



Everlasting Impression
SPORTAGE



The Power to Surprise



Born into the modern world

The sun rises on a bold, dynamic design, with curves and lines an expression of captivating style and sharp sophistication. The new Sportage, a car that lets you live life to the full.



Taking you
where you want to go

The art of metropolitan living is all about finding the perfect balance between work and pleasure. It's a matter of not only reaching your goals, but relishing the journey that takes you there.





The definition of no-nonsense style

You're at one with everything the city has to offer - sophistication, refinement and the style and elegance of the latest trends - while not forgetting practicality. Cruising the city in your Sportage means you will never get left behind.



Welcome aboard

Take a seat. This is your kind of vehicle. With the horizontal dashboard layout creating a feeling of space, the sensation is like being seated inside a sporty coupé.



4.3" TFT LCD
touch screen audio

The optional large touch screen audio system provides enhanced intuitive control of numerous functions.

Sounds to
accompany the journey

Driving was made for music. So naturally, the Sportage features a top-of-the-line audio system to make your travels complete. Tune in to your preferred radio station, play CDs, or connect your MP3 player or iPod.

And there's no need to take your hands off the steering wheel to skip tracks or stations, since everything can be controlled from the steering wheel. The same goes for making phone calls, with Bluetooth functionality allowing you to do so hands-free.



6 speaker sound system,
for music all around you

High-fidelity sound for your senses
Two tweeters and four door speakers provide superior sound quality, while the optional subwoofer with external amplifier deliver an even more enhanced listening experience.



Bluetooth hands-free

Bluetooth hands-free lets you talk on the phone without taking your hands from the steering wheel, and also lets you stream music.



MP3, iPod and USB connectivity

With MP3, iPod and USB connectivity, you can enjoy your favourite music from a range of mobile storage devices and portable music players.



Audio remote control

Turn it up, turn it down. The audio system can be controlled from the steering wheel at the touch of your fingertips.

Our priority: your comfort

With the Sportage, dynamics go hand in hand with comfort. A ventilated driver's seat keep you cool on hot days, while the seats heat up in cold weather to keep you warm. As the road passes beneath the wheels, there's plenty going on overhead – a panoramic sunroof lets fresh air in and bathes you in natural light. And when the temperature climbs upwards, a fully automatic climate control system separately adjustable for driver and passenger keeps you cool.

Automatic air conditioning with dual-zone control

Set your desired temperature and the air conditioning system automatically adjusts to maintain the optimal cabin climate. Dual-zone controls let the driver and front passenger select their own preferred temperature.



Rear air-vent

Newly added rear air-vents provide better heating & cooling capabilities for rear passengers. (Available only on A/T models with foot parking brake)



Ventilated front seats

Cool air is blown through the backrests and seat cushions to maximize comfort of the front seat occupants.



Seat warmers

The front and rear seats heat up at the touch of a button to provide maximum comfort on cold days.



Stain resistant seat covers

Stain resistant seat covers keep the seats fresh and odor-free. (Available only for cloth seats)



Panoramic sunroof

The all-glass panoramic sunroof operates with tilt and slide efficiency, while featuring built-in safety mechanisms to prevent wandering hands from getting trapped.



On the inside, space

The Sportage's spacious interior embodies the three key design elements of rugged elegance, smooth surfacing and stylish functionality. Ergonomically designed seats combined with three-dimensional moulding complete the harmonious solidity.



An outline of irresistibility

Take in the unmistakable profile. With a sloping roofline design that flows from front to back, Sportage exudes a sense of undiluted flair, strength and purpose that is evident in each and every well-defined contour.



Refined Power, and the power to reduce emissions

Modern driving demands performance with efficiency, and the Sportage delivers on both.



