

THE ALL NEW

CERATO

FULL OF SURPRISES.



KIA. THE POWER TO SURPRISE.

Kia is the newest and most exciting force of change in the automotive world, ready to change the way you feel and think about driving. That's more than just a promise. It's a commitment to continuously surprising our customers. With ongoing innovation, youthful and dynamic styling, and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. Keep your eyes on Kia because our best is yet to come.

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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 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries.

Kia today has over 47 000 employees worldwide and annual revenues of US\$39 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 surpassing customer expectations through continuous automotive innovation.

YOU'LL BE SURPRISED AT HOW IT TURNS HEADS.

The new Cerato is the latest creation from the desk of Peter Schreyer, Kia's legendary Chief Design Officer.

From its distinctive Kia 'Tiger Nose' grille to its clipped rear overhang, the car looks poised and athletic, as if under starter's orders.

In profile it's sleek and purposeful, with a sense of fluidity that's strongly coupé.

In a tired world of automotive carbon copies, the all-new Kia Cerato truly is a stand out vehicle in its segment.



HID headlamps (SX model)

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

Fog lights

With a unique split-housing design, the fog lights are positioned low on the front bumper for better illumination, increasing on-road visibility.

LED daytime running lights

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

LED rear combination lamps (SX model)

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

Smart welcome home lights (SX model)

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

Alloy wheels

The Cerato is shod with either 16" alloys (EX model) or 17" alloys (SX model).

Front and rear park distance control (SX model)

A parking system with ultrasonic sensors at the front and back makes parking in tight spaces a breeze.



THE SURPRISES CONTINUE.

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

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

Auto-light control

The Cerato has built-in dusk sensors which detect ambient light and activate headlamps automatically when needed.

Smart key with start/stop button (SX model)

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.

Bluetooth

Bluetooth hands-free control switches, conveniently located on the steering wheel, allow you to make and receive phone calls, while remaining focused on the road.

MP3/iPod/USB connectivity

The high-tech audio system features a radio with a built-in MP3 compatible CD player. A USB port lets you plug in an iPod or other mobile storage devices and play your music.

Optional sunroof (2.0 models)

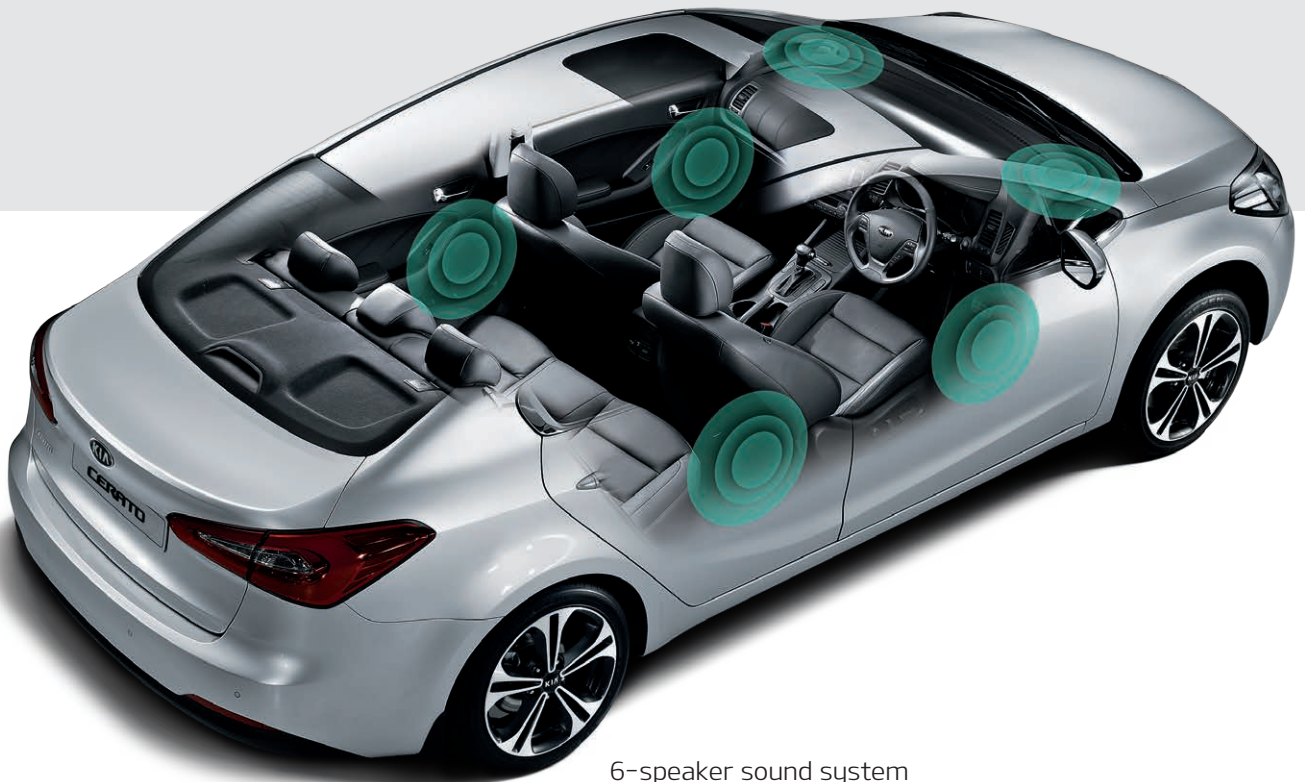
A tilt & slide power sunroof lets light and air into the interior, while a safety mechanism prevents it from closing if an obstruction is detected.





