



**KIA MOTORS**

*The Power to Surprise™*

# SPORTAGE

## FIRST EDITION



# 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 most recently 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, MPV's, Crossovers and SUVs that suit any lifestyle and are always exhilarating to drive.



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



Relax for 2,555 days.

THE NEW KIA SPORTAGE FIRST EDITION

Confidence now  
comes as standard



The new Kia Sportage 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 12 year/unlimited mileage anti-perforation warranty.



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





**THE ALL-NEW KIA SPORTAGE FIRST EDITION** is living proof that first impressions last. This breath-taking, urban-friendly crossover vehicle is exhilarating. More ecologically aware, this vehicle delivers the style and versatility to match our modern, hectic lifestyles, wherever you go and whatever life you throw at it. Apart from a head-turning design, the model has essential credentials to tackle any adventure with an unsurpassed combination of comfort and versatility. Boasting many firsts including a fantastic standard specification and featuring Kia's next-generation 2.0 litre diesel engine mated to Intelligent All-Wheel-Drive (AWD), the First Edition is ideal for those who tow or venture off-road whilst providing extra grip and reassurance on wet or icy roads. So why wait? Take charge of the road in style.

100% attraction...





## 100% satisfaction

**THE NEW KIA SPORTAGE MAKES A BOLD PROMISE:** to appeal to both your heart and your head. It's a promise built on fact. After all, experience shows our cars are so well built, we can afford to offer all Kia models with an unrivalled 7 year / 100,000 mile warranty and unlimited mileage for the first three years. That's seven years without worry, or 2,555 days and nights to do what really matters to you. Whilst your heart will be won over by the agility and comfort of the model. Longer, lower and wider than its popular predecessor, the new Sportage embodies Kia's new-found visual dynamism by taking the key features of an SUV - raised ground clearance, commanding driving position and sense of security and enveloping them in a sleek design. In keeping with a true crossover, the new Sportage boasts the driveability of a conventional car.







## EXTERIOR DESIGN

# Reasons to fall in love

"Let's create an object of desire," Kia's Chief Design Officer, Peter Schreyer, said to his team of international designers. His plan was to appeal to the public, first and foremost, with a stunning design. Once 'smitten', the car's inner qualities, driveability and exceptional warranty will undoubtedly win you over.

So what's Schreyer's solution? A ground-breaking crossover that's more stylish and dynamic than the norm – with a face that's unmistakably Kia. The signature grille with its striking headlights sets the scene for the strong 'clamshell' bonnet shape. Key to the vibrant silhouette is the sharp, dynamic angle of the windscreen sweeping seamlessly into the roofline with its distinctive high shoulders. Combined with the narrow 'glasshouse', the Sportage creates a sports-car-like ratio between sheet metal and glass. As a unique design twist, the unconventional reverse-angled C-pillar adds to the athletic profile. No wonder it attracts admiring glances.



The new Kia Sportage was conceived at our European Design Centre.

KIA QUALITY

## The foundation of beauty

Our European engineers and technicians have put immense effort into the Sportage to ensure you enjoy it for many years to come. It's manufactured at our award-winning factory in Zilina, Slovakia, where our skilled technicians and precision robots produce cars with the highest possible build quality. You'll feel it in every detail.

At our European Design Centre we're constantly developing new ideas for fantastic driving experiences.

**Intelligent AWD drive:**

available when you really need it – thanks to an automatic change from 2WD to 4WD.

It's the smart way to save fuel too.







## DRIVER ERGONOMICS

# Confidence is contagious

Driving the Sportage is a unique experience. The high seating position gives you an enhanced feeling of control with the benefit of superb all-round visibility and exceptional safety features. This sense of confidence comes with enjoyment, thanks to high-quality materials throughout and a myriad of unique touches including the stunning, sweeping dashboard. It's a bold departure from a conventional T-shaped dashboard, broadening from the edges to narrow in the centre. The effect is the cabin feels much wider, increasing your sense of space and protection.

Enjoy the latest forward-thinking technology at your fingertips - the convenience of steering wheel mounted controls which also provide easy access to the audio features, Bluetooth® system and the trip computer providing useful information about distance to empty, average speed, drive time and average fuel economy.

For the ultimate comfort and convenience for driver and passengers alike, the First Edition is equipped with automatic dual-zone climate control air conditioning, all-round electric windows and height adjustable head rests.



