



cee'd



The Power to Surprise



Let's leave the daily grind behind and enjoy a life full of surprises. Like the new-generation Kia cee'd. This truly stunning hatchback combines sporty, coupé-inspired looks with everyday functionality, blending exciting design with quality craftsmanship. It's full of attitude, innovation and space to suit a life that's anything but routine. There is so much to discover, so make the most of it.

The new Kia cee'd:  
**Live more life >>>**

Design

► **Impressive thinking inside and out**

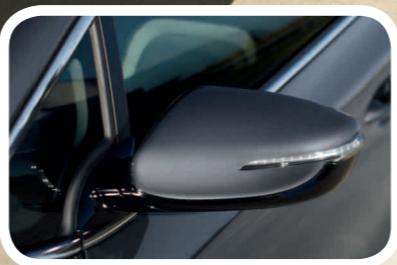
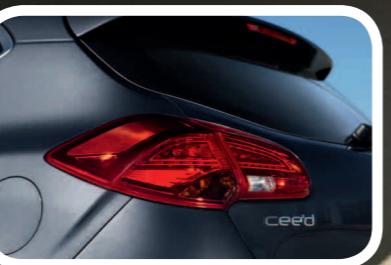
**The new Kia cee'd is designed to appeal to every part of you**

Feast your eyes on the wedge-shaped profile, the strong shoulder line and muscular bonnet. Take in the low stance, the short overhangs and the long wheelbase. With styling typically found on a sporty coupé, this hatchback is a driving invitation that's hard to refuse.

Once inside, you're greeted with 5 door spaciousness and functionality appealing to your sensible side. It's a truly stunning package conceived by Kia's award-winning design team led by Chief Design Officer, Peter Schreyer.

**European appeal:  
designed in Germany,  
manufactured at our  
state-of-the-art  
factory in Slovakia**





**Forward thinking:**  
Our designers have turned the engineers' request for increased aerodynamics into a truly stunning piece of design

Design

► Ready for some special effects?

**"Attention to detail" is not just an empty phrase at Kia**  
We live this attitude, in terms of design and quality, because for us, both go hand in hand. Just take a look at the sleek roofline, the trademark Kia grille or the new beautifully sculpted front and rear LED lights. Every exterior feature is designed to please the eye whilst bearing considerations like aerodynamics in mind. For example, we have kept the underfloor cover as flat as possible. We've extended the rear spoiler and introduced a new character line on the rear lamps. And, as hundreds of hours of wind tunnel testing prove, drag has been reduced considerably, making the cee'd as efficient as ever.

Quality

➤ **Excitement to go on  
and on about**

**Life is full of exciting twists and turns,  
so it's best to choose a car you can count on**

For complete peace of mind, we are proud to offer the cee'd with our industry-leading 7-year warranty. We can guarantee this great coverage because the cee'd is built to the highest standards at our state-of-the-art factory in Slovakia and has been tested rigorously for reliability and durability. So chances are, you will never need to make use of this exceptional bumper-to-bumper guarantee. The warranty is even fully transferable to any subsequent owner while still valid, letting you maximise your car's resale value if you come to sell it. That's what we call a car that's reliably exciting.

**The Kia 7-year  
warranty:**  
7-year/150,000 km new  
car warranty. Valid in all  
EU member states (plus  
Norway, Switzerland,  
Iceland and Gibraltar),  
subject to local terms  
and conditions



It's how quality should make you feel:  
ready to enjoy the day





#### Driver ergonomics

### ► The tools for a promising day

#### The new Kia cee'd is an expert at making you feel welcome

– starting off with the ambient light on the striking centre console. It sets the scene the scene for the sophisticated atmosphere throughout the entire cabin: It's filled with high-quality materials, including the soft-touch surfaces on the dashboard. Unique details such as the fintail door handle and the sporty three-dial instruments add to the stylish appearance. For ease of use, everything is designed around the driver. The intuitively shaped instruments cluster can be chosen with a high-definition TFT LCD speedometer screen for enhanced visibility and added premium feel.