2,359cc

Theta II 2.4 D-CVVT Gasoline engine
Max. Power 177 ps @ 6,000 rpm
Max. Torque 23.1 kg-m @ 4,000 rpm

Built to perform, made for optimum mileage

With a choice of 2.0 or 2.4-litre four-cylinder gasoline engines or a 2.0-litre R diesel engine, you'll enjoy smooth, measured power together with low CO₂ emissions. With the 2.4-litre gasoline version generating a maximum 177ps @ 6,000 rpm, the engine's low weight aluminium construction contributes to frugal fuel consumption. At the same time, minimal vibration, variable valve timing and a variable induction system exemplify class-leading build quality.



1,999cc

Nu 2.0 D-CVVT Gasoline engine
Max. Power
158 ps @ 6,200 rpm (Euro 2)
154 ps @ 6,200 rpm (Euro 3/4/5)

Max. Torque
19.6 kg-m @ 4,000 rpm (Euro 2)
19.5 kg-m @ 4,700 rpm (Euro 3/4/5)



1,995cc

R 2.0 VGT Diesel engine
Max. Power
177 ps @ 4,000 rpm (Euro 2/3)
184 ps @ 4,000 rpm (Euro 4/5)

Max. Torque
39.0 kg-m @ 1,800-2,500 rpm M/T (Euro 2/3)
40.0 kg-m @ 1,800-2,500 rpm A/T (Euro 4/5)

Enjoy the drive,
love the technology

Supervision cluster & auto cruise control

4.2-inch TFT LCD screen

The newly designed supervision cluster features a highly visible display which shows a wide variety of useful vehicle information.



Auto cruise control

Ideal for maintaining a consistent speed during motorway driving, the auto cruise control function includes a memory feature so that you can effortlessly resume your previous speed after braking.



Advanced transmission

Choose from either a 6-speed manual or 6-speed automatic transmission. The sixth gear adds an extra dimension to cruising, while the auto shift lock system of the automatic prevents unintended accelerations.

Flex steer

The level of steering assistance and feedback can be adjusted at the touch of a button for a more engaging drive (sport mode) or for less steering effort when you're stuck in traffic (comfort mode). (Available only on Nu engine models)



Out on the road, everything
is at your command

Take your Sportage anywhere you want. Advanced technologies deliver the ride you've been waiting for.

Pick a destination. Then let Sportage take you there

The world is yours to discover. And what better way to discover it than with the Sportage? On or off-road, it's at home in any environment. A trusted companion to expand your horizons.





Getting to grips with the road

Surefooted road handling and exceptional traction over the most demanding terrain. With all-wheel drive, the Sportage really shows you what it's made of.