Enhanced ergonomics for maximum control

The ergonomically-designed driver space provides you with precise, fingertip control. The SX model features a high-tech supervision cluster with a 4.2" full-colour TFT screen that displays a comprehensive range of vehicle information. Furthermore a large, 4.3" TFT LCD centre fascia display on this model provides stunning visibility and touch screen capability to control the high-end audio and multimedia functions.



6-speaker sound system

SURPRISINGLY POWERFUL. ASTONISHINGLY SPORTY.

Gamma 1.6 MPI

Max. Power 95.3 kW @ 6300 rpm

Max. Torque 157 Nm @ 4850 rpm

Nu 2.0 MPI

Max. Power 118 kW @ 6200 rpm

Max. Torque 194.2 Nm @ 4300 rpm

Choose from two robust petrol engines – a Gamma 1.6 MPI or the more powerful Nu MPI 2.0 engine. Each features Dual Continuously Variable Valve Timing (D-CVVT) and electronic fuel injection, while their lightweight aluminium construction ensures superb fuel economy and lower emissions.

Paddle shifters (SX automatic models)

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

Automatic cruise control

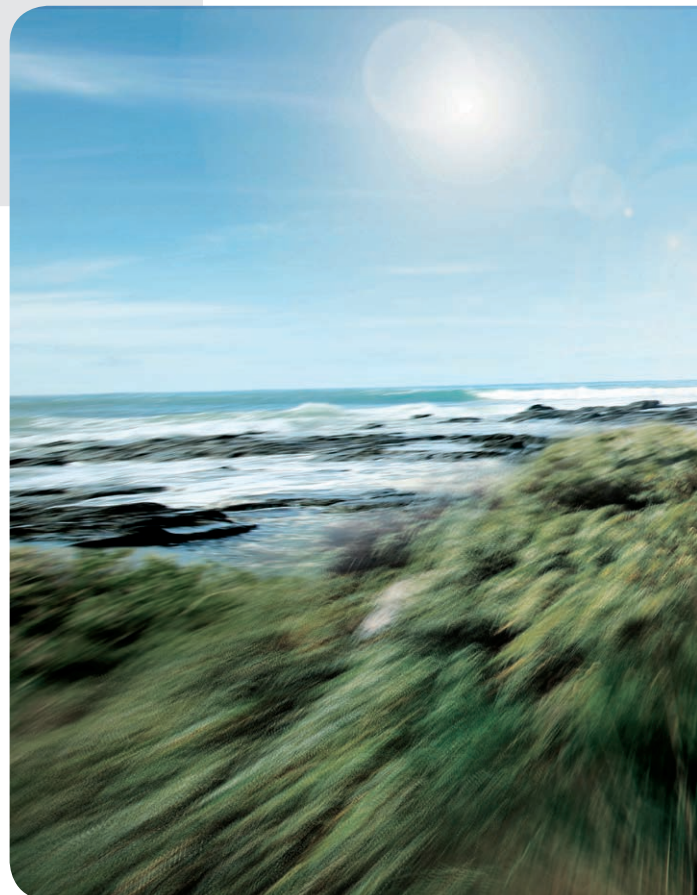
With the press of a switch on the steering wheel, automatic cruise control lets you maintain a constant speed for improved fuel economy and convenience.

