



KIA MOTORS

The Power to Surprise™

SPORTAGE



THE POWER TO SURPRISE™

Kia Motors Corporation is the 5th 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 customers' expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our ground-breaking worldwide growth and 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 and individuals such as tennis sensation Rafael Nadal. We will also be proud sponsors of the 2010 FIFA World Cup.

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 brand with the power to surprise. From the Picanto to the Sorento, Kia offers a full line-up of passenger cars, MPVs and SUVs that suit any lifestyle and are always exhilarating to drive.







*3 years/unlimited mileage and 4-7 years/100,000 mile full manufacturer's warranty.
For full warranty coverage including terms and conditions please refer to your Kia dealer.



EXCELLENT CREDENTIALS

The Sportage has excellent credentials - built to the highest standards at our award-winning European factory and backed by our comprehensive, class-leading 7-year manufacturer's warranty.* This warranty is the longest you'll find on any car in Europe and we're confident Sportage is a name that's going to be around for a long time to come.

The Sportage is available with a choice of two powerful but fuel efficient engines: the 2.0 litre petrol 5-speed manual and the 2.0 litre diesel engine which is available as a 6-speed manual or a 4-speed automatic. Whatever your choice of terrain, be it urban tarmac or country track, there is a Sportage model to suit your needs.



AT HOME IN THE CITY



THE LUXURY OF SPACE

The commanding driving position provides a clear all-round view, making driving a relaxing experience whilst the interior echoes precision engineering and quality. Luxurious touches are close to hand, from the leather wrapped steering wheel to the height adjustable driver's seat and air conditioning.

With ample room for up to five passengers, there are plenty of thoughtful standard equipment touches including all-round electric windows, CD with MP3 player, front fog lamps and electrically adjustable door mirrors.





The fold-and-dive rear seats create up to 1,887 litres of load space when folded, so they can easily swallow anything from bicycles to other large items. Small or delicate items can be easily loaded via the separately-opening tailgate window.



RZR

10:45

FM 87.50 MHz

22.0C

22.0C

MODE

A/C

OFF

ON

OFF

ON

OFF

ON

OFF

ON

OFF

ON

OFF

ON



EVERYTHING UNDER CONTROL



Attention to detail hasn't overlooked the smaller items with an illuminated lockable glove box, rear seat armrest, sunglasses holder and USB/AUX audio ports all as standard.





TAKING EVERYTHING IN ITS STRIDE

The new Sportage model is an SUV built for the rigours of everyday life and built to last. On the road it is responsive and surprisingly agile, soaking up the potholes and bumps without any fuss. Powerful yet fuel efficient, it delivers effortlessly in rougher driving conditions as well. There is an optional 4WD model available which is ideal for venturing off the beaten track or towing trailer tents and light caravans.



KIA

SPORTAGE

BUILT FOR THE ADVENTURES AHEAD

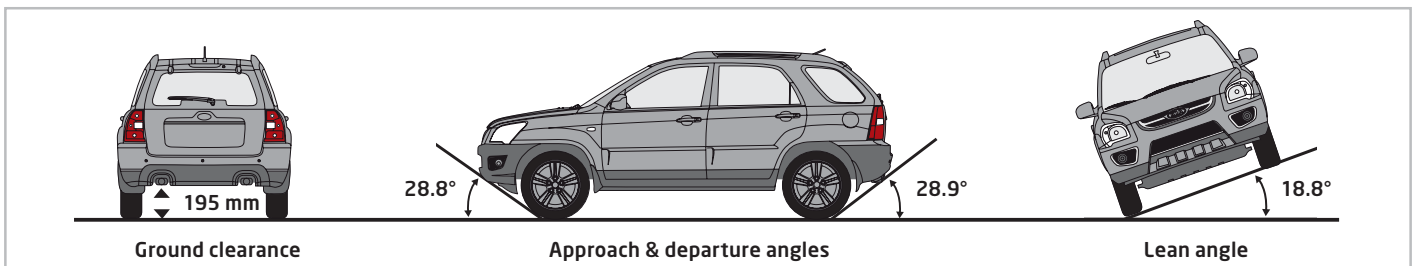
It doesn't just look dynamic and powerful, it performs that way too. The Sportage comes with a 2.0 litre petrol or diesel engine. The petrol engine delivers 139.5 bhp of power and 184 Nm of torque whilst the diesel engine is capable of 138 bhp and 305 Nm of torque.

As a matter of course, the Sportage engines are fitted with modern electronic engine management and fuel injection systems to ensure quiet, clean and fuel efficient performance.

This popular model was named What Car's "Best Budget 4X4" in 2008. This competition focused on weight categories and towing capabilities over five days of exhaustive testing. The petrol model has a maximum towing capacity of 1,600 kg (4WD) whilst the diesel's maximum towing capacity is 1,800 kg (4WD).



With a choice of either agile 2WD, perfect for tackling the urban jungle, or Intelligent 4WD models, under normal driving conditions the Sportage operates in front-wheel drive for optimum fuel efficiency and CO₂ emissions. When venturing off-road or in adverse conditions the Intelligent 4WD system automatically engages to increase traction when required.





SAFE ROAD AHEAD

Safety is one of this versatile car's biggest assets. The Sportage's steel frame benefits from a total of six airbags (twin front, twin side and twin full-length curtain airbags) so you can feel confident that you and your passengers will be protected by the very latest technology. Front seatbelt pretensioners and load-limiters add to your peace-of-mind.