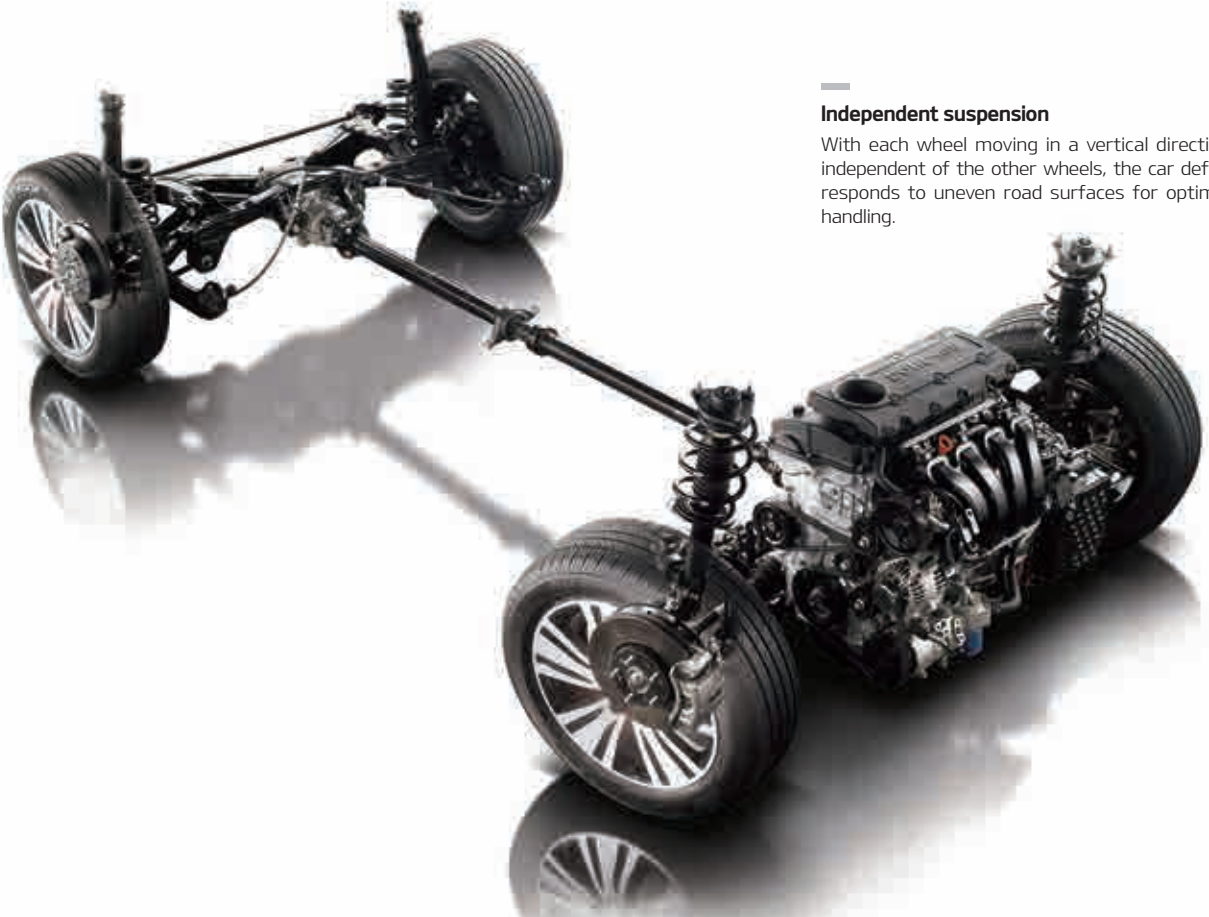
AWD lock mode

When you encounter low-traction surfaces such as deep snow or sand, a simple push of a button engages AWD lock to provide a 50:50 torque split between the front and rear wheels.



Available as an option, automatically-engaging all-wheel drive senses road conditions, wheel speed and acceleration, then applies the correct amount of torque to the front and rear wheels. The result is optimum grip, allowing you to tackle any kind of road surface and gradient with complete confidence. Meanwhile, the independent suspension system ensures that handling is always balanced, agile and manoeuvrable, with the suspension itself featuring a high performance damper to soak up shocks from the road.

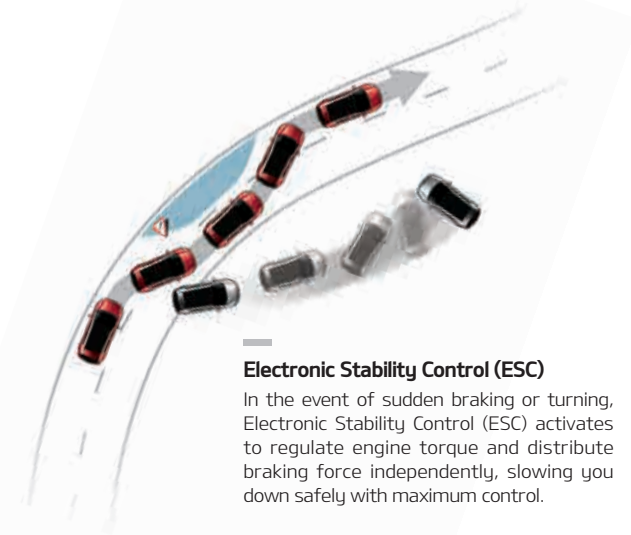
A^{WD} a sporty yet refined driving experience



Independent suspension

With each wheel moving in a vertical direction independent of the other wheels, the car deftly responds to uneven road surfaces for optimal handling.