#### Engine start/stop button and smart key:

Forget searching for keys. Just carry the smart key in your pocket or bag. It's recognised by the car as you approach it. To unlock the door, simply push the button on the door handle. To start the car, press the engine start/stop button



The ergonomic theme continues with the adjustable centre armrest and the asymmetric centre console that's turned towards the driver. You'll see, the cee'd blends form and function beautifully.

#### Ambient light:

One of many unique touches for a great atmosphere on board the cee'd

ACC  
ON  
ENGINE  
START  
STOP

## Driver technology

### Bits and bytes to make life easier

#### To help you enjoy every mile, the Kia cee'd offers plenty of high-tech assistance

Take the instrument cluster with colour TFT LCD screen which holds the handy trip computer. Or the all-new convenient electronic parking brake. Instead of applying the lever, the brake can be activated at the touch of a button.

Another piece of ingenious technology: the Smart Parking Assist System. It does the parking for you, even if the available space is only 100 cm longer than your car. The system recognises a suitable parallel parking space, steers, and judges the distance to the car in front and at the rear – all you need to do is adjust the speed and change gears accordingly.



#### 1. The electronic parking brake:

For more comfort, press the button instead of applying a lever

#### 2. Smart Parking Assist System:

Parking has never been this easy: the system works with 10 parking sensors (6 at the front and 4 at the rear). You can also use these to park manually

#### 3. Trip computer:

All you need to know: the computer shows you a wealth of information including distance to empty, time travelled, fuel usage and a speed indicator. It also monitors the tyre pressure, displays the Lane Departure Warning System and, as shown here, the rear parking sensors

#### 4. Trip computer/steering mode:

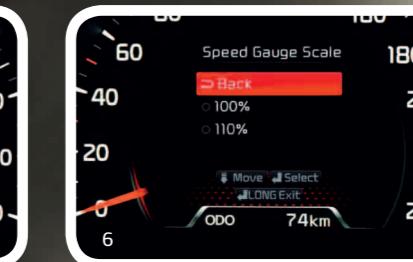
Comfort, Normal or Sport: when you choose Flexsteer, the cluster shows you which steering mode you're in

#### 5. Trip computer/shift indicator:

The trip computer advises which gear to choose to help save fuel and reduce emissions

#### 6. Trip computer/character size:

The information cluster even allows you to change the font size for greater legibility





### Connectivity

## ► Entertainer, navigator, operator: or simply a great hatchback

### Getting from A to B with a smile is typical for the new Kia cee'd

It offers a wide range of smart technology you wouldn't normally expect in a car of this class. Take the audio sound system with CD and MP3 player and 6 speakers. It comes with standard AUX/USB outlets for your iPod or other MP3 players. An audio system with a 4.3" TFT LCD display is available as an option\*. To guide you to your destination effort-free, you can choose our latest 7" touch-screen full-map navigation system. It features voice recognition in up to 10 languages as well as a text-to-speech function, which indicates street names as you drive. The display can also show images from the rear-view camera to help you park manually.

And if you like multitasking, the steering wheel controls allow you to do just that: whilst keeping your eyes on the road, adjust the radio volume, make calls via Bluetooth, or set the cruise control.

#### 1. Satellite navigation system:

The advanced 7" touch-screen full-map navigation system even shows you points of interest

#### 2. Audio remote control:

Stay focused on the road: adjust the volume without taking your hands off the wheel

#### 3. Aux/iPod/USB:

Simply plug in your favourite device to listen to music

#### 4. Bluetooth connectivity:

Making and receiving calls hands-free  
– it couldn't be simpler

**Rear-view camera:**  
The optional 4.3" TFT LCD display audio system can relay images from the rear-view camera to help you park the cee'd



Comfort & quality

## ► Quality for all your senses

### **The front cabin is designed to exceed your expectations**

High-quality materials and special attention to ergonomics ensure you feel at home on the road. If you can't get enough of mod cons, the cee'd offers plenty: the power-assisted driver seat remembers up to two settings, and the steering wheel comes with tilt and telescopic adjustment. Both the steering wheel and front passenger seats can be heated – perfect for cold winter mornings. Simply choose between three levels to suit your preferred temperature. There's also a choice of manual or automatic dual-zone air conditioning. Thanks to the latest in air control technology, both systems ensure excellent fuel economy.

