



A Gift of True Innovation

CERATO



The Power to Surprise



Add a dose of
extraordinary to your life

Perhaps you never thought innovation, technical excellence and exceptional style could all come together in an affordable passenger car. But finally, they do. Let the new Cerato take you places you've only imagined.

ALL-NEW **CERATO**

Aesthetic appeal that makes time stand still

Redefining the very best in automobile design, the new Cerato's bold, coupé-like proportions and eye-catching lines and curves exude brisk acceleration and effortless fluidity of motion.





Radiance from every angle

Advanced lighting systems are just a taste of the many high-tech innovations to be found inside and out of the new Cerato. You'll enjoy not only stylish sophistication but also greater visibility for added safety and convenience at night.

LED daytime running lights

LED daytime running lights ensure added safety by clearly defining your position on the road, while also projecting a sense of authority and style.



HID headlamps

Emitting a distinctive blue hue, projection headlamps light up more of the road with a penetrative, accurate beam.



LED rear combination lamps

LED rear combination lamps not only provide high visibility for drivers approaching from behind, but also add an element of modernity and style with their multi-dimensional design.



Fog lamps

With a unique split-housing design that provides a striking visual effect, the fog lamps are positioned low on the front bumper for better illumination.



An array of exterior and interior lights synchronize with the smart key to light up and welcome you to the car.

A perfectly proportioned profile

The new Cerato's dynamic silhouette is accentuated by a sweeping roof line, shortened front and rear overhangs and distinctive side character line. The result is a sleek yet purposeful side view that stands out from the crowd.





Bring out the driver in you

The driver-oriented cockpit, featuring an intuitive instrument and switch layout, is the perfect blend of functionality and style. The center fascia is angled toward the driver by 9 degrees, while the distinctive wave-like motif of the dashboard completes the overall look.





Enhanced ergonomics for maximum control

The ergonomically-designed driver space provides you with precise, fingertip control, together with class-leading comfort. Taking center stage is a high-tech supervision cluster with 4.2" full-color TFT-LCD that displays a comprehensive range of vehicle information. Meanwhile, a floor console tray with sliding cover lets you store your essentials within easy reach, and a sliding center armrest provides extra comfort on long journeys.



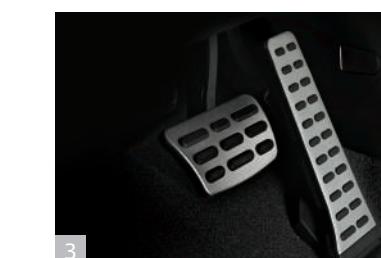
Supervision cluster
The supervision cluster's intuitive interface lets you access a range of user settings.



1



2



3



4



1. 10-way power assisted driver seat
The 10-way power assisted driver seat with lumbar support electronically adjusts so that you can easily find your ideal driving position.

2. IMS (Integrated Memory Seat)
Featuring memory settings for two different drivers, IMS enables each driver to automatically adjust the seat position at the touch of a button.

3. Organ-type accelerator pedal
The organ-type accelerator pedal moves along the same natural plane as your foot for more comfortable operation, especially on extended journeys.

4. Smart key with push button start
For added convenience, you can lock or unlock the new Cerato's doors without taking the key out of your pocket or purse by simply pressing the button on the door handle. Turning the engine ignition on and off is also as easy as pushing a button.





Spacious sophistication

By lengthening the wheelbase and completely rethinking the use of space, every occupant will enjoy new Cerato's roomy interior. Soft-touch materials, artificial leather trim and carbon pattern embossing are among the finishing touches that give the entire cabin a high-quality, modern feel.

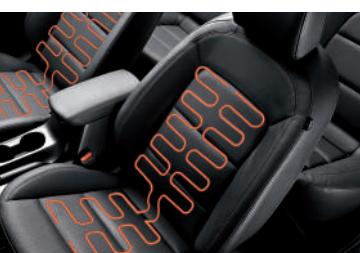




Comfortable surroundings – 365 days a year

An advanced climate control system means you and your passengers can relax on every journey, all year round. A heated steering wheel and seat warmers provide reassuring comfort on cold days, while automatic air conditioning and an air-ventilated driver's seat keep you cool when the temperature rises. An auto defog system activates by itself when condensation is detected on the windshield glass, and a cluster ionizer ensures air flowing into the car is clean and odor-free.

Ventilated driver's seat
Air blowing out through the seat cushion and back saves you from the discomfort of becoming hot and sticky during the summertime.



1. Rear air vent

Back seat passengers can also enjoy warm or cool air circulation thanks to a rear air vent positioned at the back of the center console.

