



KIA MOTORS
The Power to Surprise™

pro_ceed'd



THE POWER TO SURPRISE™

Kia Motors Corporation is the 4th 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 the renowned Australian Open and the 2010 FIFA World Cup as well as individuals such as tennis sensation Rafael Nadal.

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.



pro_
cee'd

The cee'd range is covered by our unrivalled 7 year vehicle warranty consisting of 3 years/ unlimited mileage and 4-7 years/100,000 mile full manufacturer's warranty*



THE NEW KIA PRO_CEE'D

Confidence now comes as standard



Relax for 2,555 days.



Thanks to the high production standards at our state-of-the-art factory in Zilina, Slovakia, you may never need to use our warranty service.



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





DRIVING PLEASURE

Corners are there to be enjoyed

Take charge of the road courtesy of Kia's clever active driving technology. The Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) ensures excellent stability – and a great driving experience. Fully independent front and rear suspension guarantees both positive, responsive handling and a supple, comfortable ride. Also, electric power-assisted steering makes both motorway driving and parking your pro_ceed a thoroughly relaxed affair. The optional feature of Electronic Stability Control (ESC) with Brake Assist System (BAS) and Hill Start Assist Control (HAC) adds to the driving experience. This feature is standard on the top-of-the-range "3" model.

ABS

Front and rear brakes, backed-up by four channel, four-sensor Anti-lock Braking System.

EBD

Electronic Brakeforce Distribution ensures balanced braking.

ESC

Electronic Stability Control (ESC) improves stability in extreme driving conditions.

BAS

Brake Assist System increases braking pressure in an emergency.

HAC

Hill Start Assist Control (HAC) takes the worry out of starting on steep hills.

ESC

ABS



HAC

BAS

EBD





DESIGN

Watch stunning design in motion

With a low stance and coupé profile, the pro_ceed ticks all the right boxes for sporty looks. Designed and conceived in Europe, the pro_ceed is distinctive and athletic in its styling, while retaining the unmistakable Kia family design. Underneath the stylish exterior, there's quality engineering: the reinforced bodyshell offers excellent aerodynamics and advantages in terms of handling, ride quality and durability.



Striking sports pro_ceed grille.



Black bezel headlamps.



Rear spoiler with integrated brake light.



5-spoke 17" alloy wheel (standard on '3' grade).



Bold stainless steel exhaust pipe.

DESIGN FEATURES

6 great reasons to hold your head up high

The Kia pro_ceed is a star in its own right. Elongated doors and a strong shoulder-line accentuate the dynamic wedge-shape profile. But there are more distinctive features to discover: the sports grille, the wide bumper and stylish spoiler on the rear roof line, black bezel headlamps, striking rear light clusters and the finishing touch - a bold stainless steel exhaust pipe, creating a bold yet agile look.



Multi-dimensional rear lights.





POWER & PERFORMANCE

The power to escape everyday

The pro_ceed is powered by the latest engine technology, designed to suit your driving style. If you're a petrol person, you'll thoroughly enjoy the choice of 1.4 litre (89 bhp) or 1.6 litre (126 bhp) engines. They feature CVVT (Continuous Variable Valve Timing) technology and electronic fuel injection to boost performance.

Opt for one of the two diesel engines and you'll enjoy fuel economy and performance in equal measures. The key to their success is a range of advanced technologies including an innovative turbocharger and second generation Bosch fuel injection. Choose between new 1.6 litre CRDi (diesel) models with either a 89 or 113 bhp power output.

Both diesel engines are fitted with 6-speed manual transmissions as standard; petrol models feature a 5-speed manual gearbox for smooth gear changes. If you'd rather have your pro_ceed do more of the work, you can choose a smooth 4-speed petrol automatic transmission as an option on certain grades.

ECODYNAMICS

Intelligent Thinking

ecoDynamics

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At Kia, we are constantly striving to find new ways to improve your driving experience. Launched on the new pro_cee'd is our brand new EcoDynamics technology – Kia's first showcase of our eco-friendly and forward thinking systems is available on our 1.6 litre CRDi (89 bhp) diesel engine. Intelligent Stop and Go (ISG) technology. When you stop at traffic lights, put the car into neutral and remove your foot from the clutch, the engine will switch off, then switch on again instantly as you de-press the clutch and are ready to move off. ISG technology can reduce fuel consumption by up to 12%, whilst reducing noise and exhaust emissions too. Low resistance tyres (on all 15" and 16" wheels) also increase the overall efficiency of the pro_cee'd range. All elements work together to create what we call "EcoDynamics". Really clever stuff!



Low resistance
tyres for greater
efficiency (15" and
16" wheels only)



The cee'd range are
the first Kia models
to feature ISG



Save up to 12%
more fuel



Models with the
Intelligent Stop and Go
(ISG) Technology carry
the EcoDynamics
badge

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Bold and Focused

DRIVER ERGONOMICS

Ready to take command?



