



www.kia.co.uk

cee'd sw



GLOBAL PLAYER

Kia Motors Corporation is part of 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 11 million cars to over 158 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 as well as individuals such as tennis sensation Rafael Nadal. In the UK, Kia sponsors Surrey County Cricket Club and their iconic base in London is now known as The Kia Oval. The driving force behind our success is commitment to quality. With contemporary styling, access to the latest technologies and an excellent build quality, Kia cars are turning heads the world over. From the Picanto to the Sorento, Kia offers a full line-up of passenger cars, MPV's, Crossovers and SUV's that suit any lifestyle and are always exhilarating to drive.

cee'd SW



Relax for 2,555 days.



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



THE KIA CEE'D SW

Confidence now
comes as standard



The Kia cee'd SW is covered by our pioneering 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 exclusions please contact your Kia dealer.

CONFIDENT ABOUT OUR QUALITY

Born and bred in Europe

The exceptionally spacious cee'd SW is packed with reassuring surprises. So you can simply relax and enjoy the fact you've made a great choice.

The Kia cee'd SW is truly European, having been conceived at our Design Centre in Germany and manufactured at our state-of-the-art factory in Zilina, Slovakia, where our highly qualified technicians and more than 400 robots produce cars to a superior build quality. Around 75% of parts used at our manufacturing plant are sourced from European suppliers. So there's plenty of home-grown talent built into the cee'd SW range.

The dynamic "Kia face" is made up of Kia's signature chrome 'tiger-nose' front grille, the re-designed front bumper and stylish black bezel headlights, as well as a reshaped bonnet. The rear has also been given a new edge with striking new tail lights. These stylish changes are complemented by body coloured bumpers and door handles. The cee'd SW reveals sleek flowing lines whilst the aerodynamic design provides greater stability and better fuel economy.





Greater aerodynamic efficiency = Greater fuel economy.



Long wheelbase gives excellent manoeuvrability.



At our Research and Design centres in Germany, the USA, Japan and Korea, we're constantly developing new ideas to offer the highest levels of quality and innovation.



ECODYNAMICS

Intelligent Thinking

At Kia, we are constantly striving to find new ways to improve your driving experience. Launched on the cee'd range is our innovative EcoDynamics technology, Kia's first showcase of our eco-friendly forward thinking is available on our 1.6 litre CRDi (89bhp) diesel engine and incorporates Intelligent Stop and Go (ISG) technology. This helps save up to 12% more fuel and reduces your carbon footprint – simply by cutting the vehicle's engine off at times when the car is stationary*. When stopping, put the car into neutral and remove your foot from the clutch, the engine will switch off, then switch on again instantly when you de-press the clutch and are ready to move off. ISG technology can also reduce noise and exhaust emissions too. Low rolling resistance tyres (on all 16" wheels) also increase the overall efficiency of the cee'd SW range. All elements work together to create what we call "EcoDynamics". Really clever stuff!

This means reduced fuel consumption and fewer CO₂ emissions - from just 119 g/km which saves you money and helps the environment too.



The cee'd range were the first Kia models to feature Intelligent Stop and Go (ISG).



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



Models with ISG technology carry the EcoDynamics badge.



Save up to 12% more fuel.



* ISG does not operate in circumstances where there is risk of excessive strain on the vehicle's battery. These include cold weather conditions and where the engine temperature of the vehicle is not sufficient. Please consult your Kia dealer or the owners' handbook for further information.

RESPONSIBILITY

Leaving behind a great impression

Building cars that are kinder to the environment is a big challenge, but one we're very committed to undertaking. We take great pride in meeting the highest environmental standards and invest heavily in preservation and sustainable development. Our researchers work around the clock to create the most fuel-efficient, lightweight and powerful engines with reduced emissions and noise.

ecoDynamics



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



Our eco-friendly Take-back and End-of-Life service ensures a Kia car causes the environment minimum impact once the car is no longer required.