2. Automatic air conditioning with dual-zone control

One climate temperature can be set for the driver and another for the front seat passenger. Both settings will be automatically maintained.

3. Heated steering wheel

The leather-wrapped heated steering wheel is both practical and comfortable on frigid winter days.

4. Seat warmers

Heated seats ensure that both driver and front seat passenger are snug and warm even on the coldest days.

Get ready to be inspired

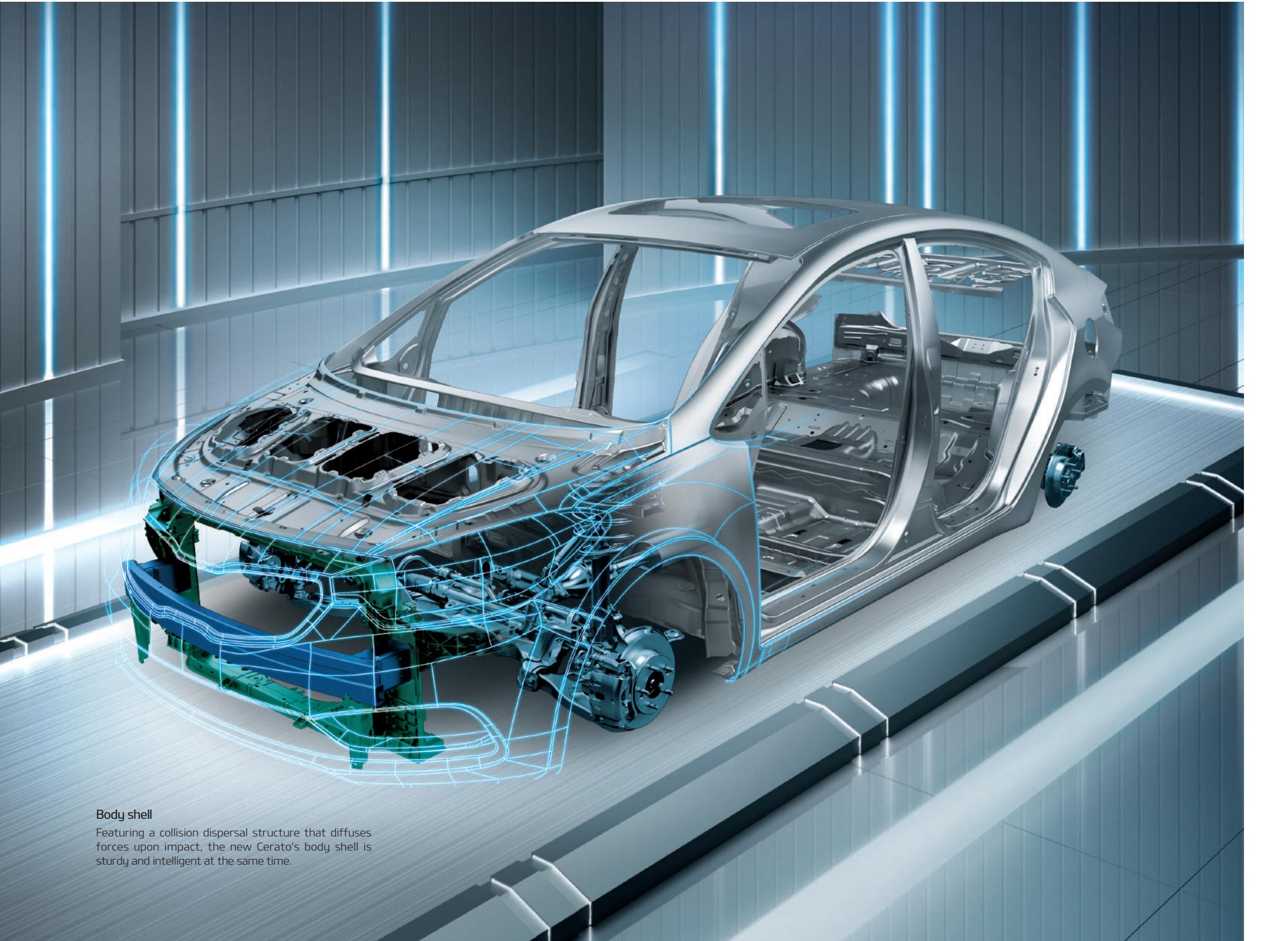
Distinctive sportiness combines with cutting-edge technology and advanced on-road performance to awaken the senses while opening up your world to new horizons.



A driving experience that stirs your emotions

Combine beautiful exterior styling with superb performance and power, and the thrill of driving truly comes alive. Whether you're navigating through tight corners, accelerating on highways or braking in sudden stop situations, the new Cerato instinctively responds to your commands.