#### **Air conditioning:**

Because we are all different: choose between standard manual air conditioning or, to adjust the climate individually for the driver and passenger sides, opt for dual-zone air conditioning





**Comfort & quality**

➤ **A breath of fresh air**

**The new Kia cee'd is an expert at  
brightening up your day**

If you would like to invite in more light and fresh air, opt for the panoramic sunroof. It instantly brightens up the cabin and creates an even more spacious feel with a great view of the world above you. The smoothly operating two-piece roof can be fully opened and closed at the touch of a button, halted at any chosen position, or tilted. To shield you from the sun on hot days, simply adjust the interior blind.

**Sun & light:**

As easy as 1, 2, 3 – the  
two-piece panoramic  
sunroof

Comfort & quality

## ► More room to play with

### Dynamic on the outside, spacious on the inside

The cee'd hatchback combines both beautifully. The ingenious use of space creates ample legroom and headroom for all passengers to travel comfortably. Even the 380-litre luggage compartment is one of the most generous in its class. And if you require more space to carry larger or longer items, the rear seat can be split 60/40; or simply fold down both seats for a flat loading area and up to 1,318 litres of luggage space.

Plus, there are plenty of options to help you store and secure your items, like handy hooks and separation nets, as well as an underfloor luggage box. Throughout the cabin, you will also find cup holders, armrest storage and a spacious ventilated glove compartment.



Second row but never second best:  
the seats have been ergonomically  
designed to ensure everyone is sitting  
comfortably, with ample headroom and  
legroom for all passengers

cee'd interior grade options

### ► Your very own designer interior

When our designers envisaged the new cee'd, they took inspiration from all sorts of sources: travels through Europe, fashion, design, architecture. The result is an interior that blends sophistication with simplicity, leaving plenty of options for your personal style.

**There are two main equipment grades to choose from, each with a choice of individual interior styles:**

#### **LX interior grades**

LX offers a standard black interior and an optional black and stone beige combination.

#### **EX interior grades**

EX has two standard choices (black and stone beige) and a host of optional designs with different upholstery and colour options to suit your individual taste. For the ultimate comfort and style, opt for leather seats as part of the Sports Package.



#### **LX STANDARD GRADE (BLACK)**

The cee'd in standard "clothes": smart, stylish and sophisticated.

#### **Grade features include:**

- Black one-tone dashboard
- Black fabric seat upholstery
- Silver metal paint-effect centre fascia
- Silver metal paint-effect door handle



#### **LX OPTIONAL GRADE (STONE BEIGE)**

The optional LX grade features the same style of upholstery in a stylish stone beige tone.

#### **Grade features include:**

- Black one-tone dashboard
- Stone beige fabric seat upholstery
- Silver metal paint-effect centre fascia
- Silver metal paint-effect door handle



## EX STANDARD INTERIOR GRADES



### EX STANDARD GRADE (BLACK)

On this EX standard grade, black is the leading theme, with contrasting colour elements featured on the unique seat upholstery.

#### Grade features include:

- Black one-tone dashboard
- Black fabric seat upholstery
- Silver metal paint-effect centre fascia
- Silver metal paint-effect door handle



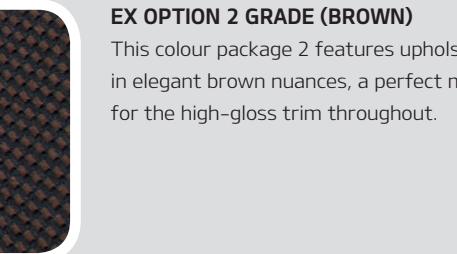
### EX STANDARD GRADE (STONE BEIGE)

On this EX standard grade, lighter colours create an elegant atmosphere, accentuated with silver metal effects throughout the cabin.