Delivering the ride, delivering the safety



Electronic Stability Control (ESC)
In the event of sudden braking or turning, Electronic Stability Control (ESC) activates to regulate engine torque and distribute braking force independently, slowing you down safely with maximum control.



Disc brakes with ABS
Large disc brakes offer plenty of stopping power, and an Anti-lock Braking System (ABS) prevents skidding and lets you maintain steering control under hard braking conditions.



Active headrests
Active headrests cushion the head and neck during a rear-end collision, moving forwards and up within a split second of impact.



Parking Assistance System
Parking in tight spaces can often be awkward. The Parking Assistance System sounds an alert if you get too close to obstacles, making parking simpler than ever before.

Peace of mind active and passive safety features
A comprehensive range of safety features are incorporated into the Sportage to ensure the finest in driving is accompanied by the finest in safety. Six airbags are built in – two at the front for driver and passenger, two at the sides, plus curtain airbags running front to back. The side and curtain airbags incorporate a rollover sensor, automatically inflating in the event of the car turning over.

(Rollover sensor is not available in Middle East countries)

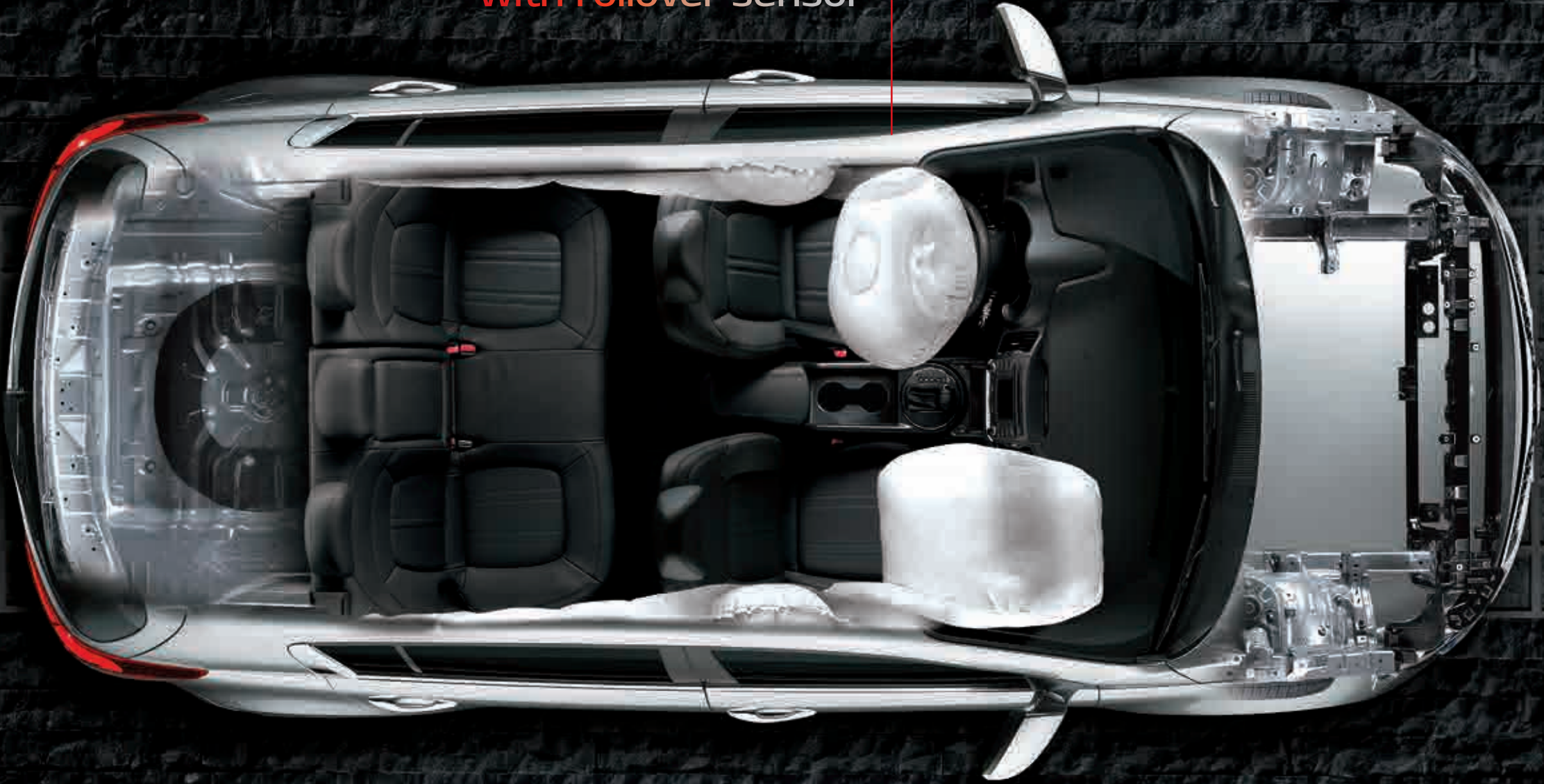


Downhill Brake Control and Hill-start Assist Control
Downhill Brake Control (DBC) helps you safely maintain control and a steady speed on steep descents. Hill-start Assist Control (HAC) prevents you from rolling backwards when pulling away from stop on an incline.



Backup camera display
The 4.3-inch TFT LCD touch screen audio features backup camera display to ease the process of parallel parking and reversing out of tight spots. Triggering the camera happens automatically when the Sportage's transmission is put into reverse.

6 airbag protection with rollover sensor



Across-the-board collision countermeasures
Improved interior cabin safety is delivered through the use of high tensile strength steel reinforcing the front, rear and sides, oversized bumper beams, a ringed structure at the centre pillar area, and a chassis design that disperses impact along a number of different paths.





The end of the day. And
some things are just beginning