More control at the touch of a button including steering wheel mounted controls.



Automatic dual-zone climate control air conditioning - maintains the perfect temperature for driver and passengers.



Create the perfect driving position: with the driver's seat height adjustment feature.



Cruise control allows you to comfortably maintain a constant speed during long journeys.





## INTERIOR DESIGN & COMFORT

# Looks do get you places

With the new Sportage you're perfectly dressed for any occasion. While the exterior will turn many heads, the interior is exclusively reserved for you. You'll notice the ground clearance helps easy entry for all passengers. Once inside, you are met with a unique sense of space as the Sportage feels simply cavernous. That's because the ingenious design and its long wheelbase ensure plenty of head and legroom.

To create a luxurious feel, premium materials including leather are used throughout the First Edition model. It even features a heating function for both the front and rear seats to make all passengers feel extra comfortable on cold days and nights. There's no room service, but a cooled glovebox feature will ensure your drinks stay chilled whatever the weather.



Travel in style:  
leather upholstery  
is part of the First Edition's  
standard specification.



Stylish privacy glass  
is standard on the  
First Edition.



Cold night? Heated  
front and rear seats  
can make all the  
difference.











## DRIVING DYNAMICS

# There's a reason why a smile is curved

For the perfect balance between road safety and improving your driving experience, the First Edition is equipped with Intelligent All-Wheel-Drive (AWD) technology. In normal driving conditions, the vehicle remains in standard 2WD mode to boost fuel economy, but faced with more adverse driving conditions, the AWD system automatically kicks in.

Within milliseconds, the AWD system intervenes seamlessly to transfer power between the front and rear wheels to adapt to the challenging driving conditions, at high speeds or on wet or icy surfaces. Whether you're changing lanes on wet motorways or tackling rough winter terrain, the sophisticated AWD system naturally provides the necessary control to help you manoeuvre safely and to enjoy every stretch of the road to the full.

Control is nothing without comfort, however. The Sportage offers sophisticated suspension - fine tuned on UK roads to cope with the harshest of road surfaces, whilst providing excellent stability and ride comfort. Plus, the refined 4-wheel independent suspension with rear multi-link design also frees up essential boot space.

## SAFETY TECHNOLOGY

# Tough yet caring

Safety is our number one priority so the First Edition is packed with technology designed to help you avoid dangerous situations. Standard safety features include an Anti-lock Braking System (ABS) which incorporates Electronic Brakeforce Distribution (EBD) and Cornering Brake Control (CBC) to ensure braking is evenly distributed between all four wheels and keeps you in full control whatever the road conditions. In addition, Electronic Stability Control (ESC) automatically applies the brakes to an individual wheel as required to bring the car back under control in adverse conditions or to correct over or understeer. Also linked to ESC is the Hill-start Assist Control (HAC) which takes the effort out of even the steepest hill-start. It is supported by Vehicle Stability Management (VSM), a range of electronic features that help you stay in control and ensure excellent road handling.

The First Edition is fitted with six airbags as standard: twin front, front side and full-length curtain airbags (with roll-over sensor) which inflate when necessary to protect all occupants. The front seats feature active head rests so in the event of an impact, the head rests move forwards and upwards to help prevent whiplash neck and head injuries.

DBC

Downhill Brake Control (DBC): When descending a steep slope, DBC automatically maintains a steady and stable 5 mph speed without you needing to step on the accelerator or brakes.