Recognising its advanced technological solutions to minimise energy and water waste during the manufacturing process at our European plant, Zilina has been awarded the Design for Environment and Life Cycle Assessment certificates.

DRIVER ERGONOMICS

Who needs a personal assistant?



Stay cool and comfortable when the temperature rises with the convenience of air conditioning. Dual automatic air conditioning (climate control) is standard on cee'd SW '3' and cee'd SW '4'.



Close at hand on the sporty 4-spoke steering wheel: audio volume adjustment, trip computer and Bluetooth® access as well as cruise control switchgear (on selected models).



RDS radio / CD Audio with MP3 disc compatibility and USB / AUX ports with iPod® cable (on selected models).



*Model shown is cee'd SW '2 EcoDynamics'

Several models of Bluetooth enabled 'phones are available on the market. Kia cannot guarantee compatibility with all 'phones. Please check the compatibility of your mobile 'phone via www.kia.co.uk or by trialling your 'phone at a Kia dealer.



▲ RES
▼ SET

Cruise control allows you to comfortably maintain a constant speed during long journeys helping to reduce driver fatigue. It can result in better fuel economy and help prevent increasing speeds over the course of a journey. Cruise control is standard on all cee'd SW models..



WITHIN REACH

Touch and go

The driver's needs have been carefully thought through on the Kia cee'd SW to make driving a pleasure. Appreciate the beautifully crafted gearshift and ergonomic controls where everything is close at hand. For ease and comfort, simply adjust the volume of the audio system via the steering wheel controls or check essential journey statistics such as distance to empty or average speed. There's plenty of well-considered technology for an enhanced driving experience.



Music to everyone's ears: listen to your favourite tunes simply by plugging your iPod® or MP3 player into the USB/AUX port. iPod® connectivity available on selected models.



The stylish centre fascia houses the high quality audio unit with a single central dial for added simplicity and control. Listen to the radio or music via six speakers (depending on grade) placed throughout the spacious cabin.



Bluetooth®: Stay connected with wireless Bluetooth® to provide safe, hands-free mobile telephone usage. Available on selected models.





Dual automatic air conditioning available on SW'3' and SW'4' models.



Cloth shown is Silver Madrid - standard on cee'd SW '2' and cee'd SW '2 EcoDynamics' models.

CABIN ERGONOMICS

Plenty to make your sofa jealous

The cee'd SW helps you unwind the moment you get behind the wheel. The new ergonomically designed seats are clad in stylish silver madrid cloth, carbon tyre tread cloth or black leather upholstery on the range-topping SW'4'. For added convenience the front seats have adjustable lumbar support and active head rests for added safety. To ensure you find the perfect driving position every time, the cee'd has a driver's seat height adjust and a tilt and telescopic steering wheel for your added comfort. Rear passengers will enjoy the spacious cabin with plenty of head and legroom. High quality materials are used throughout, together with premium finishing touches which create a welcoming and inviting atmosphere within the car.



Centre console with storage box, two front and rear cup holders (on selected models).



'3' grade interior upholstery

EQUIPMENT

All the can't-do-withouts and would-be-nices

Whether you're a hi-tech fan or the practical type, choose from a wide range of specifications to suit your lifestyle.

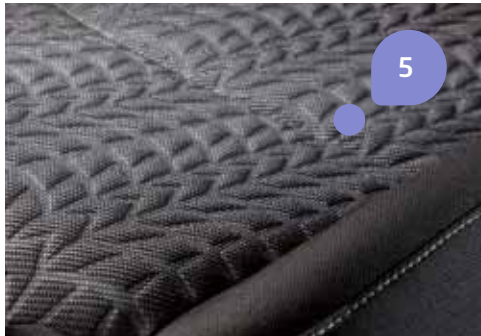


- 1 Signature 'Tiger-nose' grille
- 2 All-round electric windows with auto up/down function (high grade models only)
- 3 Sports gearshift
- 4 Aluminium door scuff plates
- 5 Stylish black bezel headlights
- 6 Steering wheel mounted audio controls
- 7 6.5 litre cooled glovebox
- 8 Black high-gloss centre fascia
- 9 Alloy pedals
- 10 Carbon 'Tyre-Tread' cloth upholstery









