



**KIA MOTORS**  
*The Power to Surprise™*

pro\_ceed'd



## 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.





proceeD



DYNAMIC STYLING



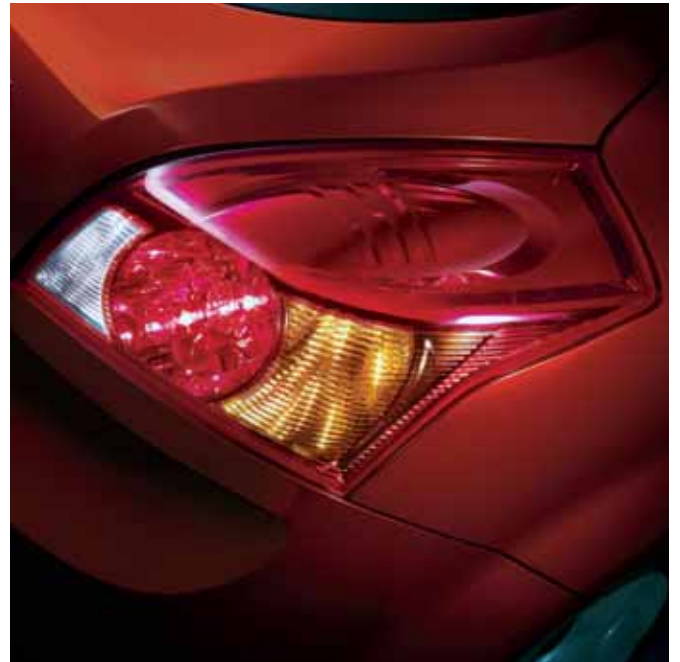




ELEGANCE IN MOTION









# ENGINEERED WITH INTEGRITY

The pro\_cee'd takes all the positives from the cee'd family's excellent reputation – yet creates its own unique personality. Flair, ingenuity and skill created a car with style, passion, excellence and stand alone attraction. Quality engineering places the Kia pro\_cee'd amongst the best in its class. From the sporty steel exhaust through to the bevelled front grille, the pro\_cee'd boasts an entirely revised design, only sharing the bonnet and front wings with its 5-door cousin. Designed and conceived in Europe with the latest technologies, the pro\_cee'd is a truly dynamic and contemporary model with sports coupe styling.

At a glance the finely structured bodywork and distinctive stance of the pro\_cee'd instantly confirms the engineering quality that runs throughout the car. Its shallower grille, wider and lower bumper with prominent spoiler, new-style black bezel headlamps and deeper central air intake make for a bolder and more agile look.

Advanced technology is on hand to protect the occupants, including six airbags as standard and active safety measures such as the Electronic Stability Programme (ESP) on higher grades. Thanks to the newly designed seating and ergonomic controls the pro\_cee'd offers optimal comfort for driver and passengers alike; and the robust security features complete the peace-of-mind package.



1. Black bezel headlamps
2. Rear spoiler with integrated brake light
3. Elliptical stainless steel exhaust pipe
4. Multidimensional rear combination lamps





STYLE AND SOPHISTICATION







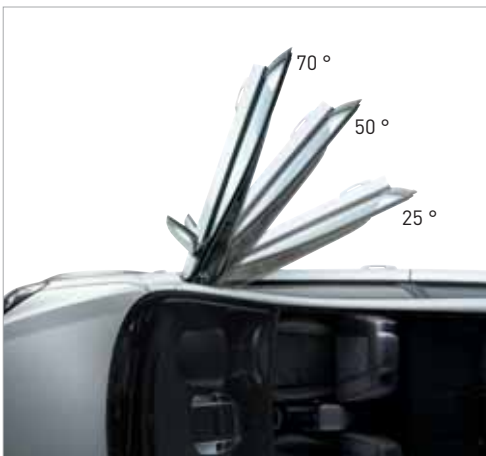
# GREAT ACCESS TO ALL AREAS

With the pro\_cee'd, Kia has combined style with practicality. The cabin provides the finishing touch to a true sports driving experience, with modern well placed controls, semi bucket seats, a sports instrument cluster and floating centre console adding to the driving pleasure. Three interior trims allow you to personalise your pro\_cee'd. From cloth to leather, the trim is accentuated by aluminium style door mouldings with chrome effect handles for that contemporary look and feel.