BAS

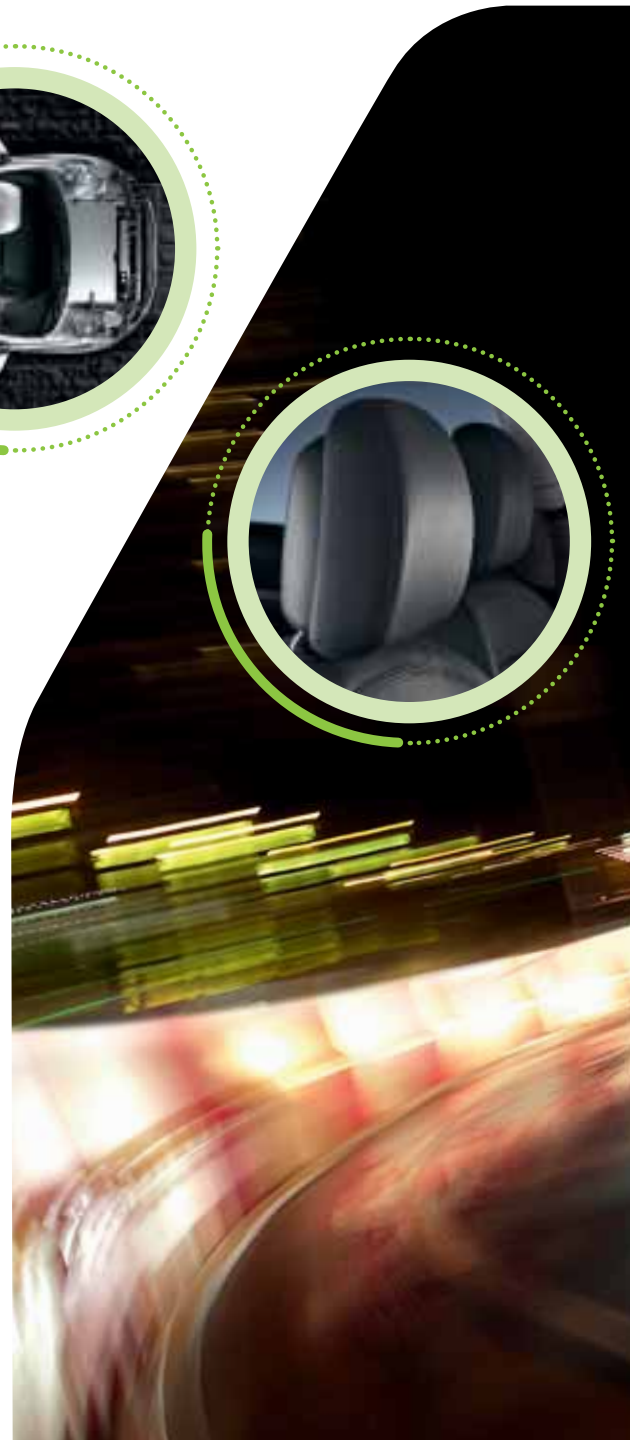
The Brake Assist System (BAS) and Cornering Brake Control (CBC) always ensure sufficient brakeforce is applied.

HAC

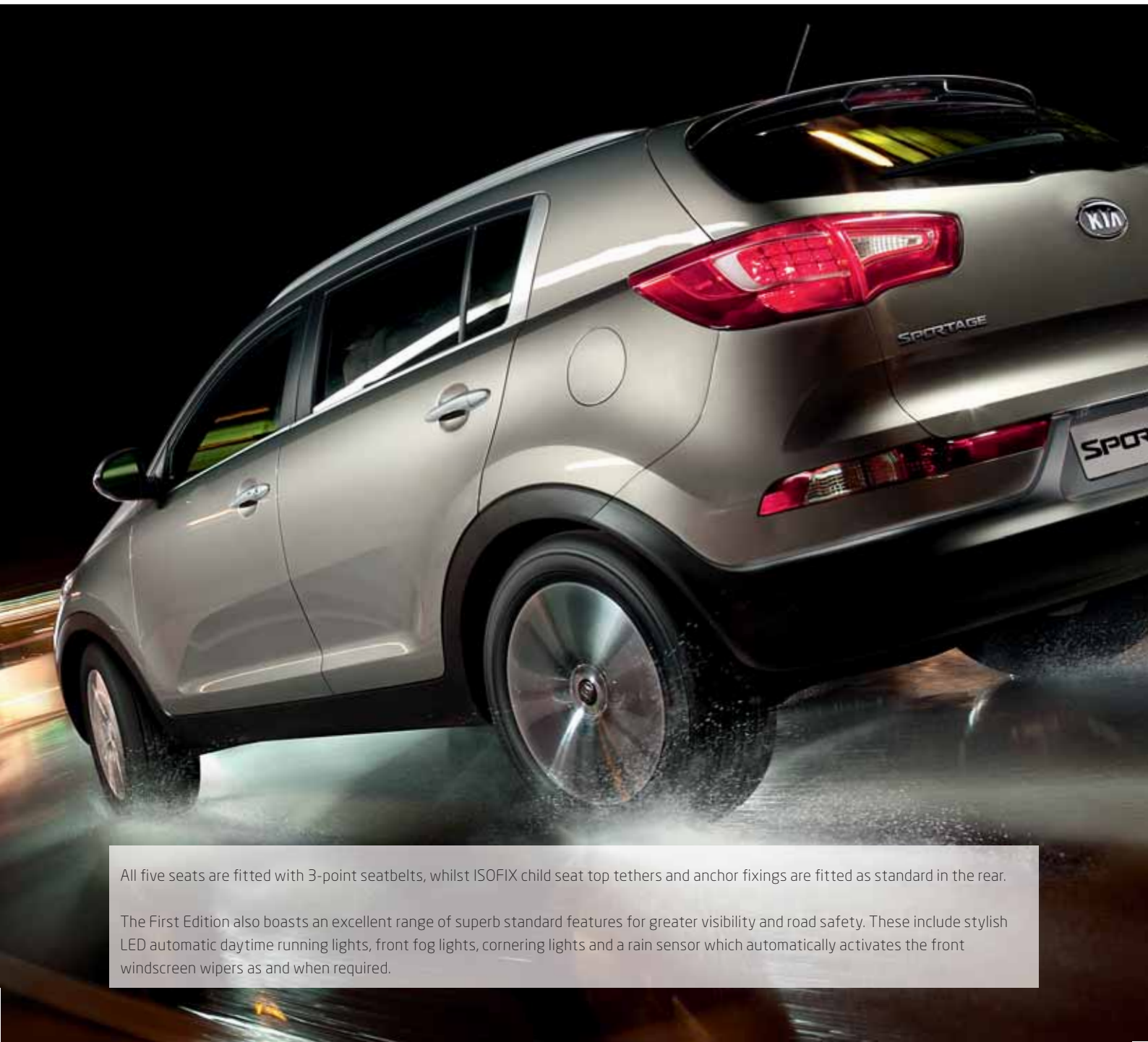
Hill-start Assist Control (HAC) takes the effort out of starting on steep hills.

