



CERATO



Welcome to Kia. This is the age of head-turning style, indispensable technology, exhilarating performance and handling, uncompromising safety and savvy fuel efficiency. Together, these values form Kia's vision for the future. And from the moment you see the Kia Cerato, you know the future is definitely looking good.

Something's **going on** at Kia



The new face of Kia

The Cerato was launched as the first new look Kia featuring the eye-catching style of design guru Peter Schreyer. You may be familiar with his work, including the Audi TT and VW Beetle. According to Schreyer, "Design gives a soul to the product and reaches the hearts of the people." As Chief of Design, Schreyer has developed a distinctly new, more contemporary look that is unlike anything you have ever seen from Kia.

Design is the key to Kia's new philosophy. "Kia is a brand underpinned by quality and reliability. Now on top of that comes this emotional element of distinctive design," Schreyer said. And the Cerato is, without a doubt, driven by design.

Stylish appearance is far more than skin deep in the Cerato. At first glance, the Cerato makes a sporty statement of intent. Its sleek profile, perfectly balanced proportions and aerodynamically sculptured rear underlines the car's dynamic performance. The signature Kia trademark grille drives home its forward-looking styling. While the 17-inch alloy wheels* give the Cerato an unmistakable sense of motion – even when stationary.

Driven by design



- ▲ **17-inch, light-weight alloys shod with 215/45 tyres** The wide, low rolling resistance, silica tyres optimise driver feel, cornering force for grip, steering stability and breathtaking looks.
- ▼ **Kia's new family look grille** The Cerato has adopted 'Schreyer Line' styling, with the grille design representing the fierce tiger's roar which is rolling out across future Kia models.
- ▼ **Side indicator outside mirror** The outside mirrors feature embedded side indicators to give other road users a clear indication of your intention to turn.



*SLI model only.



Comfort zone

Step into the Cerato's contemporary and powerfully styled cabin. The well thought-through layout creates space and form, while the finish of the fascia and trim is a sophisticated arena for the latest technology. The interior of your Cerato offers a level of comfort to help you relax; generous legroom, headroom and shoulder room gives you space to think and explore; and the colour that nurtures and inspires a positive mood. Exercise your right to the good life.

Leather seats available by dealer order only. (Overseas model shown).



*SLi model shown.



*SLi model shown.

◀◀ **Supervision cluster, Message centre, Audio remote control* and Cruise control*** The Cerato features the Kia trio-gauge cluster with a message centre that prompts important data, such as when a door is open, average speed, fuel consumption*, trip data, coolant temperature and rear parking obstructions*. Steering wheel mounted controls put the audio system and cruise control settings at your fingertips. ◀ **Sporty user-friendly door control** A suite of controls are located within the door armrest to give you convenient control of power windows, central locking and side mirrors. ▼◀ **Full auto climate control*** The interior climate can be automatically controlled and a mood ring outlines the air-conditioning dial-knob to give an aura of sophistication. ▼ **USB, AUX and iPod* connections** The Cerato's audio system enables you to take your media with you. It has CD, iPod and MP3 compatibility, and a USB port for complete audio entertainment.

*iPod connection requires optional cable. *SLi model only.

Next generation

At the heart of the Cerato resides a contemporary feel that is enhanced by the fully integrated audio system and the Kia trio-gauge cluster with message centre. Your audio experience will be second to none, with an in-dash system including CD and MP3 playback, AUX, USB and iPod® connections for compatible devices, all output with clarity through the 6-speaker setup. While steering wheel mounted controls* eliminate the need to take a hand off the wheel.





A fast-paced life deserves a fast-paced car. The Kia Cerato is equipped with everything you need for a demanding life on-the-go. With its fashion-forward styling, feature-rich amenities, uncompromising safety and a next-generation engine, the Cerato is designed to keep up with you.

Keep up

Part rocket, part science

Kia has created not just a vehicle to drive, but also a vehicle that will inspire a driving passion. Hit the throttle of the 2.0-litre DOHC CVVT (Continuously Variable Valve Timing) petrol engine and you'll appreciate the class-leading 115kW of power its four-cylinder lightweight engine offers. This next-generation engine is partnered with a 5-speed manual transmission for optimum driver control, or you can opt for the 4-speed gate-type automatic transmission for a smooth and relaxed drive with manual-style shift capability.

No matter where your destination, with the Cerato's sporty style and next-generation engine, you will always make a spectacular entrance.



Coefficient of drag

The Cerato's low drag coefficient comes from a wedge-shaped profile that improves aerodynamics, which in turn enhances its fuel economy and performance.