#### Grade features include:

- Stone beige one-tone dashboard
- Stone beige fabric seat upholstery
- Silver metal paint-effect centre fascia
- Silver metal paint-effect door handle

## EX OPTIONAL INTERIOR GRADES

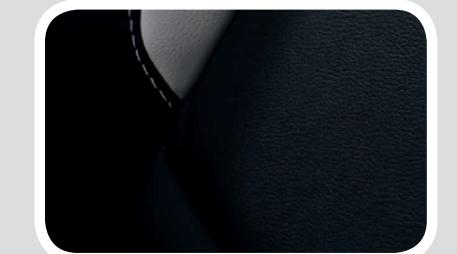


### EX OPTION 2 GRADE (BROWN)

This colour package 2 features upholstery in elegant brown nuances, a perfect match for the high-gloss trim throughout.

#### Grade features include:

- Black one-tone dashboard
- Brown fabric seat upholstery
- Black high-gloss centre fascia
- Black high-gloss door handle and steering wheel trim



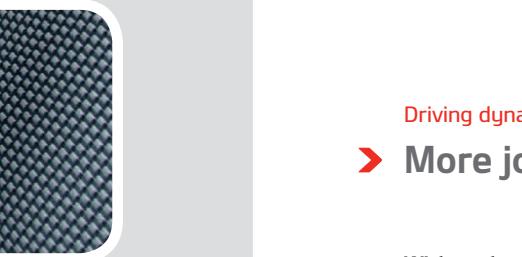
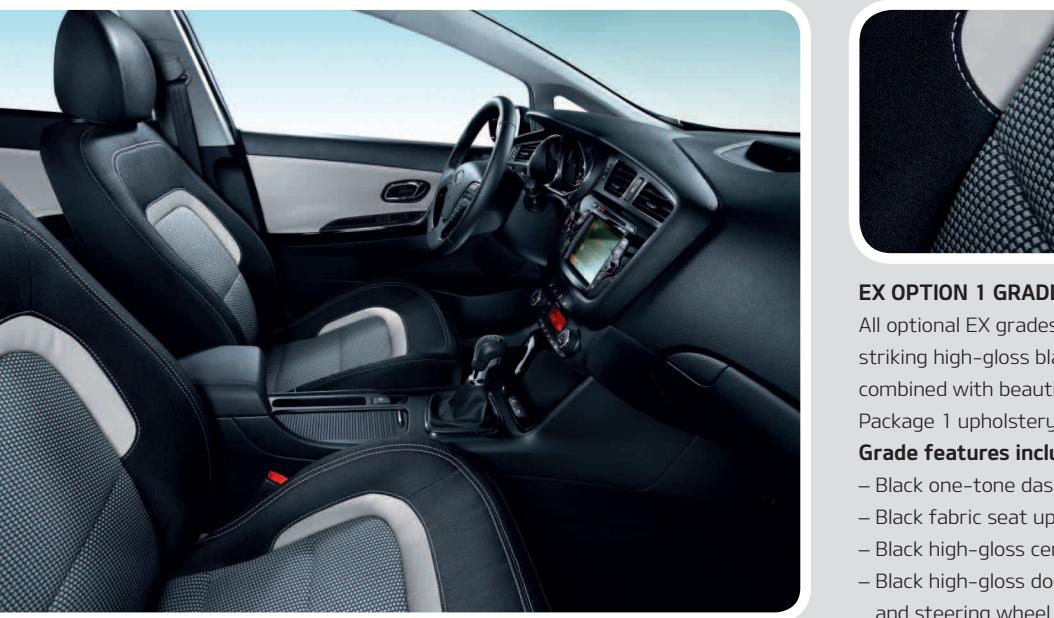
### EX OPTION SPORTY PACKAGE (BLACK)

Leather always elevates style and sportiness, highlighted here with a unique seat upholstery design.