Time to kick back and do what you want to do. The Sportage, standing still yet looking like it wants to move, adds a mystique of anticipation to things to come.



Storage space with a place for everything

The Sportage doesn't just provide ample room for you to stow your gear. Thanks to 60:40 split folding rear seats, you can carry luggage of all shapes and sizes. So loading long items like skis is just as easy as carrying compact items like suitcases and sports holdalls. Add further convenient stowage areas like a sunglasses holder complete with map reading lamp, drink holders and an illuminated glove box, and everything is where it should be.



Cargo screen and luggage net

A luggage screen hides your gear while a net prevents stowed away items from sliding about so you can load up your Sportage with peace of mind.

01. **Door map-pocket** The place to keep maps and other items that require easy accessibility. 02. **Centre console** The centre console storage binnacle now features a detachable tray which is perfect for placing easy-to-lose small items. 03. **Front floor console with cup holders** Chrome ringed bezel and illumination of the floor console cup holders double the style and functionality. 04. **Cooling glove box** Complete with a light for better visibility, an optional cooling glove box lets you keep drinks and snacks chilled. 05. **Rear centre armrest with cup holder** Provides added comfort for passengers, and lets them store drink cups securely. 06. **Centre fascia lower tray** Newly applied illumination offers enhanced visibility at night.



Spacious flexibility

Configure the stowage space the way you want: 2nd row seats upright, split-folding or full folding.



Arrange the rear seats depending on what you're carrying for all the storage convenience you'll ever need.

Rear seat back flexibility



5° recline

Rear seat back recliner

Rear passengers can easily find their ideal seating positions with the 2-step seat back adjustable lever.



Black bezel headlamps with LED DRL

High tech black bezel headlamps with LED daytime running lights provide sharp illumination at night and added driving safety during the day...not to mention plenty of visual impact.

HID headlamps

HID headlamps produce more light than conventional headlamps while using less power. At the same time, their distinctive blue light lends the Sportage a noticeable touch of class.