CEE'D SW '3'

Luxurious surroundings

The cee'd SW '3' features a special black high-gloss front grille surround, 17" Hyper-silver alloy wheels, black high-gloss centre fascia, Bluetooth® and iPod® connectivity, dual auto air conditioning, cruise control and all-round electric windows with auto up/down function. It also boasts privacy glass and reversing sensors which help prevent collisions when reversing by identifying objects or obstructions and emitting an audible warning signal. Inside, the luxuriousness continues – with a unique tyre-track pattern fabric, stainless steel doorscuff plates and alloy pedals to complete the exclusive feel.

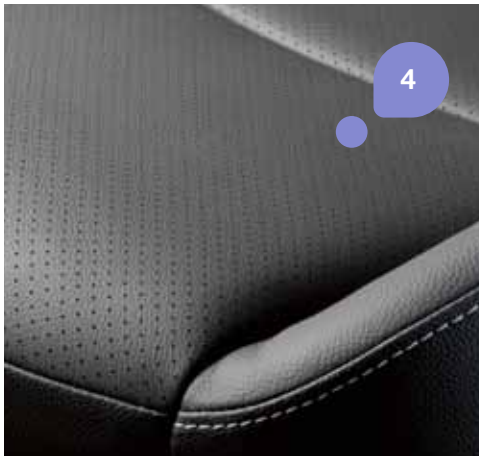
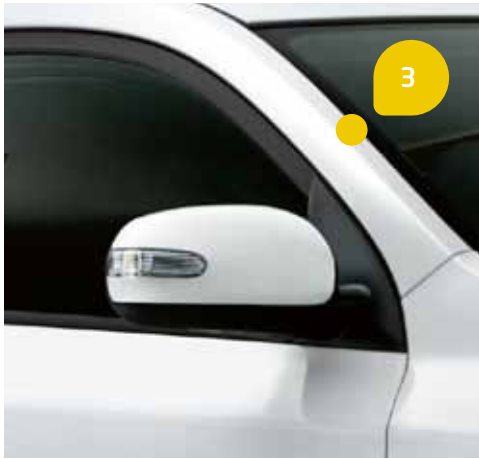
* Several models of Bluetooth® enabled 'phones are available. Kia cannot guarantee compatibility with all 'phones on the market. See your retailer for details of mobile phone compatibility.

** iPod® connectivity available on selected models.



- 1 Signature 'Tiger-nose' grille
- 2 Centre fascia
- 3 Alloy pedals
- 4 Aluminium door scuff plates
- 5 Carbon 'Tyre-Tread' cloth upholstery
- 6 Sports gearshift
- 7 17" Hyper silver alloy wheels
- 8 Body coloured exterior door handles





CEE'D SW '4'

Luxurious surroundings

For the ultimate in luxury, opt for the top-of-the-range cee'd SW '4'. It boasts stylish 17" 10-spoke silver alloy wheels, the luxury of sumptuous black leather upholstery and the convenience of a 7" Touchscreen full map navigation system and heated front seats to keep you warm whatever the weather conditions. The cee'd SW '4' also comes with an advanced reversing camera system helping aid parking more easily. To complement the stylish exterior, the interior cockpit features a stylish metallic finish centre fascia and metallic finish interior door handles.

In addition the cee'd SW '4' models also share several of the convenient features which the cee'd SW '3' model boasts including stylish privacy glass, Bluetooth®* functionality with iPod®** connectivity, dual auto air conditioning to keep the cabin comfortable and cruise control which allows you to comfortably maintain a constant speed during long journeys so helping to reduce driver fatigue.

