



CERATO



SLi model shown

Cerato makes a bold statement about your life and where you're going. It combines a stylish contemporary exterior and blissful levels of comfort with precise engineering and feel-good fuel economy.

Available as a sedan or 5-door hatch, this flexible sporty performer offers outstanding value and puts you in the fast lane to the good life.

DRIVE
into the future with style



The new Cerato 5-door stands out with its own unique and striking exterior styling. With a spacious cargo area that offers ample room for luggage, sporting goods or way too much shopping, plus split flat-folding rear seats that add even more flexibility, this is a hatchback that can take you from the city to the suburbs and then out into the countryside with style, comfort and ease.

DIAL UP
the **excitement** and **versatility**

SLi model shown

Like you, Cerato is individual, setting the trend that others aspire to. Whatever your destination, Cerato will take you there with confidence, adding pleasure to every journey.

EXERCISE

your **right** to **live** well



SLi model shown



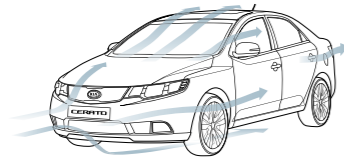
Cerato responds to your desire for a life that's active and fulfilling. With its sharp, modern styling, feature-rich amenities, uncompromising safety and next-generation engine, the Cerato has what it takes to keep pace with your lifestyle.

DESIGNED

for life **on-the-go**

SLi model shown





Low drag coefficient

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

POWER AND EFFICIENCY in equal measures

Cerato matches its sporty style with a dynamic performance and exceptional efficiency.

Harnessing the very best in Kia engineering with a range of leading technologies, Cerato delivers highly notable performance, reliability and durability.

Hit the throttle of the powerful 2.0-litre Theta II CVVT (Continuously Variable Valve Timing) petrol engine and you'll be rewarded with a class-leading 115 kW of power that delivers the response you want for a relaxed freeway or open road driving experience.

This next-generation engine features lightweight construction and is partnered with either a newly designed 6-speed manual transmission that offers optimum driver control, or a smooth 6-speed automatic transmission with manual-style shift capability.

Just as importantly, Cerato's powertrain has been designed and engineered to deliver outstanding efficiency and remarkable fuel economy.



SLi model shown



SLi auto model only

▲ **Paddle shifters** Positioned just behind the steering wheel, the paddle shifters do away with the need to take your hands off the wheel to shift gears. ◀ **6-speed automatic transmission** With a boot-type TGS shift lever, the state-of-the-art design of the 6-speed automatic transmission provides silky smooth gear shifts ◀◀ **Tachometer** The feel of speed is enhanced by the sports dials such as a rev counter. ◀◀◀ **6-speed manual transmission** The technologically advanced 6-speed manual gearbox offers a high degree of driver control through its ability to provide precise, crisp gear shifting.

Ample **storage space**

Both the sedan and 5-door hatchback offer large and versatile storage options, allowing plenty of room for luggage of all dimensions.



Everything for **EVERY** journey

Step inside, and Cerato will raise your expectations of what to look forward to in a vehicle of its class. From high-tech equipment through to practical well-thought-out touches, Cerato comes standard with a feature-rich contemporary styled interior.

Cerato's long wheelbase and wide body translate into a remarkably spacious cabin where ergonomically designed seats, clad in stylish fabric, providing unsurpassed comfort. The sophisticated trim adds flair and elegance, while considerations such as drink holders, door and back-of-seat pockets (SLi only), map lamps and a rear-seat centre armrest add convenience for all occupants.

To help you keep your hands on the wheel and your eyes on the road when driving, the audio system and cruise control can be adjusted via steering wheel buttons (Si and SLi), while the gearshift and other controls are logically positioned and close at hand. The triple-gauge supervision cluster with glowing red LCD lighting demonstrates an unsurpassed attention to detail and provide superb visibility of essential vehicle information (SLi only).



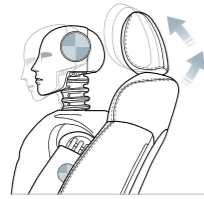
The **inside** track

The driver's cockpit has been designed and arranged to make driving a pleasure, while the climate control system and high quality audio unit ensure that every trip is comfortable and enjoyable.