Inside and out, the complete CUV

01. Smart key with push-button start/stop Fire up the ignition without turning the key. Sporty sensations are at the tip of your finger. **02. New Kia grille design** Kia's family-look front grille gives Sportage an instantly recognisable and modern appearance. **03. Headlamps with escort function** When you lock the car after parking, the headlamps stay reassuringly lit for 30 seconds. **04. Gull-wing folding heated outside mirrors** Offering a touch of class with their looks, aerodynamics and built-in LED lights, the wing mirrors also provide rapid de-misting on cold & rainy days. **05. Bumper and fog lamps** Part of Sportage's sleek frontal styling, fog lamps improve your vision during adverse weather conditions. **06. Wheel arch and side sill moulding** The sculpted, voluminous wheel arches and side sills are all part of Sportage's dynamic stance. **07. Rear spoiler and high-mounted stop lamp** Enhances both aerodynamics and other road users' visibility of your intention to brake. **08. Two-tone rear bumper with signal lamp** Separated from the main rear lamp cluster, the rear signal lamps form an elegant part of the rear bumper. **09. Surface-mounted roof rack** The Sportage is for the adventurous. A surface-mounted roof rack lets you easily carry your outdoor equipment.



10. Door scuffs Help protect the interior finish when you enter and exit the vehicle. **11. Safety power window** Convenient with smooth operation and an anti-trap mechanism so that hands and objects don't get caught. **12. Sunvisors** Not only do they shield your eyes from the sun, but also feature built in vanity mirrors. **13. Map lamp and sunglasses holder** Just what you need to study a map closely, together with a useful place to keep sunglasses within easy reach. **14. Manual tilt & telescopic steering wheel** A fully adjustable manual tilt & telescopic steering wheel lets you find your ideal steering wheel position. **15. 6-way adjustable seat** The 6-way power adjustable driver's seat lets you tailor your driving position to the perfect setting.