* Several models of Bluetooth® enabled 'phones are available. Kia cannot guarantee compatibility with all 'phones on the market. See your retailer for details of mobile phone compatibility.

** iPod® connectivity available on selected models.



- 1 Instrument cluster.
- 2 7" touchscreen Satellite navigation with European mapping.
- 3 Automatic folding door mirrors with indicator lights.
- 4 Black leather upholstery with heated front seats.
- 5 Front armrest.
- 6 17" Silver alloy wheels.

VERSATILITY

Multi-talented

The cee'd SW makes every passenger feel comfortable and relaxed, but you'll be equally reassured to know just how versatile it is. When the seats are folded flat, it boasts a massive 1,664 litres of load space. Thanks to its innovative features, it never compromises its style and outstanding performance. For easy access and loading, especially in tight parking spaces, the cee'd SW is fitted with an innovative extended tailgate hinge system. This allows easy access which is especially useful in restricted parking spaces.

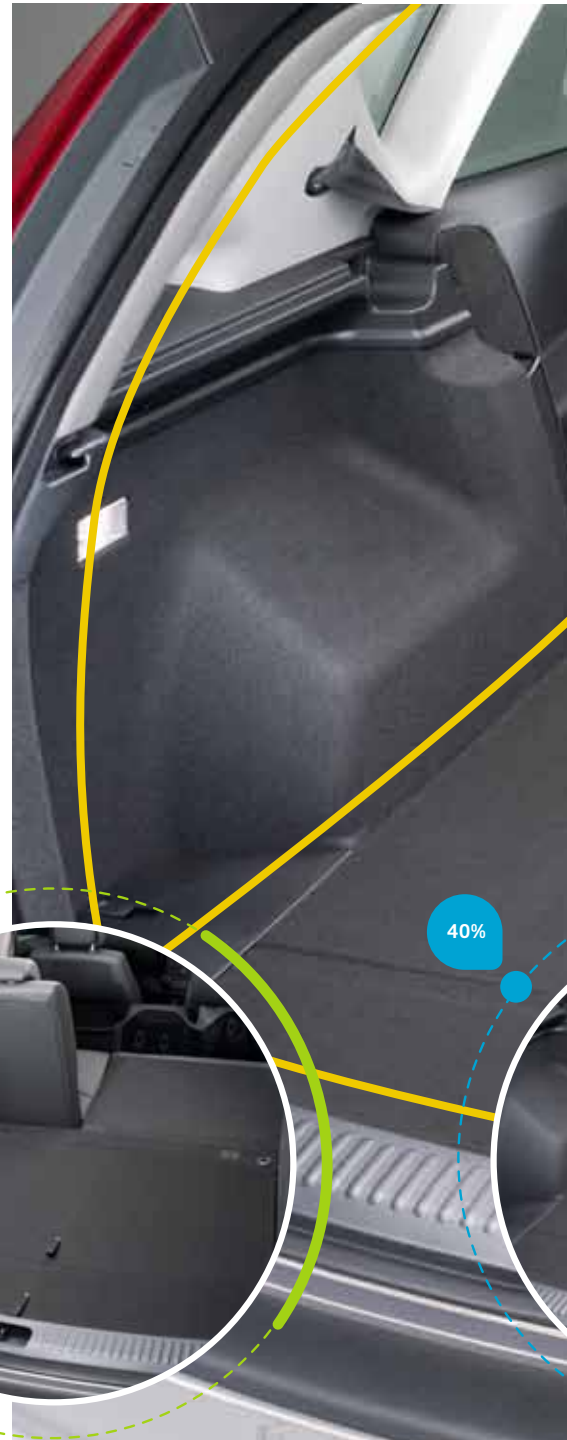
534 L



60%



40%





Keep your items safely stored away with clever luggage under-floor compartments.