The sporty interior of the pro\_cee'd doesn't compromise on space like many of its competitors. Compared to its 5-door sibling, the pro\_cee'd is 15 mm

longer, offering exceptional interior space, and the roofline is 30 mm lower boosting its sleek profile - creating ample room and multiple capabilities. The doors are 245 mm longer, with a unique sporty design and sleeker side windows to create a stylish and dynamic profile.

Kia believes occupant safety and convenience are a priority. The driver and passenger doors have three stages of opening angles designed for easy and convenient access. The high uplift rear tailgate allows for generous access to the 340 litres of luggage space, further increased to a maximum 1,210 litres when the back seats are folded.





cee'd

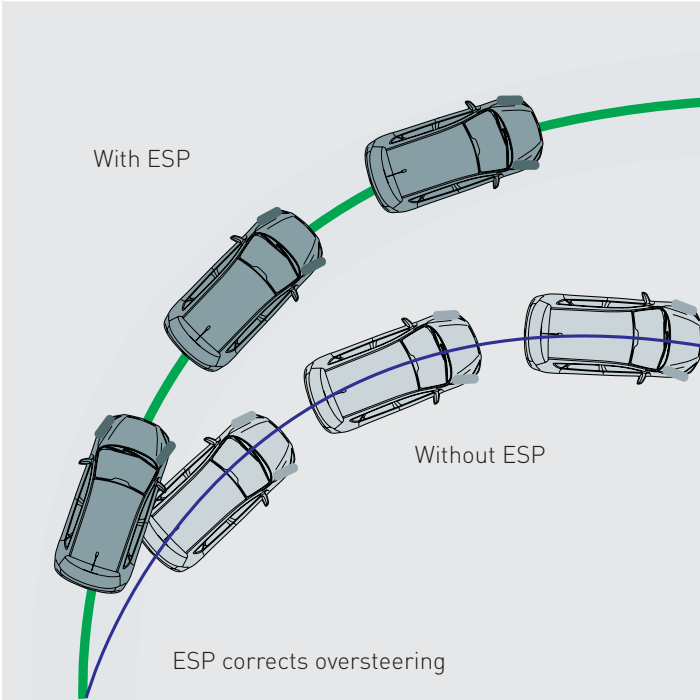
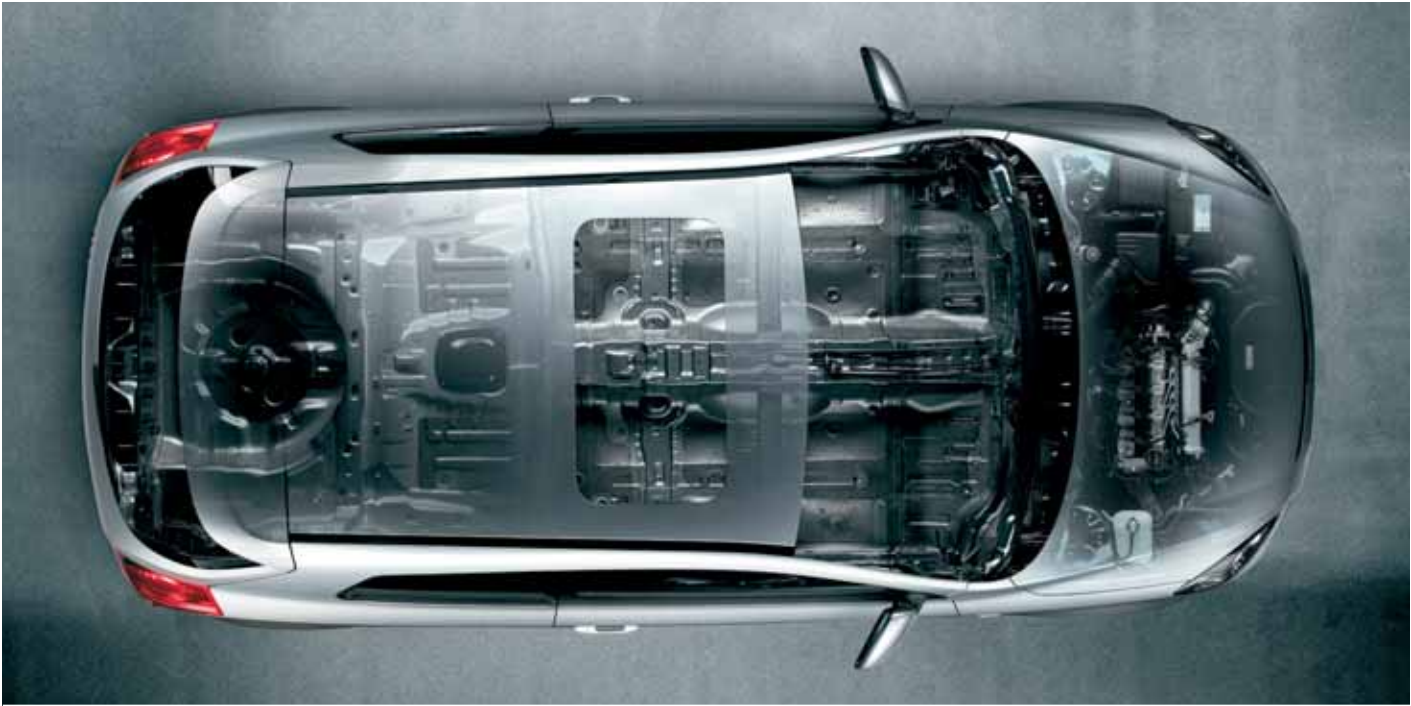