#### Grade features include:

- Black one-tone dashboard
- Black leather seats
- Black high-gloss centre fascia
- Black high-gloss door handle and steering wheel trim

## EX OPTIONAL INTERIOR GRADES

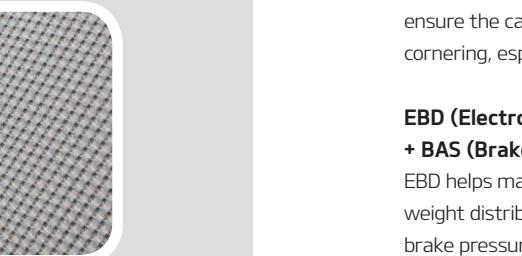


### EX OPTION 1 GRADE (BLACK)

All optional EX grades share trim details in striking high-gloss black. Here, they are combined with beautiful woven Colour Package 1 upholstery in black.

#### Grade features include:

- Black one-tone dashboard
- Black fabric seat upholstery
- Black high-gloss centre fascia
- Black high-gloss door handle and steering wheel trim



### EX OPTION 2 GRADE (STONE BEIGE)

Here, the stone beige dashboard and seat upholstery as part of the Colour Package 1 design create a stylish atmosphere.

#### Grade features include:

- Stone beige one-tone dashboard
- Stone beige fabric seat upholstery
- Black high-gloss centre fascia
- Black high-gloss door handle trim

## Driving dynamics

### More joy in every corner

#### With such an inviting design, our engineers have worked especially hard to deliver a driving experience to match

The suspension has seen extensive fine-tuning, featuring a further refined front MacPherson and rear multi-link suspension. As a result, the cee'd offers excellent handling and drive comfort, even on bumpy roads. Both the reinforced chassis and suspension are fitted with sound-insulating materials to minimise road noise and vibration. These measures work hand in hand with a range of sophisticated driving assistants to help you stay in control and enjoy your journey that little bit more.

#### VSM (Vehicle Stability Management)

VSM works in conjunction with Motor Driven Power Steering to ensure the car stays stable when simultaneously braking and cornering, especially on wet, slippery and rough roads.

#### EBD (Electronic Brake Force Distribution)

#### + BAS (Brake Assist System)

EBD helps maintain more consistent braking as the vehicle loads and weight distribution change by adjusting the front-to-rear balance of brake pressure. BAS detects emergency braking depending on how quickly you step on the brake pedal. It instantly applies full braking force, which helps shorten the overall braking distance.

#### HAC (Hill Start Assist Control)

Perfect for starting on a steep hill, HAC prevents you from rolling backwards. The brake grip is maintained for two seconds until you accelerate.

#### 1. FLEX STEER

With optional Flex Steer, you can adjust the steering performance to your personal driving style: it includes Comfort mode for easy parking and urban driving, Normal mode, and Sports mode for motorway driving

#### 2. Excellent handling and comfort

Delivered by the advanced MacPherson front and the rear multi-link suspension

#### 3. ESC (Electronic Stability Control)

If you have to brake suddenly, ESC applies the correct amount of brake pressure to each individual wheel. It also reduces engine power to help you maintain control and bring your car back on course





## Powertrain & transmission

### Everything for a refined performance

#### CEE'D POWERTRAINS:

A choice of four refined engines delivers the desired get-up-and-go: two state-of-the-art diesel and our latest petrol models ranging from 90 to 135 PS. Innovative weight-reducing measures help increase fuel efficiency, while all models can be fitted with Start/Stop (ISG) technology.

#### 2 PETROL ENGINES

The extensive use of aluminium helps reduce weight and save fuel.

##### The four-cylinder 1.4 MPI (100 PS)

Offers 137 Nm at 4,200 rpm, consuming 5.6 l fuel per 100 km. CO<sub>2</sub> emissions can be reduced to 130 g/km (with ISG).

##### The four-cylinder 1.6 GDI (135 PS)

Features Variable Valve Timing for improved performance at all speeds. The gasoline direct-injection engine produces 165 Nm at 4,850 rpm, consumes just 5.2 l fuel per 100 km, and CO<sub>2</sub> levels are kept to a mere 119 g/km with the EcoDynamics Pack.

