imagination but will one day be parked right in your garage. Kia researchers are working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environment-friendly features. Kia's Namyang R&D Centre in Korea and our

overseas research and design facilities in the USA, Japan and Germany are combining efforts to develop new vehicles that satisfy the diversified needs of each region of the world. By ushering in a new generation of cars that feature high impact-durability frames, on board "data-infotainment" systems and fuel-efficient, lightweight and high-powered engines with reduced emissions and noise, Kia will spearhead automobile innovation in the 21st century.

SPORTING WORLD

Like any determined competitor, Kia strives to be the very best and we have revelled in victory thanks to sponsorships of major sporting events and professional athletes throughout the world.

As a proud sponsor of the Australian Open and Davis Cup, an official automotive partner of FIFA starting in 2007 and UEFA 2008 and the presenting sponsor of the Asian X Games, Kia is excited to promote the universal love of sports among our customers across the globe.

KIA WARRANTY OFFER

Over the years, Kia has become one of the most successful worldwide car manufacturers. The key to our success? We give our customers that little bit extra: better service by qualified technicians, regular product innovation and superior warranty coverage.

7-YEAR VEHICLE WARRANTY

Our high quality standards are what make superior warranty coverage possible: 3 years/unlimited mileage and 4-7 years/100,000 mile full manufacturers warranty.

7-YEAR PAINT WARRANTY

High quality body paint ensures longlasting protection and shine for your new Kia.

10-YEAR ANTI-PERFORATION WARRANTY

Your new Kia comes with a 10-year anti-perforation warranty.**

FINANCING

Contact your local Kia dealer to establish a finance plan that's best suited to your needs.

ACCESSORIES

Personalise your car with a wide range of accessories. For all the options check out Design My Kia at www.kia.co.uk/accessories

Get creative...

DESIGN MY KIA.

www.kia.co.uk/accessories

*For full warranty coverage including terms and conditions please refer to your Kia dealer.

**Annual bodywork inspection required for which a charge may apply.

The official fuel consumption figures in mpg (l/100 km) for the Kia cee'd range (including SW models) are between Urban 31.7 (8.9) - 49.6 (5.7), Extra-Urban 47.9 (5.9) - 67.3 (4.2) and Combined 40.9 (6.9) - 60.1 (4.7). The official CO₂ emissions are between 125 - 165 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban 19.3 (14.6) - 49.6 (5.7), Extra-Urban 31.7 (8.9) - 68.9 (4.1) and Combined 26.2 (10.8) - 60.1 (4.7). The official CO₂ emissions for the Kia range of vehicles are between 121 - 258 g/km.

Images are for illustrative purposes only and vehicles shown may not be to UK specification. We reserve the right to change specifications listed without notice.



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