pro.cee'd



BOLD AND FOCUSED





# SAFETY FIRST

The pro\_ceed is designed to protect its occupants with a comprehensive range of passive safety measures as standard. State-of-the-art engineering techniques and the integration of the latest advanced technologies offer maximum collision avoidance and protection when an accident is unavoidable.

As one of the safest cars in its class the pro\_ceed is fitted with the latest technology and protection safety features for a reassuring and confident drive.

Key areas of the robust body shell boast high-strength steel, protecting occupants from front, side, rear and roll-over impacts. Electronic Stability Programme (ESP), a proven technology in accident avoidance and standard on our high grade models, calls on sensors to assist with braking stability and grip. The system includes TCS (all-speed Traction Control

System) and BAS (emergency Brake Assist System). All models feature powerful standard all-disc braking including advanced ABS with EBD (Electronic Brakeforce Distribution).

In the unlikely event of a collision, twin front and side airbags deploy to protect front seat passengers. Full-length curtain airbags add protection to both seat rows and front seatbelt pretensioners and load-limiters remove any slack from the seatbelts to help prevent injury.

In the event of a rear impact, occupants are protected from whiplash thanks to the standard 'active' front head restraints moving forwards and upwards. For young passengers, child safety seats and restraints can be secured using two ISOFIX anchors and top tether anchorages in the rear.