ENGINES

Accommodating your own driving style

The cee'd SW is powered by the latest engine technology, designed to suit both your driving style and to meet the highest environmental standards. Opt for either of the three diesel engines and you'll enjoy fuel economy and performance in equal measures. The key to the success of our engines is a range of advanced technologies including an advanced turbocharger and second generation Bosch fuel injection. Choose between the 1.6 litre diesel engines in either 89, 114 or 126 bhp power outputs.

If you prefer a petrol derivative, you'll enjoy the 1.6 litre (123 bhp) engine. All feature CVVT (Continuous Variable Valve Timing) technology and electronic fuel injection to boost performance.



ENGINES/TRANSMISSIONS

The power of choice

The 1.6 litre engines are fitted with a 6-speed manual transmission as standard. Or if you prefer, you can choose the 1.6 litre engine with a 4-speed automatic transmission as an option on applicable grades. All engines comply with Euro V emission standards which means they are highly efficient, saving you money on annual road tax and fuel as well as reducing the environmental impact.

In addition, all diesel cee'd SW models are fitted with a Diesel Particulate Filter (DPF) which cleans the engine exhaust gases before they enter the atmosphere. If you want to do even more to curb emissions, choose the cee'd SW '2' ISG model which is fitted with Kia's Intelligent Stop and Go (ISG) technology. This clever technology helps save up to 12% more fuel and significantly reduces CO₂ emissions.



Special protection
courtesy of the cee'd SW.





SAFETY

Back-up whenever you need it

The Kia cee'd SW gives you all the right reasons to be confident. The engineers at our European Research and Design Centre have created a car that's not just beautiful to look at, but built to protect you at all times.



BAS

The Brake Assist System (BAS) always ensures sufficient brakeforce is applied.

ESC

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

HAC

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

A close-up, low-angle shot of a car's front end. The image shows the intricate, multi-faceted lens of a headlight on the right, reflecting light and showing internal components. To the left, a portion of the car's grille is visible, featuring a dark, textured pattern. The car's body panels are a dark, metallic blue-grey color. The overall lighting is dramatic, with strong highlights on the headlight's facets and deep shadows in the recessed areas of the grille and bodywork.

SAFETY TECHNOLOGY

Complete peace-of-mind

Safety is our number one priority so the cee'd SW range 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) 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 cee'd SW range is fitted with six airbags as standard: twin front, front side and curtain airbags which inflate when necessary to protect occupants. The front seats feature active headrests so in the event of an impact, the head rests move forwards and upwards to help prevent whiplash neck and head injuries.

ACCESSORY OPTIONAL EXTRAS FOR THE CEE'D SW

For a full list of all cee'd SW accessories please contact your local Kia dealer or log onto www.kia.co.uk for more details.

- 1 Detachable tow bar
- 2 Rear parking sensors
- 3 Roof bars
- 4 Load liner
- 5 Cargo separator



3



5





Kia Motors Corporation is committed 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.

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 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 "datainfotainment" 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 pioneering 7 year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your cee'd, 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 SW benefits from our 7 year vehicle warranty.

5 year paint warranty

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

12 year anti perforation warranty

Your new Kia cee'd SW 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 exclusions please contact your Kia dealer.

**Annual bodywork inspection required for which a charge may apply.

The official fuel consumption figures in mpg (l/100km) for the Kia cee'd SW ranges are between Urban 34.0 (8.3) - 56.5 (5.0), Extra-Urban: 49.6 (5.7) - 67.3 (4.2), Combined: 42.8 (6.6) - 62.8 (4.5). The official CO₂ emissions for the Kia cee'd SW range are between 158 - 119 g/km

CO₂ emissions based on data available at time of going to print (May 2012).



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



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



www.kia.co.uk



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

The fuel figures quoted in this communication were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC within the currently applicable version). These figures are based on an individual vehicle and do not constitute part of the product offer; they are provided solely for the purposes of comparison between different vehicle models.

