



**KIA MOTORS**  
The Power to Surprise™

Rio



# 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 more than 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 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 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 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 new Sorento, Kia offers a full line-up of passenger cars, MPVs and SUVs that suit any lifestyle and are always exhilarating to drive.



Relax for 2,555 days.



Thanks to the high production standards you may never need to use our warranty service.



## THE KIA RIO

Confidence now  
comes as standard

The Kia Rio is covered by our unrivalled 7 year vehicle warranty consisting of 3 year/unlimited mileage and 4-7 year/100,000 mile full manufacturer's warranty including a 7 year/100,000 mile anti-perforation warranty.



For warranty coverage including terms and conditions please contact your Kia dealer.





## DYNAMIC SUPERMINI PACKED WITH SPACE

The sharp and stylish 5-door Rio boasts Kia's signature "tiger-nose" grille, body coloured bumpers and black bezel restyled headlights which complement its performance and superb handling. The range is available with either a 1.4 litre petrol or 1.5 litre diesel engine option.





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KIA

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Rio







RESPONSIVE HANDLING, COMFORTABLE RIDE







EVERYTHING AT YOUR FINGERTIPS



# MINIMUM EFFORT, MAXIMUM FUN

The Kia Rio combines style with comfort, spaciousness and safety and its responsive handling makes it ideal for urban driving. Whether you're rushing off to do the weekly shop, going to the gym or planning weekend breaks away with loads of luggage, the Rio takes it all in its stride.

Everything about the Rio's interior is light and intuitive with a modern and clean-cut design to match its exterior. The wide opening doors offer quick and easy access and the generous interior dimensions put it amongst the class-leaders for headroom, legroom and shoulder room for five occupants.

With clear instrumentation and logical ergonomics, the cabin is designed to give drivers the ultimate, instinctive driving experience.

The Rio range boasts a stylish four-spoke steering wheel which is tilt adjustable, allowing you to find

the most comfortable driving position, however long your journey.

All seats are designed to exacting standards to provide ample support and comfort in all the right places, while the 60:40 split folding rear seats allow up to a cavernous 1,145 litres of luggage capacity.

The RDS Radio/CD audio with MP3 disc compatibility and USB/AUX ports enable you to listen to your favourite music on the move whilst the Rio offers numerous smart storage spaces designed to help you keep things organised.









CLASS-LEADING SPACE

## EFFORTLESS STYLE

Experience the top-of-the-range Rio Graphite close up and you'll notice that no detail has been overlooked - from its stunning Titanium Silver metallic paintwork through to its stylish "tiger-nose" grille, black bezel headlights and front fog lights. Graphite also boasts superb interior features including a sumptuous leather steering wheel and gearshift, electrically adjustable and heated door mirrors and premium upholstery with red stitching including the convenience of a driver's seat height adjustment.









# INTELLIGENT SAFETY SYSTEM

The Rio has a wide range of high-level active and passive safety measures. In addition to front disc and rear drum brakes, pre-tensioners with load limiters on the front seatbelts and height-adjustable front and rear head rests, the Rio is equipped with twin front airbags and Anti-Lock Braking Systems (ABS) with Electronic Brakeforce Distribution (EBD) as standard.

Your safety is our number one priority and with that in mind, the Rio range is fitted with a minimum of twin front airbags, whilst mid to high range models boast twin side and full-length curtain airbags. High grade models are also fitted with front active head rests which help reduce whiplash and other injuries to the head and neck area in the event of an unavoidable collision.

For complete peace-of-mind when travelling with children on-board, the rear doors are fitted with

child-proof locks and also ISOFIX child seat tethers and anchor points are fitted on all models.

The Rio makes you feel equally at ease on open country roads, motorways or negotiating the bustling city traffic with standard power-assisted steering and a remarkably small turning radius. Thanks to its modern suspension system, the Rio hugs the road mile after mile, offering maximum stability and comfort.







# DYNAMIC DRIVING EXPERIENCE

With a choice of diesel or petrol engines, the Rio is refined, environmentally friendly and fuel efficient.

Diesel enthusiasts will be impressed with the Rio's common-rail 1.5 litre CRDi (diesel) engine featuring a variable geometry turbocharger. Delivering more power (109bhp) than most other diesels in its class, it is undeniably lively, fuel efficient and meets Euro 4 emission standards.