One touch to adjust volume, trip computer or cruise control (cruise control is available on '3' grade).



The new restyled audio system with CD-player.



Connect your iPod® or MP3 player (available on selected models).



Stay in touch with hands-free Bluetooth® (available on '3' and '2 EcoDynamics' grades).



Dual-zone climate control
(on '3' grade).



6 speakers
(2' grade upwards).

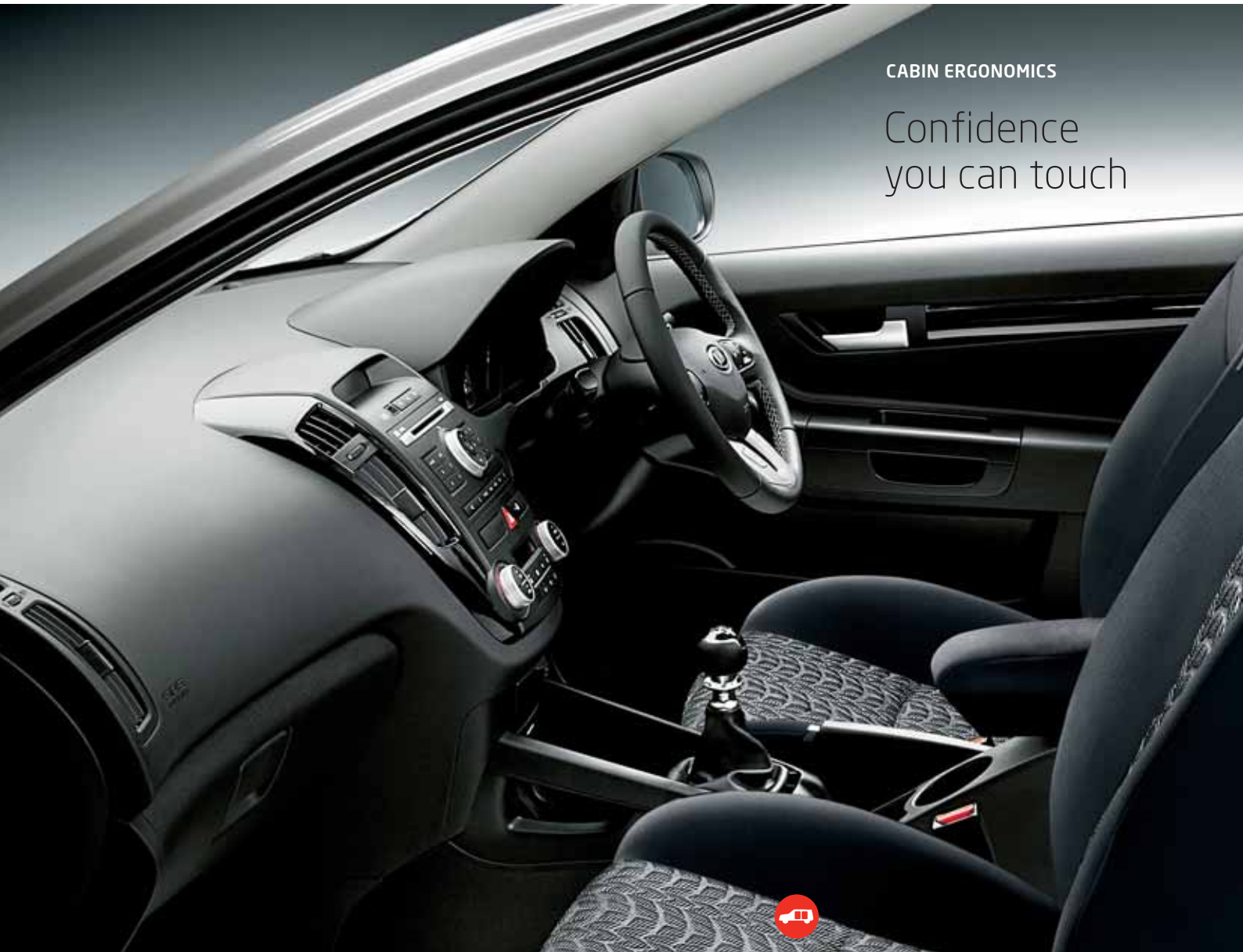


4 Function trip computer.

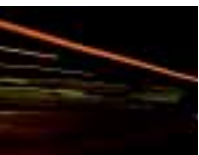


CABIN ERGONOMICS

Confidence
you can touch



Wide doors offer easy
entry to rear seats.





60:40 split folding rear seats.



Lumbar support for driver and front passenger seat.