▲ 2.0 DOHC CVVT petrol engine
Max. Power 115kW @ 6,200rpm
Max. Torque 194Nm @ 4,300rpm

▲▲ 4-speed gate-type automatic transmission The optional 4-speed automatic transmission provides silky-smooth gear shifting, with a sporty gate-style gearshift lever that permits manual-style upshifts and downshifts without the need for a clutch. ◀ 5-speed manual transmission Enjoy the hands-on appeal of the Kia 5-speed manual transmission that provides precise shifting at all engine speeds. ◀◀ Tachometer The feel of speed is enhanced by the sporty dials, such as the rev counter.

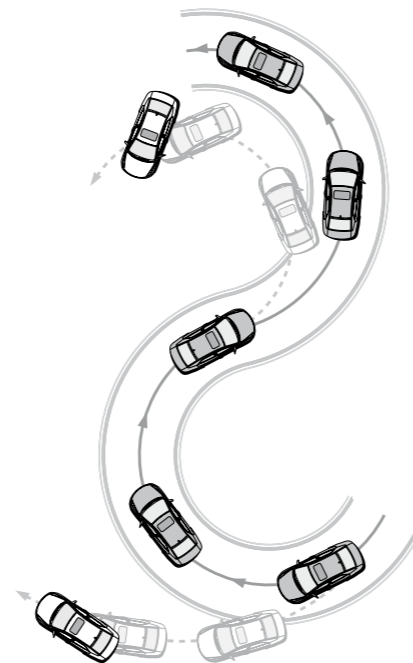


Peace of mind around every corner

Before form follows function, function must follow safety. The Cerato has been constructed with impact resistant crumple zones and reinforced doors as a first line of defence. Six airbags provide further passenger protection from front and side impacts. Additional driver control in extreme driving conditions is available from the Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD), optional Electronic Stability Program (ESP) and Traction Control System (TCS). Add an unlimited kilometre 5 year warranty* and you'll find peace of mind in the most unexpected places.



▲ **Six airbags** During an impact, the Cerato will protect you with dual driver and passenger SRS airbags, full-length curtain SRS airbags that cushion the head and upper torso as well as front dual side SRS airbags which provide important protection for the pelvis area and thorax. ◀ **Rear parking assist system*** Four ultrasonic sensors mounted within the rear bumper will detect when there is an obstruction behind your Cerato, helping you avoid pedestrian injury or bodywork damage while reversing.



Body colours

Nine modern finishes give you the choice to make your own mark on your Cerato.



Clear White



Ebony Black



Bright Silver



Light Graphite



Titanium Silver



Santorini Blue



Metal Bronze



Spicy Red

Wheels

Designed from the ground up. The Cerato comes with 15-inch steel wheels with a single 5 split-spoke cap style. While the Cerato SLi model is equipped with the ultimate 5 split-spoke 17-inch alloy wheels.

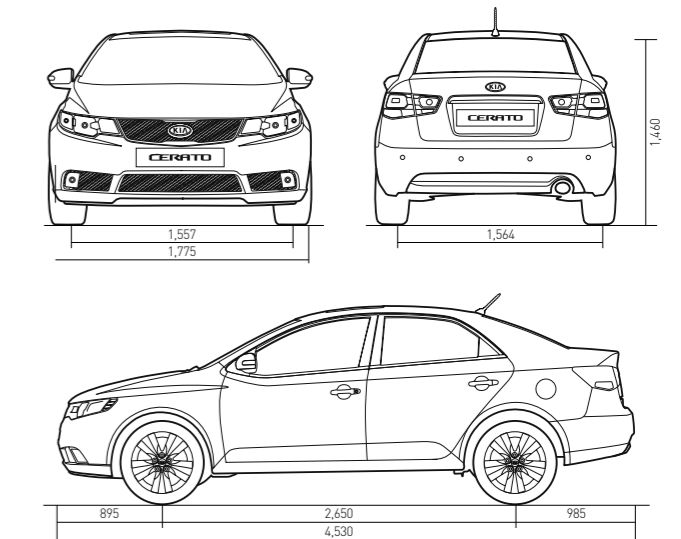


195 / 65R 15" Steel Wheel



215 / 45R 17" Alloy Wheel

Dimensions (mm)



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



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The Power to Surprise™

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. So when you think of Kia, think exciting and enabling – the two qualities that best define what the new Kia is all about. From the Rio to the Sorento, Kia offers a full lineup of cars, SUVs and MPVs that are not only practical but downright exhilarating to drive.

About Kia Motors Corporation

Kia Motors Corporation – one of the fastest growing automakers in the world – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 13 manufacturing and assembly operations in 8 countries produce more than 1.5 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 165 countries. Kia today has over 33,000 employees and annual revenues of almost \$19 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. Kia is an official automotive partner of FIFA – the governing body of the FIFA World Cup – as well as a EUROTOP Partner of UEFA. Kia Motors Corporation's brand slogan – "The Power to Surprise™" – represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

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