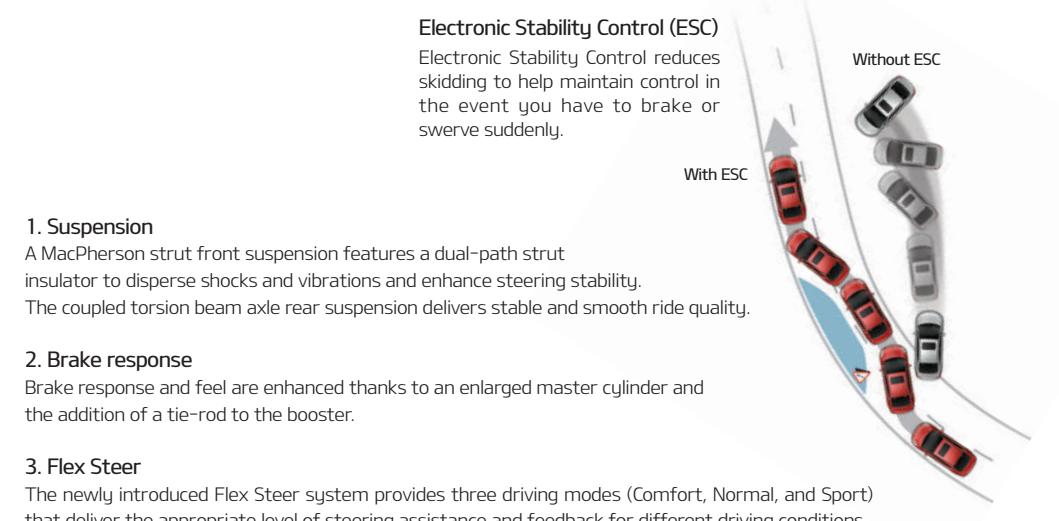


A smooth and stable ride

Underpinning the new Cerato's agile and responsive driving characteristics is a foundation of stability and strength. A high-tensile steel chassis, together with a new hot-stamping process used in specific areas of the sub-frame, provides a torsionally rigid structure for increased protection during both frontal and lateral impacts. Meanwhile, handling and vehicle control are optimized thanks to a range of advanced suspension technologies.



Vehicle Stability Management (VSM)
VSM controls brake force, engine torque and steering torque to provide improved vehicle stability during cornering or on loose or slippery road surfaces.



Hill-start Assist Control (HAC)
By maintaining brake grip until you press the accelerator, HAC prevents the vehicle from dangerously rolling backwards when pulling away from a standstill on an incline.



Uncompromised safety for peace of mind

Combining a range of passive and active safety features, the new Cerato will give you a reassuring sense of security. A comprehensive airbag system, seat belt pretensioners and whiplash reduction headrests protect you in the event of a collision. A parking assist system, with ultrasonic sensors at the front and back, coupled with a rear view camera, make parking in tight spaces a breeze.

6-airbag system

The new Cerato's airbag system comprises driver and front seat passenger airbags, front side airbags, plus curtain airbags running the length of the interior at each side.



1. Rear view camera display

Images relayed via the rear view camera are displayed on the audio system's LCD. A quick glance confirms your position on the road and your distance from obstructions.

2. Rear view camera

The rear view camera gives you clear sight of any obstructions behind the vehicle to make parking and backing-up both safe and easy.

3. Seat belt pretensioners

Seat belt pretensioners automatically tighten the driver and front passenger's seat belts in the event that a crash occurs to help prevent or reduce injury.

4. Electrochromic rear view mirror

The electrochromic rear view mirror automatically dims the reflected glare of headlights from vehicles behind you for added safety while driving at night.



Engineered for you and the environment

Choose from two robust yet quiet petrol engines – a Gamma 1.6 MPI or the more powerful Nu 2.0 MPI unit. Each features Dual Continuously Variable Valve Timing (D-CVVT) and electronic fuel injection, while their lightweight aluminum construction ensures superb fuel economy. Low emissions mean less harm to the environment, while gear shifting is smooth and precise thanks to meticulously engineered manual and automatic transmissions.



Gamma 1.6 MPI

Max. Power 130 ps @ 6,300 rpm
Max. Torque 16.0 kg·m @ 4,850 rpm



Nu 2.0 MPI

Max. Power 161 ps @ 6,500 rpm
Max. Torque 19.8 kg·m @ 4,800 rpm



1. Paddle shifters

The sporty paddle shifters on the steering column allow you to change gears with your fingers without having to take your hands off of the steering wheel.

2. Auto cruise control

With the press of a switch conveniently located on the steering wheel, auto cruise control lets you maintain a constant speed for improved fuel economy.