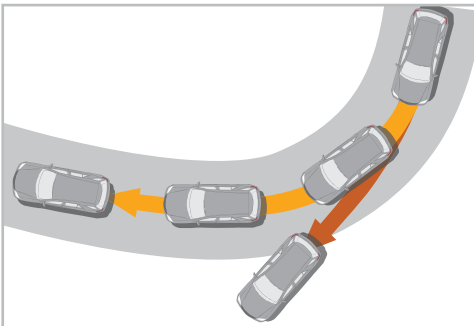
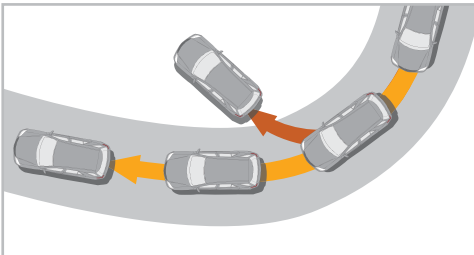
The impressive standard safety and security feature list includes engine immobiliser, remote central door locking with alarm, ISOFIX child seat anchors and rear door child locks.

The Sportage is fitted with an Anti-Lock Braking System (ABS) which incorporates Electronic Brakeforce Distribution (EBD) to ensure braking energy is evenly distributed between the four wheels to keep you in control whatever the conditions.

Helping to keep you safe on slippery or challenging roads, the Electronic Stability Programme (ESP) on high grade models offers the most sophisticated level of braking control. ESP automatically applies the brakes to an individual wheel as needed to bring the car back under control in adverse conditions, or to correct oversteer and understeer skids.

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1. Oversteer
2. Understeer
3. Twin front, side and full-length curtain airbags



ATTENTION TO DETAIL

Certain features are model dependent. Check with your local dealer for full availability.



The dashboard assist grip provides extra passenger comfort and stability on twisting and bumpy roads.



Air conditioning keeps you cool and comfortable when the temperature rises. On high grade models, the efficient climate control system offers fully automatic and adjustable temperature control settings.



The electric tilt and slide sunroof provides a welcome relief on hot and sunny days.



The buttons on the keyless entry system are marked for easy operation, something you'll appreciate when your hands are full.



The courtesy reflectors in the front doors alert upcoming traffic when the doors are opened at night.



A handy overhead sunglasses holder ensures they are always within reach when the sun is shining.



The top-hinged tailgate comes with flip-up glass, a touch of convenience when you need to drop small items into the boot.



With the rear seats folded flat, the Sportage gives you up to 1,887 litres of load space that can swallow skis and other large items.



Using sensors to detect dusk, the high-tech headlamp auto light control system turns the headlamps on and off even when driving through tunnels.



The factory-fit CD audio player is MP3 compatible and fitted with 6 speakers.



The AUX/USB port allows you to connect to external multimedia sources such as MP3 players and iPods®. From the XS version upwards, the official iPod® cable is included.



An electrochromic mirror with compass automatically dims reflected light to provide welcome eye-relief during night driving and includes a handy electronic directional compass.



The leather wrapped steering wheel adds another touch of luxury and more importantly, extra grip. It is also height adjustable so you will always find your perfect driving position.



The cruise control is a welcome convenience, especially on long drives.



The metallic door scuff plates protect your vehicle from damage whilst also providing an added touch of style.



KIA'S STATE-OF-THE-ART FACTORY

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

Manufacturing demands and environmental responsibility don't always go hand-in-hand, but Kia was determined to make sure that its first European plant would reach the highest environmental standards and set a benchmark for the region's automotive industry. The location was also an important environmental consideration - Zilina-built cars are shipped across western, central and eastern Europe, thus reducing the impact of cross-global vehicle movements. The UK's Institute of Transport Management awarded

Kia Global Automotive Manufacturer of the Year 2007. This recognised the plant's advanced technological solutions to minimise energy and water waste during the manufacturing process.

In February 2008, Zilina was formally certified as an environmentally-friendly facility. Whilst in May, the plant received its Design for Environment and the Life Cycle Assessment certificates.

All part of creating a safer, cleaner factory of the future, Zilina is a leading example of how to 'best balance' the often conflicting twin demands of manufacturing and environmental responsibility.

FACTORY FACTS:

- The factory site covers 168 hectares; the engine facility covers a further 55 hectares
- There are 410 robots
- The paint shop houses over 7 km of conveyors
- The assembly shop line is 400 metres long
- There are three trim lines, two chassis lines and four final assembly lines
- The facility is able to produce seven different body styles
- Around 75 per cent of parts are sourced from European suppliers





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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 has set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, investing in 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



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.

are used in the production 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 one day could be parked in your garage. Kia researchers are

working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environmentally-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.

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 manufacturer's 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.

GET CREATIVE

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

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 Sportage range are between Urban 32.1 (8.8) - 26.6 (10.6), Extra-Urban 47.9 (5.9) - 41.5 (6.8), Combined 40.4 (7.0) - 34.4 (8.2). The official CO₂ emissions are between 184 - 210 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban 52.3 (5.4) - 19.3 (14.6), Extra-Urban 68.9 (4.1) - 33.6 (8.4), Combined 62.8 (4.5) - 26.4 (10.7). The official CO₂ emissions for the Kia range of vehicles are between 117 - 255 g/km.



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www.kia.co.uk



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All information and illustrations are based on data available at the time of publication and are subject to change without notice. Contact your local Kia dealer for current information.

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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