Comfortable seating for five.



SAFETY

Even the toughest need protection

The Kia pro_cee'd gives you all the right reasons to be confident. The engineers at our state-of-the-art European Research & Development Centre have created a car that's not only stylish, but also well equipped to protect you at all times. To prove it we test our cars rigorously.

The rigid bodyshell structure is engineered for extra stiffness. Key areas are fitted with high tensile-strength steel to provide outstanding crash protection. At the same time, carefully positioned crumple zones absorb energy during a collision, dampening the impact on the vehicle occupants.



Active driving technology such as Electronic Stability Control (ESC) ensures excellent and safe handling.

The pro_cee'd is fitted with six airbags as standard: twin front airbags, front side airbags and full-length curtain airbags to protect rear passengers. The front seats feature active headrests which help prevent whiplash neck and head injuries during an impact. All five seats are fitted with 3-point seatbelts and seatbelt reminders (excluding 1.4 litre petrol).

We've also made sure your Kia is well protected against theft. Standard security measures include an electronic immobiliser, remote central locking, perimeter alarm, visible VIN and deadlocks.

Thanks to speed-sensing auto locking, the doors lock when you pull away to keep you secure and, in the unlikely event of an accident, unlock automatically.





6 airbags inflate when necessary to minimise injury.



In a rear collision, the active front headrests move forwards and upwards to minimise whiplash injuries.





CONNECTIVITY

Let your fingertips rule

The pro_cee'd is an expert at making your life easier. As the driver, you will appreciate the beautifully crafted, ergonomic cockpit where everything is close at hand. Adjust the volume of the audio system or check essential journey statistics via the steering wheel buttons. The three-dial instrument panel incorporates the handy trip computer display. All essential data is displayed with atmospheric red illumination. There's plenty of well-considered technology for increased comfort and minimum distraction.





New high quality audio unit with single central dial for added simplicity and control.



Bluetooth®: stay connected with hands-free Bluetooth® (on selected models).



Set the speed you require with cruise control using the convenient steering wheel buttons (on selected models).



Connect your iPod® or MP3 player with the USB/AUX port provided to listen to your favourite music via the sound system.

* Full iPod® connectivity available on selected models.



PRO_CEE'D 3 - THE TRUE SPORTING HERO

Drive it with pride

If you would like to boost the sporting prowess of the pro_cee'd, opt for the specially designed and top-of-the-range pro_cee'd '3' which is fitted with a set of stylish 17" Hyper silver alloy wheels. Inside, the sporty theme continues – with leather-clad steering wheel, gearshift and parking lever. The seats feature a contemporary tyre-track pattern fabric. The stitched finishing touches are repeated on the steering wheel and centre armrest console. Stainless steel signature door-scuff plates, alloy pedals and black gloss details throughout the cabin complete the sporty feel.



17" Hyper silver alloy wheel.



Contemporary
tyre-track seat
fabric design.





Sporty gearshift lever.



Alloy pedals.



Leather armrest with stitch detailing.



Leather steering wheel.

If you prefer, ask your Kia dealer for details about leather finish accessories available on the pro_ceed range.



COMPLETE PEACE-OF-MIND

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our revolutionary 7-year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your pro_ceed, the new owner will benefit from the remainder of the warranty provided the car is regularly maintained in accordance with the servicing schedule*.

7-year vehicle warranty*

Every Kia cee'd benefits from our unrivalled 7 year vehicle warranty *

7-year paint warranty

High quality body paint ensures long-lasting protection and shine for your new Kia.

12-year anti perforation warranty

Your new Kia comes with superior corrosion protection and a 12 year warranty against rust from the inside out**.

Financing

Your local Kia dealer is your partner in establishing a financing plan that's best suited to your needs. Ask for details.

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 cee'd range are between Urban: 31.7 (8.9) – 60.1 (4.7), Extra-Urban: 47.9 (5.9) – 72.4 (3.9), Combined: 40.9 (6.9) – 67.3 (4.2). The official CO₂ emissions for the Kia cee'd range are between: 165 - 110 g/km. The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban: 25.7 (11.0) - 60.1 (4.7), Extra- Urban: 38.7 (7.3) - 72.4 (3.9) and Combined: 32.8 (8.6) - 67.3 (4.2). The official CO₂ emissions for the Kia range of vehicles are between 228 - 110g/km.



*3 years/ unlimited mileage and 4-7 years/ 100,000 mile full manufacturer's warranty.



The Kia cee'd warranty covers your car for 7 years.



Log onto www.kia.co.uk for all the latest information.





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www.kia.co.uk



Kia Motors (UK) Limited,
2 The Heights, Brooklands, Weybridge, Surrey, KT13 0NY
Freephone: 0800 775 777
www.kia.co.uk

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