ESC

Electronic Stability Control (ESC) and Vehicle Stability Management (VSM) improve stability in extreme driving conditions.







All five seats are fitted with 3-point seatbelts, whilst ISOFIX child seat top tethers and anchor fixings are fitted as standard in the rear.

The First Edition also boasts an excellent range of superb standard features for greater visibility and road safety. These include stylish LED automatic daytime running lights, front fog lights, cornering lights and a rain sensor which automatically activates the front windscreen wipers as and when required.





## ENVIRONMENT

# Leaving behind a great impression

Nothing should get in the way of enjoying life to the full. At the same time, we believe we owe it to the world to affect the environment as little as possible. That's why we invest heavily in preservation and sustainable development and constantly seek new solutions for cleaner, more efficient cars. Lightweight, high-powered engines with reduced emissions and noise are already here, as the new First Edition 2.0 litre diesel engine proves. This engine also boasts 134bhp and 320 Nm of torque combining strong performance and low fuel consumption.

The Sportage's diesel engine has a slick and dynamic shifting 6-speed manual transmission. For added fuel efficiency, an eco-shift indicator comes as standard (on the manual models), alerting you to the optimal time to change gear. If you prefer to let the Sportage do more of the work, opt for the all-new 6-speed automatic gearbox for a smooth and sophisticated driving experience.

### 1. Slick and dynamic 6-speed manual transmission

### 2. Refined 6-speed automatic transmission



The eco-shift indicator (on manual models) tells you when to change gear for added fuel efficiency.



Kia has set up an environmental research centre to develop less polluting vehicles. We're also intensively testing hybrid versions and eco-friendly fuel-cell vehicles.



Our award winning European plant minimises energy and water waste during the manufacturing process. Operating a rigid process, Kia have selected partners across Europe that guarantee environmental protection in the treatment of harmful waste substances.





RDS Radio/CD audio with MP3 disc compatibility



Advanced reversing camera

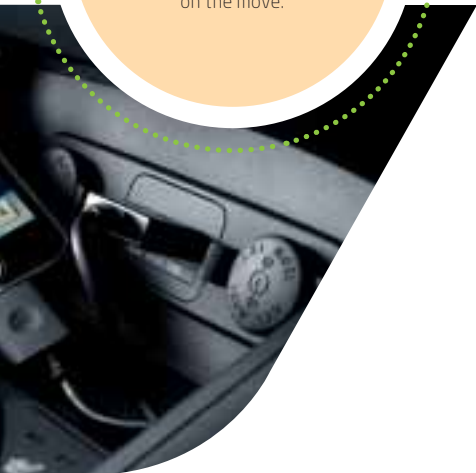






**USB/AUX ports with iPod® cable and RDS radio/CD audio -**

Enjoy your favourite music on the move.