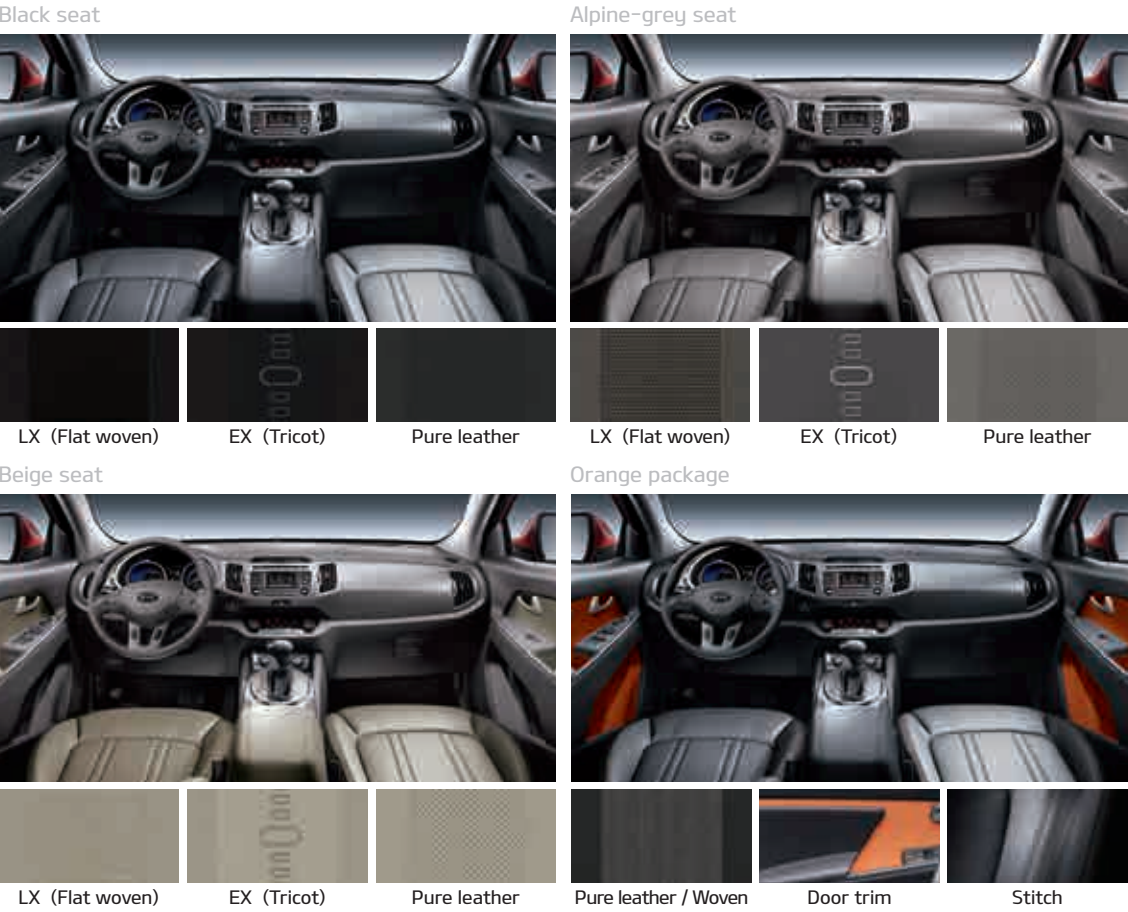


Hi-tech rear combination lamps

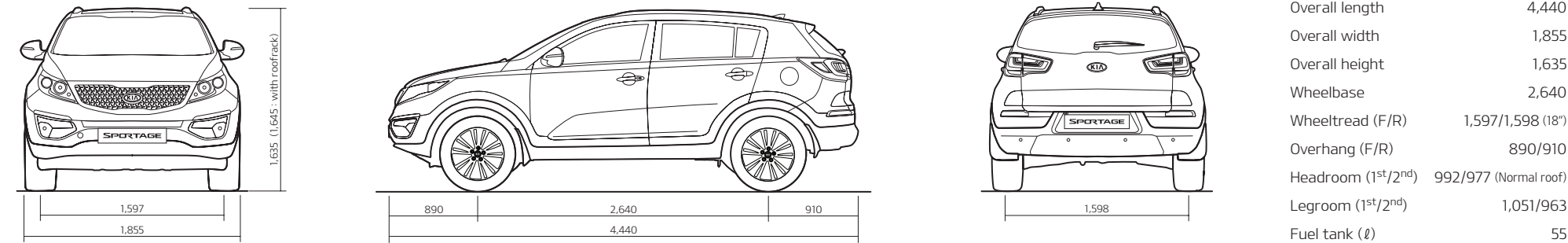
Built into the contours of the bodywork, the multi-coloured rear combination lamps are designed to ensure that the flowing lines of the Sportage are not disturbed.

Colours & Dimensions

Interior Colours



Dimensions



All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors Corporation makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors Corporation may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown include optional equipment that may not be available in some regions. All video and camera screens shown are simulated. Kia Motors Corporation, by the publication and dissemination of this material, does not create any warranties, either express or implied, to any Kia products. Contact your local Kia dealer for the most current information.

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Exterior Colours



Wheels



As eco-conscious as you are **eco dynamics**

KIA

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 as a whole.

Kia Motors designated environmental management as one of the core objectives of our socially responsible management initiative launched in 2008 and has put the environment at the forefront of all our business activities. We aim to spearhead efforts to combat the global challenges of natural resource depletion and climate change.

We are applying innovative automotive technologies to dramatically improve energy efficiency and are making consistent investments in technology innovation to commercialize hybrid, electric and fuel cell vehicles. We are also building a clean production system, raising the resource recovery rate, designing vehicles with the disposal phase in mind, increasing energy efficiency, and adopting low-carbon fuels.

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.

In short, we are committed to finding fundamental solutions to cut energy consumption and combat climate change. As you see, what you do on a small scale with your household refuse, we at Kia Motors do on a large scale around the world.





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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 and dynamic styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical and stylish but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) - a maker of quality vehicles for the young-at-heart - was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US\$43 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA - the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan - "The Power to Surprise" - represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.



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