Leather & sunroof option pack (SLi only) overseas model shown



◀ **Full auto temperature control** The interior climate can automatically controlled and a mood ring outlines the air-conditioning dial-knob to give an aura of sophistication and high quality. (SLi only) ◀◀ **Safety power sunroof** The tilt and slide power sunroof option will flood light into the Cerato. It has a safety mechanism to sense obstructions such as a child's hand, and prevent the sunroof from closing. (optional on SLi) ◀◀◀ **Bluetooth hands free** Bluetooth functionality means you can make and receive phone calls in the Cerato without having to take your hands off the steering wheel, adding a very useful level of convenience and an important measure of safety. (Si and SLi)



Active headrests

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

PREPARED for the unexpected

Cerato has not simply been created as a car that looks good; it's been designed and engineered to be driven with confidence.

Cerato is packed with active driving and safety technologies that provide improved road handling and stability in challenging driving situations.

In a sudden braking situation, the Anti-lock Braking System (ABS) ensures that braking is distributed between the four wheels to keep you in full control. Similarly, Electronic Stability Control (ESC) helps keep your Cerato on track by regulating engine torque and applying brake force to each wheel to slow you down safely, while the Traction Control System (TCS) monitors your grip, reducing wheel spin to give you greater control when accelerating on slippery or uneven road surfaces.

For additional safety, two-thirds of Cerato's rigid body shell is made of high tensile-strength steel that adds extra stiffness for outstanding crash protection. In addition, carefully positioned crumple zones, dampen impact by absorbing energy during a collision.

To further help safeguard all occupants, Cerato is fitted with six airbags, including dual front airbags, front-seat-mounted side airbags and side curtain airbags for both front and rear seating positions.

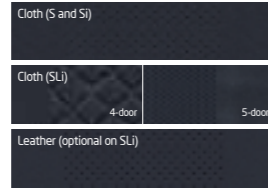


SLi model shown



◀ **Six airbags** During impact, Cerato will protect you with dual driver and passenger airbags, full-length curtain airbags that cushion the head and mid-section, and front dual side airbags which provide additional important protection for the pelvis area and torso. ◀◀ **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 (SLi only). ◀◀◀ **ESC (Electronic Stability Control)** ESC improves driving stability using real time electronic inputs, responding to brake pressure and engine output during abrupt turns, acceleration and braking.

INTERIOR COLOUR SCHEME



◀ **Black one-tone** You may expect a technologically advanced car to offer a classic black scheme which is powerfully modern. Black accentuates the lighting of the subtle buttons and controls to portray an understated yet confident statement about the driver.

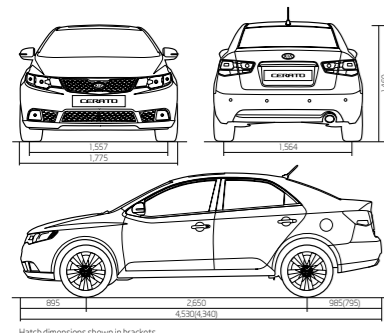
BODY COLOURS

Ten modern finishes give you the choice to make your own mark on your Cerato. (Snow White Pearl: Not available on 5-door model, Racing Red: Only for 5-door model)



#Premium paint

DIMENSIONS (mm)



Hatch dimensions shown in brackets

WHEELS



195 / 65R 15" Steel Wheel (S and Si)

215 / 45R 17" Alloy Wheel (SLi)

A wide choice of wheels increases the style options. You can opt for a 15-inch steel wheel with five split-spokes or a five split-spoke 17-inch alloy wheel.

* 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.

As eco-conscious as you are

So you value sustainable living? We do too. That's why we take 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.

We set up an environmental research centre to spearhead our drive for the production of clean hybrid and fuel-cell vehicles to lead the way to eco-friendly cars for a greener tomorrow for you, your children and our planet.

The concept of eco-friendly cars is adhered to throughout all cycles of a vehicle's life. From design through to recycling, we create innovative products,

ensuring state-of-the-art design for recycling (DfR) guidelines. Wherever possible, recycled and recyclable materials are being used in the production of every Kia. Even at the end of your car's life, one of our environmental targets is the eco-friendly return and treatment of end-of-life vehicles. Operating a rigid process, we guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

As you can see, what you do on a small scale with your household refuse, we at Kia Motors do on a large scale with the vehicles we produce.



SLi model shown



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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 172 countries. Kia today has over 42,000 employees and annual revenues of almost US\$14.5 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.

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