#### 2 DIESEL ENGINES

Our latest diesel engines benefit from increased torque, lower weight and reduced fuel consumption.

##### The four-cylinder 1.4 litre WGT (90 PS)

Keeps fuel consumption low with just 4.1 l/100 km. It delivers 220 Nm torque between 1,500 and 2,750 rpm.

##### The four-cylinder 1.6 litre VGT (110/128 PS)

This diesel model leads the way in emission reduction with just 97 g/km featuring one of the lowest CO<sub>2</sub> levels for a conventional combustion engine in this segment. And it only needs 3.7 l fuel per 100 km. All thanks to the EcoDynamics Pack. It delivers 260 Nm from 1,900 to 2,750 rpm.

#### CEE'D TRANSMISSIONS:

There's a choice of sophisticated 6-speed manual and 6-speed automatic transmissions, plus a Kia first (available exclusively with the 1.6 direct-injection petrol engine): the dual-clutch transmission offers the best of both worlds, combining a more agile driving style with greater fuel economy. Both automatic and dual-clutch transmissions can be operated via the handy paddle shifters on the steering wheel.

#### Start/Stop system (ISG)

Stop at a traffic light and the cee'd engine is automatically switched off when your foot is off the clutch. As soon as you resume the journey, the engine restarts. A great way to save fuel and convenient for city driving.

#### ECO pack

This technology includes a whole range of efficiency measures: Intelligent Stop-and-Go, a gear-shift indicator to help you drive more efficiently, and energy-saving car tyres, which reduce fuel usage through less road friction.

##### 1. Dual Clutch Transmission (DCT):

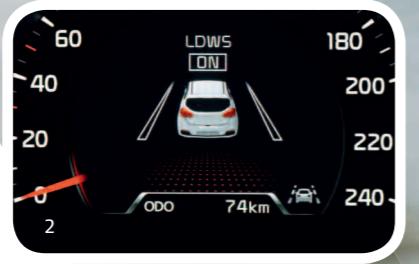
Enjoy racing driver flair, courtesy of the dual-clutch transmission

##### 2. Manual gearbox:

Quick, smooth gear changes thanks to Kia's latest transmission technology

##### 3. Active Eco Display:

Another intelligent measure for more efficient driving, the Active Eco System manages the air conditioning compressor and the alternator to save energy whenever possible



#### Safety technology

### ► The next best thing to a second pair of eyes

#### When it comes to keeping you safe, we go a little further

That's why the cee'd has spent hundreds of hours in rigorous tests to ensure it's prepared for any situation. But that's not all. It comes with a host of smart technologies to help you avoid any danger in the first place.

Our advanced Lane Departure Warning System prevents you from steering off course if you get tired and lose concentration momentarily. A camera monitors the car's position in relation to the lane and, if required, alerts you with a warning sound. The system works from 60 km/h. The cee'd also keeps a check on your tyres. If they fall below the correct pressure, an icon on the dashboard lights up. The Tyre Pressure Monitoring System is a handy way to keep you safe and to help you drive more efficiently.

#### 1. HID Xenon headlamps and Adaptive Front Lighting System (AFLS):

For enhanced visibility at night, the cee'd can be fitted with both xenon headlamps and an Adaptive Front Lighting system. This premium technology helps detect obstacles sooner. It shines the light in corners more efficiently as the swivelling headlamps adapt to the steering angle, the weight and the speed of the car.

#### 2. Lane Departure Warning System (LDWS):

Not an alternative to a coffee break. But when tiredness sets in, this intelligent assistant helps you stay in lane on the road. The instrument cluster alerts you when you begin to move out of the lane unintentionally.





#### Safety technology

### ► Protection you can count on

#### Wherever you're headed, the new Kia cee'd gets you there protected

To ensure the utmost stability and shock absorbance, the reinforced bodyshell features fully interconnected body torsion parts. For all-encompassing passenger safety, it's fitted with 6 airbags — dual front airbags, two side and two curtain airbags. All safety measures have been rigorously tested to comply with the strictest European safety regulations.