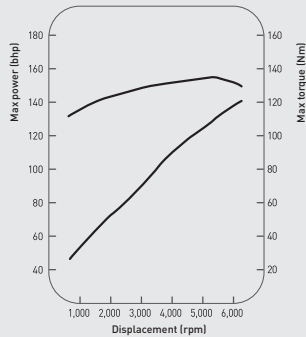


1. Reinforced body structure
2. ESP (Electronic Stability Programme)
3. Active head restraints
4. Twin front, side and full-length curtain airbags



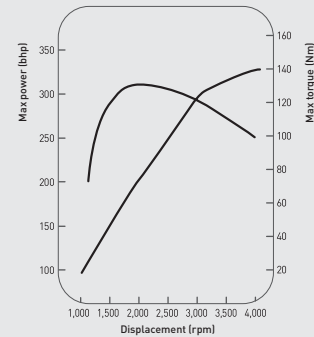


### 1.6 DOHC petrol engine



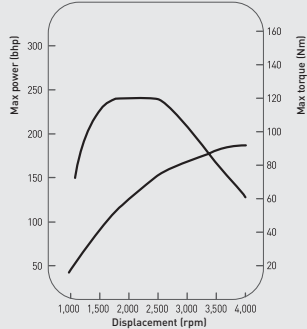
Max Power: 124 bhp @ 6300 rpm  
Max Torque: 154 Nm @ 4200 rpm  
Combined Fuel Consumption (Manual): 44.1 mpg  
CO<sub>2</sub> emissions (Manual): 152 g/km

### 2.0 CRDi VGT diesel engine



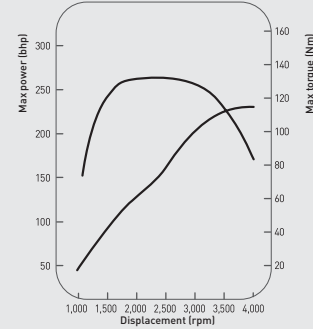
Max. power: 138 bhp @ 4000 rpm  
Max. torque: 305 Nm @ 1800-2580 rpm  
Combined Fuel Consumption: 50.4 mpg  
CO<sub>2</sub> emissions: 149 g/km

### 1.6 CRDi VGT diesel engine (standard output)



Max Power: 89 bhp @ 4000 rpm  
Max Torque: 235 Nm @ 1750-2500 rpm  
Combined Fuel Consumption: 60.1 mpg  
CO<sub>2</sub> emissions: 125 g/km

### 1.6 CRDi VGT diesel engine (high output)



Max Power: 113 bhp @ 4000 rpm  
Max Torque: 255 Nm @ 1900-2750 rpm  
Combined Fuel Consumption: 58.9 mpg  
CO<sub>2</sub> emissions: 126 g/km



### Transmission

A choice of transmissions is available to suit your driving style. A high-performing 5-speed manual gearbox comes as standard on all petrol engines and the 1.6-litre diesel versions. The 2.0-litre diesel is linked to a dynamic six-speed manual gearbox with a high, fuel economising final ratio. An automatic option is available on the 1.6-litre petrol model, allowing for a smoother yet still responsive drive.



# A POWERFUL PERFORMER

The Kia pro\_ceed has advanced petrol and diesel engines making it agile and quick to respond. Four Euro 4 compliant engines are available linked to three transmissions. A reduction in weight helps boost acceleration with a fuel efficient yet powerful engine range giving power of up to 138 bhp and 0-62 acceleration in 10.1 seconds.

There are efficient 16-valve petrol engines in the range, all fitted with performance boosting electronic multi-point fuel injection, and continuously variable valve timing (CVT) for higher performance at the low end of the rev range without sacrificing fuel economy. The 1.6-litre

unit produces a responsive 124 bhp and 154 Nm of torque.

The highly advanced 1.6-litre CRDi 16-valve diesel engine was designed and engineered at Kia's 'centre of diesel excellence' in Germany and is manufactured in Slovakia. It is available in two power outputs - 89 bhp and 113 bhp - for lively performance, excellent economy and low emissions.

The 2.0-litre CRDi 16-valve diesel engine features second-generation common rail technology, and generates 138 bhp for that extra power combined with 305 Nm of torque, high fuel economy and optimised emissions.