3. 6-speed automatic transmission

Fitted with a boot-type TGS knob for a refined and sporty look, the 6-speed automatic transmission ensures silky smooth and precise gear shifts.

4. 6-speed manual transmission

Featuring an improved design for easier shifting into reverse, the completely new 6-speed manual transmission offers slick and dynamic shifting, enhanced fuel efficiency and better durability.

ALL-NEW
CERATO 5-Door

The perfect blend of practicality and panache

Searching for that hard-to-find combination of stunning exterior styling and sensible functionality? Look no further. All-new Cerato is also available in a 5-door version that will instantly convince you that this is not your average hatchback.



A simple lift is all it takes

Open the tailgate and behold a new standard of space and versatility. Cerato 5-Door is the perfect companion for everything from long family journeys to a lively night out on the town.



Five doors, endless possibilities

A surprising amount of interior space and flexible seat folding configurations give you the freedom to carry almost any type of luggage or cargo while ensuring maximum passenger comfort.



1. 2nd row full folding The rear seats can be effortlessly folded forward to create a generous cargo area for transporting even oversized items.

2. 60:40 split folding The second row seats can be folded forward individually to accompany a rear passenger as well as items of various shapes and sizes.

3. Storage spaces Numerous clever compartments including a front, center and side tray let you store smaller items out of view from prying eyes.

*Luggage room (m³) Length: 5.3 Width: 1.25 Height: 5.4

Luggage Volume (SAE): 6517

Life's choices can be hard to make

Whichever body style you choose, All-new Cerato is packed with the latest technology, safety and convenience features while delivering a level of drivability and economy that is sure to satisfy your every desire.





The ultimate in in-car entertainment

New Cerato is loaded with the latest in-vehicle entertainment technologies that allow you to enjoy your favorite tunes and your favorite electronic gadgets. Featuring convenient ergonomic controls and high-end sound quality, the audio system will take your mind off the tedium of daily traffic congestion and make those long journeys all the more enjoyable.



Sound system

New Cerato's 6-speaker sound system with separate tweeters is designed to deliver crystal clear and full-bodied sound reproduction.

1. 4.3" touch screen audio The large color TFT-LCD display provides stunning visibility and touch screen capability while featuring a rear view camera display and high-end audio controls for enhanced convenience. **2. Radio + CD + MP3 audio** With a mono-TFT LCD for excellent visibility, the high-tech audio system features radio, MP3 and CD audio file playback and the new My Music feature. **3. Aux + USB + iPod** A USB port lets you plug in an iPod or other mobile storage device and play your music through the car's speakers. **4. Steering wheel audio remote control** Take full control of the audio system without removing your hands from the steering wheel. **5. Steering wheel hands-free control** Conveniently located Bluetooth hands-free control switches let you make and receive phone calls while remaining focused on the road.



A feature-filled interior from A to Z

Technology, functionality and upscale finishing touches all come together in the new Cerato to deliver unsurpassed driving pleasure. Every interior feature can be operated with fingertip, intuitive control, while storage spaces are designed with maximum convenience in mind.





No detail left unturned

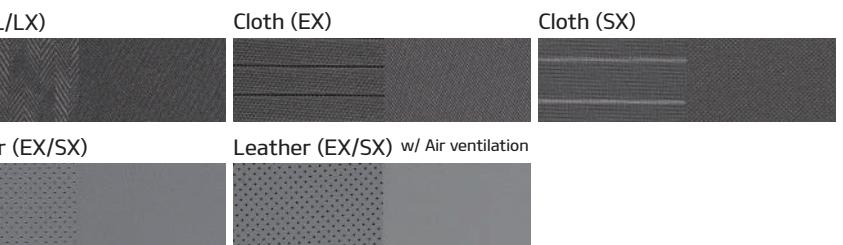
First impressions go a long way. From the distinctive radiator grille to the sporty spoke wheels, every detail of the new Cerato delivers high-end functionality with high-class style.



1. **Hood character lines** The sleek flowing hood lines create a dynamic look and accentuate the vehicle's athletic shape. 2. **Chrome belt line** The chrome-crafted belt line enhances the sporty profile with dynamic simplicity. 3. **Grip-type exterior door handles** Providing a not only a truly sporty look, grip-type outside door handles are highly satisfying to the touch. 4. **Rear spoiler** An aerodynamic spoiler on the rear trunk lid accentuates the sporty exterior design of the new Cerato. 5. **Wing mirrors with LED side repeaters** Aerodynamically-shaped wing mirrors feature LED side repeaters to make you more visible to others when turning. An electric gull-wing folding version adds to the sense of style and luxury. 6. **Aero blade wipers** The wiper blades are aerodynamically designed to prevent them from lifting off the windscreen at high speeds. 7. **Security indicator** A security indicator with blinking LED deters potential intruders by letting them know the alarm system is activated. 8. **Safety power windows** A safety mechanism built into the front windows prevents them from closing when an obstruction gets in the way. 9. **Safety power sunroof** A tilt & slide power sunroof lets light and air into the interior, while a safety mechanism prevents it from closing if an obstruction is detected.