The nimble 1.4 litre 16 valve petrol engine offers generous power (96bhp), with economical fuel consumption to match, delivering more than 47mpg on the combined cycle without any sacrifices in performance or driving pleasure.

Both manual and automatic gearboxes are available on Rio. The 5-speed manual transmission is ideal for those looking for a responsive and sporty run up through the gears and optimum performance. On the other hand, the 4-speed automatic gearbox (optional on the mid grade 1.4 petrol model) delivers maximum convenience with a smooth and comfortable drive.

All Rio CRDi models have exceptionally low CO<sub>2</sub> emissions of 119g/km, proving that green is one of Kia's favourite colours. They also achieve over 62mpg on the combined cycle.



# ATTENTION TO DETAIL

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



The chrome finish on the signature "tiger-nose" grille gives the Rio an unmistakably confident, sporty appearance.



Stylish integrated mirror indicators add a touch of elegance whilst also improving visibility.



Remote central door locking comes complete with a convenient folding key (on mid and high grades) to protect bags and pockets from damage.



A choice of two smart alloy wheel designs are available on certain Rio models.



The integrated switch panel on the driver's door gives intuitive access to the electrically, adjustable heated door mirrors (on Rio Graphite).



Front fog lights not only look dynamic; they make driving in poor weather conditions safer.



Add a special touch of luxury and style with metal, sports-style pedals (on Rio Graphite).



The highly efficient air conditioning system keeps the cabin atmosphere just the way you want it.



A sophisticated RDS Radio/ CD Audio with MP3 disc compatibility is a standard feature on all models.



The Rio provides some smart storage options that make life on the road a whole lot easier.





Electric windows ensure maximum comfort for passengers.



A smooth and convenient 4-speed automatic gearbox.



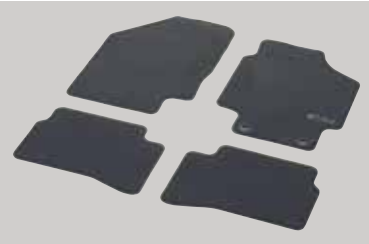
All-round height adjustable head rests are fitted as standard for optimum comfort.



The handy luggage area cover keeps valuables hidden away safely and security.



60:40 split folding rear seats can be lowered to increase the already generous luggage compartment.



Tailored carpet mats: Protect the interior of your Rio with these stylish, fully tailored carpet mats.



Front & rear mud guards (rear shown): Durable mud flaps protect your Rio from stone damage and road debris.



The front window deflector enables the driver to enjoy fresh air\* without draughts, whilst the windows are down.



Bumper corner mouldings enhance the look of your Kia, whilst offering extra protection.



Rear parking sensors protect your car and others around it when manoeuvring.



**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 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.

## 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 industry-leading 7 year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your Rio, 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 Rio benefits from our unrivalled 7 year/ 100,000 mile vehicle warranty\*.

### 5 YEAR PAINT WARRANTY

High quality body paint ensures long-lasting protection and shine for your new Kia Rio which is covered by our 5 year/ 100,000 mile paint warranty\*.

### 7 YEAR ANTI-PERFORATION WARRANTY

Your new Kia comes with a 7 year/ 100,000 mile anti-perforation warranty\*\*.

### FINANCING

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

\*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 Rio range are between Urban: 30.7 (9.2) - 52.3 (5.4), Extra-Urban: 50.4 (5.6) - 68.9 (4.1) and Combined: 40.4 (7.0) - 62.8 (4.5). The official CO<sub>2</sub> emissions are between: 165 - 119 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban: 25.2 (11.2) - 60.1 (4.7) Extra Urban: 40.9 (6.9) - 72.4 (3.9) Combined: 33.2 (8.5) - 67.3 (4.2).

The official CO<sub>2</sub> emissions for the Kia range of vehicles are between: 210 - 110 g/km.



The Kia Rio warranty covers your car for 7 years.



Log onto [www.kia.co.uk](http://www.kia.co.uk) for all the latest information.





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[www.kia.co.uk](http://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 and full warranty details including terms and conditions. Images are for illustrative purposes only and may not be to UK specification.