MP3 player compatibility

**CONNECTIVITY**

## Gadgets at the ready...

Wherever you're heading, the Sportage gets you there in the right mood. There's a CD player with USB/AUX ports to listen to your favourite music via six quality speakers placed throughout the cabin. You can even plug in your iPod® and turn the Sportage into your very own mobile concert venue. To ensure you always stay focused on the road, steering wheel mounted controls help you operate audio features without moving your hands away from the wheel. Bluetooth® is a sophisticated communication tool which is a standard feature. Use it to make calls conveniently and safely with the hands-free function.

The sophisticated, advanced reversing camera system will let you know how much room you have when reversing. A small video panel in the auto-dimming rearview mirror displays a wide-angled camera image of any potential obstacles. In addition, the bumper-mounted reversing sensors help prevent collisions when reversing by identifying objects or obstructions and emitting an audible warning signal.



RDS radio/CD audio with MP3 disc compatibility and USB/AUX ports with iPod cable.



More freedom, thanks to hands-free Bluetooth® with Voice Recognition Control.



Advanced reversing camera system.



All-round electric windows.



Front and rear heated seats.



Trip computer display.





## STANDARD EQUIPMENT

# Attention to detail

The First Edition comes with an unrivalled level of standard specification with the right equipment for every adventure. This unique crossover not only looks the part, it feels luxurious too, with sumptuous leather trim and smart technology to assist, entertain and protect you.

1. **Leather upholstery, steering wheel and gearshift.**
2. **Metallic interior door handles.**
3. **Stylish folding door mirrors with integrated LED indicator lights.**
4. **Rain sensing front wipers.**

Plenty of clever features  
for a great drive.

## VERSATILITY

# Room for adventure and its equipment

This versatile partner offers plenty of cargo space and flexibility. The 60:40 split-folding rear seats fold flat to provide an impressive 1,353 litres of load capacity. Thanks to the new rear seat folding straps it couldn't be simpler to convert the comfortable interior into a cavernous and useful flat loading space. The luggage area also features net hooks and a net to secure smaller items.



### Folding seats made easy

There are plenty of ways  
to transform your  
versatile Sportage.







The luggage net keeps smaller items safe.



Space for three people and plenty of storage.



The luggage cover keeps belongings away from prying eyes.



Store small items or drinks in the door compartment.



Rear passengers travel in comfort and style.



## CABIN ERGONOMICS

# Enjoy the show

Make everyone on board feel at home and ready for any adventure. There are plenty of smart ideas for everyone's convenience.

For keys and other small items, there are storage areas in the door panels, the front armrest comes with a handy storage box and the floor console can hold drinks – which you can also keep chilled in the convenient cooled glove box. The handy rear armrest also features cupholders.



Everything is close at hand with clever storage options throughout the cabin.

## ACCESSORY OPTIONAL EXTRAS

# Make it more you

If you want to make your Sportage more tailored to your needs, here's a selection of extra options you can add to this stunning model.

1. Front Skid Plate
2. Side Skirt Kit
3. Side Door Mouldings
4. Side Steps
5. Rear Skid Plate
6. Roof Bars
7. Entry Scuff Plates
8. Mud Guards – front and rear
9. Rear Load Mat
10. Rubber Floor Mats
11. Sun & Ice Screen Protector

For a full listing of all accessories available please contact your local Kia dealer.









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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.

## 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 Sportage, 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 Sportage benefits from our unrivalled 7 year vehicle warranty.

### 5 year paint warranty

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

### 12 year anti perforation warranty

Your new Kia Sportage 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.

\*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 First Edition are between Urban: 31.7 (8.9) - 40.4 (7.0), Extra-Urban: 47.9 (5.9) - 52.3 (5.4), Combined: 40.4 (7.0) - 47.1 (6.0). The official CO<sub>2</sub> emissions for the Kia Sportage First Edition are between: 183 - 156 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) and 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 - 110g/km.

CO<sub>2</sub> emissions based on data available at time of going to print (July 2010).



The unrivalled Kia 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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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.