6-speed manual or automatic transmissions

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

Flex-Steer (only on 2.0 litre models)

Cerato's new flexible steering system allows you to choose between an individualised normal, sporty, or comfort steering setting at the flick of a switch.



SAFETY. YOU'LL BE SURPRISED.

Combining a range of passive and active safety features, the new Cerato will give you a reassuring sense of security. A comprehensive airbag system and active headrests protect you in the event of a collision.



Rear view camera (SX model)

The rear view camera gives you clear sight of any obstructions behind the vehicle to make parking and backing-up both safe and easy. Images relayed via the rear view camera are displayed on the audio system's LCD screen. A quick glance confirms your position on the road and your distance from obstructions.

Electrochromic rear view mirror

This automatically dims the reflected glare of headlights from vehicles behind you for added safety while driving at night.

A six-airbag system

Comprises driver and front seat passenger, side and curtain airbags.

Isofix child seat anchors

Isofix child seat anchors guarantee that the little ones are as safe as the big ones.

ABS and EBD

Anti-lock Braking Systems and Electronic Brakeforce Distribution are standard throughout the range.

ESC with VSM (SX model)

Electronic Stability Control with built-in Vehicle Stability Management reduces skidding to help maintain control, in the event of you having to brake or swerve suddenly.

HAC (SX model)

Hill-start Assist Control prevents the vehicle from rolling backwards when trying to pull away on an incline – by maintaining braking pressure.