#### Bodyshell:

Because safety is paramount. The reinforced body panels are engineered with fully interconnected body torsion parts. Core members have been strengthened further and the B-pillar is made of ultra high-tensile-strength steel

#### Star performance:

Proving its outstanding safety record, the cee'd 5 door was recently awarded the prestigious five-star Euro NCAP award



## Equipment options

### ► The little things that make all the difference

Whether you're the glamorous or the adventurous, the practical or the sporty type, the new cee'd offers everything to suit your needs.

#### 1. Chrome exhaust pipe:

For a stylish statement

#### 2. Lamp washer:

To see and be seen

#### 3. Fintail door handle and grip:

Striking design meets functionality

#### 4. Heated steering wheel:

Perfect for cold starts

#### 5. Paddle shifters:

Change gears without taking your hands off the wheel

#### 6. Air vents (front):

For the best climate at the front of the cabin

#### 7. Air vents (rear):

Adjustable vents for the rear passengers

#### 8. Alloy pedals:

A must for the sporty driver

#### 9. Standard instrument cluster:

Stylish ergonomic essential information

#### 10. Glovebox:

Spacious and ventilated to keep things cool

#### 11. Rear-view camera:

Helps you park your cee'd

#### 12. Manual air conditioning:

Adjust the temperature the way you like it

#### 13. Side mirror with indicator:

Looks great and keeps you safe

#### 14. Welcome light:

Puddle light (underneath the door mirror) and pocket light (inside the door handle) available only in combinations with smart key

#### 15. Tyre Pressure Monitoring System:

An icon on the dashboard lights up if the tyres fall below the correct pressure



Always worth a closer look.  
You'll find high-quality  
features in every corner of  
the cee'd



Cassa White (WD)



Machine Silver (9S)



Sirius Silver (AA3)



195/65R 15" Steel wheel



205/55R 16" steel wheel



Sand Track (D5U)



Matrix Brown (J5N)



Infra Red (AA1)



205/55R 16" alloy wheel



225/45R 17" alloy wheel



Space Blue (J3U)



Planet Blue (D7U)



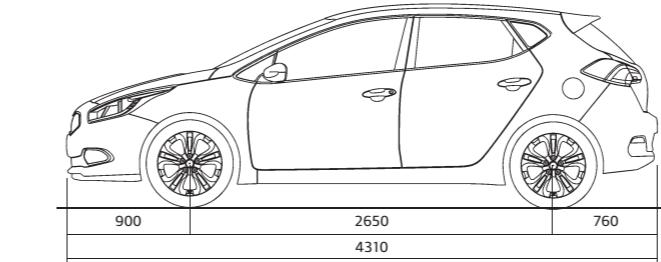
225/45R 17" alloy wheel



Dark Gun Metal (E5B)



Black Pearl (1K)



Paint, wheels & technical specifications

## Beauty according to you

Our designers have done their bit, now it's over to you

Choose your favourite colour, wheels and engine type for a cee'd perfectly suited to you.