1. 6-speed manual transmission
2. 5-speed manual transmission
3. 4-speed automatic gearbox





## ATTENTION TO DETAIL

**Seat access:** With longer doors and a maximum 70-degree opening, access and exit of the pro\_ceed is trouble-free, especially at the rear. The front seats have a tilt and glide lever on the backrest for smooth operation, as well as a reclining memory system to help return them into position.





**Remote keyless entry system:** The remote keyless entry fob allows you to lock and unlock your pro\_cee'd all at the touch of a button. Available in two-button and folding three-button types depending on the grade.



**Telescopically and tilt adjustable steering wheel:** For optimal driving comfort, the steering wheel can be adjusted in height and depth to your preferred driving position.



**Sporty three-dial instrument cluster:** Visibility of the instrument meters is perfectly clear with the attractive surface-mounted display and Kia's signature red-orange illumination.



**Trip computer & Integrated information system:** You have all the information you need grouped together in the centre fascia on a perfect eye level for safe and easy reading.



**Power window door switch:** The pro\_cee'd door switch panel is conveniently located in the door arm rest to operate the electric windows, with exterior mirror control on the driver's side.



**Automatic climate control:** All pro\_cee'd models come with air conditioning as standard whilst full climate control is available on higher grade models.



**Steering wheel mounted audio controls:** The steering wheel audio controls are a standard feature on all models. Conveniently located, you can adjust the audio easily without taking your hands off the wheel.



**Cruise Control:** When it comes to long distance journeys the Auto Cruise Control feature on high grade diesel models is a welcome addition.



**Stylish door scuffs:** Stainless steel door sill scuff plates are a feature on mid and high grade models. Protect your car from foot scuffs, whilst adding the contemporary look to your car's interior.



**RDS Radio + CD-player + MP3 audio:** A specially developed high quality Siemens audio system gives you the choice to listen to radio, CD or an external device through quality Blaupunkt speakers.



**USB, AUX and iPod®\* connections:** Take your favourite music with you and simply plug in your MP3 player or iPod®\* through built-in USB, Aux and iPod® connections, standard on every pro\_ceed.

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



**Seatbelt reminder:** A warning signal reminding every occupant to buckle their seatbelts is a standard feature on all trim grades.



**Cup holder:** Drink spills are a thing of the past with two handy cup holders in both the front and rear of the cabin.



**Glove box:** Keep your manuals, documentation and other useful items tidy in the spacious glove box. You can even store snacks and chill drinks in the special cooled compartment.



**Centre fascia console tray:** Conveniently located under the centre fascia the ideal spot for keeping your loose change for parking or other items close to hand and hidden from view. An ash-tray and cigarette lighter are built in.



**Rear seat design:** Kia has re-styled the rear fixed seat cushion and engineered the 60/40 split backrest allowing for easy release, folding down at the touch of a button without the need to remove the head restraints.



pro\_ceed





# AN ALL-NEW FACTORY FOR AN ALL-NEW CAR

The best way to achieve the highest build quality for the cee'd family 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 minimise 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



## *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.

of Kia cars, all major plastic parts being 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 pro\_ceed'd 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 long-lasting 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](http://www.kia.co.uk/accessories).

Get creative...

**DESIGN MY KIA.**

[www.kia.co.uk/accessories](http://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 31.4 (9.0) - 49.6 (5.7), Extra-Urban 47.9 (5.9) - 67.3 (4.2) and Combined 40.4 (7.0) - 60.1 (4.7). The official CO2 emissions are between 125 - 166 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) - 8.9 (4.1) and Combined 26.2 (10.8) - 60.1(4.7). The official CO2 emissions for the Kia range of vehicles are between 117- 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.



Kia Motors (UK) Limited,  
2 The Heights, Brooklands, Weybridge, Surrey, KT13 ONY, UK  
Freephone: 0800 775 777  
www.kia.co.uk



All information and illustrations are based on data available at the time of publication and subject to change without notice.  
Contact your local Kia dealer for current information.  
Images are for illustrative purposes only and may not be to UK specification.