SPECIFICATIONS

ENGINE	1.6 EX	2.0 EX	2.0 SX
Type	In-line 4 cyl, 16 valve DOHC Dual-CVVT		In-line 4 cyl, 16 valve DOHC Dual-CVVT
Displacement (cc)	1,591		1,999
Fuel supply system	Multi Point Injection (MPI)		Multi Point Injection (MPI)
Max power (kW/rpm)	95.3/6 300		118/6 200
Max torque (Nm/rpm)	157/4 850		194.2/4 300
Compression ratio	10.5 : 1		10.3 : 1
Bore x stroke (mm)	77 x 85.44		81 x 97
Fuel type	Unleaded petrol		
TRANSMISSION	1.6 EX	2.0 EX	2.0 SX
Transmission - manual [auto]	6-Spd [6-Spd]		6-Spd [6-Spd]
PERFORMANCE	1.6 EX	2.0 EX	2.0 SX
Acceleration (0-100km/h) MT[AT]	10.1 [11.6]		8.5 [9.3]
Maximum speed (km/h) MT[AT]	200 [195]		210 [205]
CO2 emissions (g/km) - combined MT[AT]	154 [160]		164 [170]
DIMENSIONS	1.6 EX	2.0 EX	2.0 SX
Overall length x width x height (mm)	4 560 x 1 780 x 1 445		
Wheelbase (mm)	2700		
Wheel tread (front/rear) (mm)	1555 / 1566	1555 / 1566	1557 / 1570
Overhang (front/rear) (mm)	880/980		
Minimum ground clearance (mm)	150		
Drag co-efficient (Cd)	0.27		
CAPACITIES	1.6 EX	2.0 EX	2.0 SX
Curb weight:min-max kg MT[AT]	1160 - 1260 [1192 - 1293]		1198 - 1296 [1221 - 1319]
Gross vehicle mass kg MT[AT]	1720 [1740]		1740 [1760]
Tow mass (kg) - trailer with/without brakes (manual)	1200 [610]		
Tow mass (kg) - trailer with/without brakes (automatic)	1100 [610]		
Fuel tank capacity (l)	50		
Cargo area capacity (l): Seat up (VDA)	482		
STEERING	1.6 EX	2.0 EX	2.0 SX
Type	(MDPS) Motor Driven Power Steering		
Minimum turning radius (m)	5.3		
BRAKES	1.6 EX	2.0 EX	2.0 SX
Front brakes	Ventilated disc (280mm)		
Rear brakes	Solid disc (262mm)		
SUSPENSION	1.6 EX	2.0 EX	2.0 SX
Front	MacPherson Strut		
Rear	Coupled torsion beam axle		
WHEELS & TYRES	1.6 EX	2.0 EX	2.0 SX
Wheels	16" Alloy	16" Alloy	17" Alloy
Tyres	205/55R16	205/55R16	215/45R17
Full size spare wheel	x	x	x
SAFETY	1.6 EX	2.0 EX	2.0 SX
Airbags	Driver & passenger, side, curtain		
Active headrests	x	x	x
Impact sensing auto door unlock	x	x	x
Passenger airbag on/off switch	x	x	x
ABS (Anti-lock Braking System)	x	x	x
EBD (Electronic Brake-force Distribution)	x	x	x
ESC (Electronic Stability Control)	-	-	x
VSM (Vehicle Stability Management)	-	-	x
HAC (Hill-start Assist Control)	-	-	x
FEATURES	1.6 EX	2.0 EX	2.0 SX
Air-conditioner	Manual	Manual	Auto
Auto light control with escort function	x	x	x
Auto-locking doors	x	x	x
Bluetooth	x	x	x
Central locking with alarm and immobiliser	x	x	x
Cruise control	x	x	x
Electric chromic mirror	x	x	x
Electric side mirrors	x	x	x
Electric windows (front/rear)	x	x	x
Fog lights	x	x	x
Leather wrapped steering wheel & gear knob	x	x	x
LED daytime running lights	x	x	x
ISOFIX	x	x	x
Radio/CD front loader + MP3/iPod/USB connection	x	x	x
Rear airvents	x	x	x
Remote boot opener	x	x	x
Speakers	6	6	6
Steering wheel remote controls	x	x	x
Telescopic/tilt steering	x	x	x
60:40 split rear seats	x	x	x
Dot matrix LCD cluster	-	x	-
Flex steer	-	x	x
Leather seats	-	x	x
Alloy pedals	-	-	x
HID Xenon headlamps	-	-	x
Paddleshifts (auto only)	-	-	x
Park distance control (front and rear)	-	-	x
Rear boot spoiler	-	-	x
Rear view camera	-	-	x
Smart key with start/stop button	-	-	x
Smart welcome lighting system	-	-	x
Supervision TFT LCD cluster	-	-	x
OPTIONAL	1.6 EX	2.0 EX	2.0 SX
Metallic paint	x	x	x
Sunroof	-	x	x



Bright Silver



Aurora Black



Planet Blue



Glittering Metal



Golden Beat



Temptation Red



Abyss Blue



Milky Beige



Snow White Pearl



Clear White



17" alloy



16" alloy

5-YEAR / 150 000km WARRANTY • 5-YEAR / 90 000km SERVICE PLAN • 3-YEAR / unlimited km ROADSIDE ASSISTANCE



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