Interior colors and trim

Grey interior



Black interior



White color package



Brown color package



Your Cerato, your way

With three radiator grille styles, four wheel types and beautiful body colors to choose from, configuring a Cerato that's just right for you has never been so enjoyable.

Exterior colors

Available for 4-door & 5-door model



Clear White (JD)



Snow White Pearl (SWP)



Silky Silver (4SS)



Metal Stream (MST)



Aurora Black (ABP)

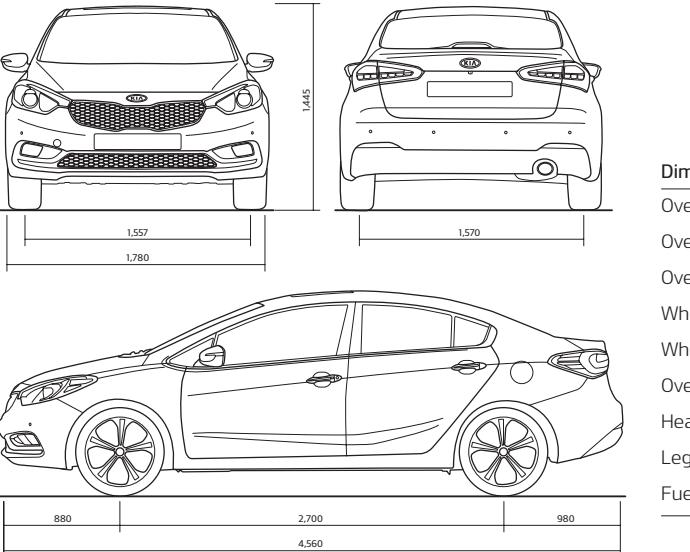


Temptation Red (K3R)

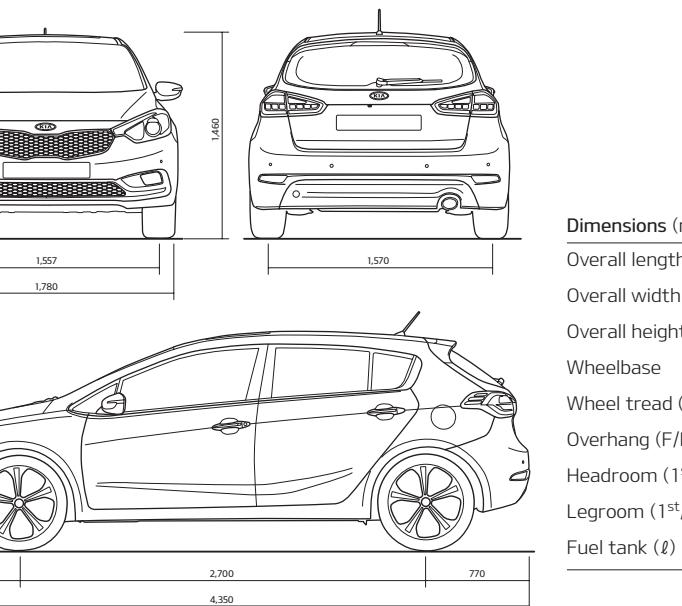


Planet Blue (D7U)

Dimensions (mm)



Dimensions (mm)	
Overall length	4,560
Overall width	1,780
Overall height	1,445
Wheelbase	2,700
Wheel tread (F/R)	1,557/1,570
Overhang (F/R)	880/980
Headroom (1st/2nd)	992/948
Legroom (1st/2nd)	1,073/913
Fuel tank (l)	50



Dimensions (mm)	
Overall length	4,350
Overall width	1,780
Overall height	1,460
Wheelbase	2,700
Wheel tread (F/R)	1,557/1,570
Overhang (F/R)	880/770
Headroom (1st/2nd)	1,000/983
Legroom (1st/2nd)	1,073/913
Fuel tank (l)	50

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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 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.

In 2009, Kia launched the 'EcoDynamics' sub-brand, which is being applied to the most eco-friendly cars within each Kia model range as innovative fuel-stretching and emissions-cutting technologies such as hybrid, electric and hydrogen fuel cell powertrains are progressively introduced.

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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