### cee'd specifications

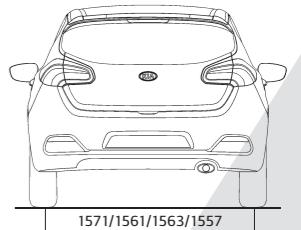
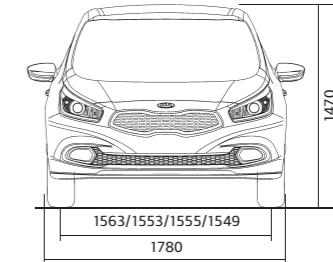
Engines	Gamma 1.4 L PETROL 100 ps	Gamma 1.6 L PETROL 135 ps	U II 1.4 L DIESEL 90 ps	U II 1.6 L DIESEL 110 or 128 ps	
Engine type	MPI four-cylinder DOHC 16-valve	GDI four-cylinder DOHC 16-valve	WGT four-cylinder DOHC 16-valve	VGT four-cylinder DOHC 16-valve	
Displacement (cc)	1,396	1,591	1,396	1,582	
Max. power (ps/rpm)	100/5,500	135/6,300	90/4,000	128/4,000	
Max. torque (kg m/rpm)	137/4,200	165/4,850	220/1,500-2,750	260/1,900-2,750	
Top speed (kpm)	182	195	170	185/197	
Transmissions					
Manual	6-speed	6-speed	6-speed	6-speed	
Automatic	N/A	6-speed	N/A	6-speed	
Unit (mm)					
Overall length	4,310	Shoulder room (front)	1,420	Ground clearance	140
Overall width (excluding door mirrors)	1,780	Shoulder room (rear)	1,392	Hip room (front)	1,360
Overall height	1,470	Wheelbase	2,650	Hip room (rear)	1,295
Headroom (front)	1,018	Wheel tread (front)	1,563	Luggage area volume:	380 L
Headroom (rear)	976	Wheel tread (rear)	1,576	(Rear seats fully folded):	1,318 L
Legroom (front)	1,067	Overhang (front)	900	Fuel tank:	53 L
Legroom (rear)	894	Overhang (rear)	760		

For detailed information on tyre labelling please visit our website: [www.kia.eu/tyrelabelling](http://www.kia.eu/tyrelabelling)

### cee'd exterior dimensions (mm)

All information and illustrations are based on data available at the time of publication and are subject to change without notice.

Contact your local Kia dealer for current information.



Peace of mind

## ► The new Kia cee'd – a whole lot more than a great drive

### 7-year vehicle warranty

Every Kia benefits from a 7-year/150,000 km new car warranty (unlimited for up to 3 years; 150,000 km from 4 years onwards). This bumper-to-bumper warranty is free and transferable to subsequent owners provided the car is regularly maintained in accordance with the servicing schedule.

### 5-year paint warranty & 12-year anti-perforation warranty

High-quality body paint ensures long-lasting protection and shine for your new Kia. It also comes with superior corrosion protection and a 12-year warranty against rust from the inside out.

### Stay in touch with Kia

Visit [www.kia.eu](http://www.kia.eu) for all the latest news. Find out more about Kia and our exciting new car range. Get updates on achievements in alternative fuel development, like liquid gas, hybrid and fuel cell technology. Or discover what our Environment Research Centre is working on.

We're also involved in major sporting events: Kia is an official partner of both UEFA and FIFA. We sponsor the 2012 UEFA European Football Championship, the Australian Open and the tennis star Rafael Nadal.

### Financing

Your local Kia dealer can help you with a financing plan that's best suited to your needs. Please ask for details.



### The Kia 7-year warranty

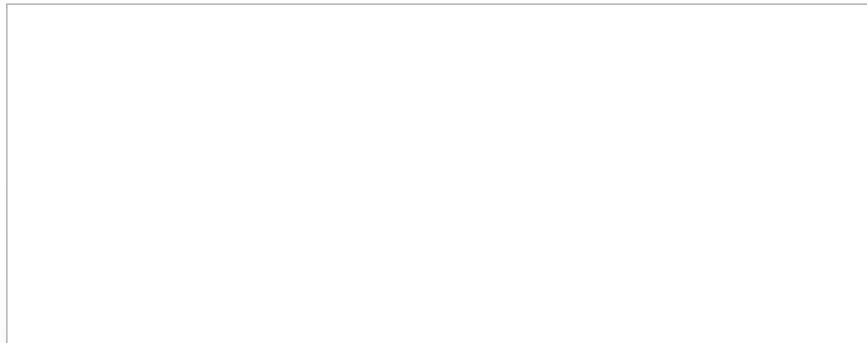
7-year/150,000 km new car warranty. Valid in all EU member states (plus Norway, Switzerland, Iceland and Gibraltar), subject to local terms and conditions.





The Kia 7-year/150,000 km new car warranty.  
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Switzerland, Iceland and Gibraltar), subject to  
local terms and conditions.

[www.kia.eu](http://www.kia.eu)



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The Power to Surprise