



KIA MOTORS
The Power to Surprise™

www.kia.co.uk

SPORTAGE



THE POWER TO SURPRISE™

Kia Motors Corporation is the 4th largest automotive group in the world. If you are not already aware, we are the brand to watch. Kia is a major global player, having exported over 5 million cars to over 155 countries around the world. Our vehicles are continually surpassing our customers' expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our ground-breaking worldwide growth and state-of-the-art dedicated European factory, Kia has a bright future. Kia is actively involved with major sporting events around the world, sponsoring the renowned Australian Open and the FIFA World Cup™ as well as individuals such as tennis sensation Rafael Nadal.

The driving force behind this success is our commitment to quality. With contemporary styling, access to the latest technologies and an excellent build quality, Kia cars are turning heads the world over. It's the car brand with the power to surprise. From the Picanto to the Sorento, Kia offers a full line-up of passenger cars, MPV's, Crossovers and SUVs that suit any lifestyle and are always exhilarating to drive.



Thanks to the high production standards you may never need to use our warranty service.



Relax for 2,555 days.

THE NEW KIA SPORTAGE

Confidence now comes as standard

The new Kia Sportage is covered by our pioneering 7 year vehicle warranty consisting of 3 years/ unlimited mileage and 4-7 years/100,000 mile full manufacturer's warranty including a 12 year/unlimited mileage anti-perforation warranty.



For warranty coverage including terms and exclusions please contact your Kia dealer.



THE ALL-NEW KIA SPORTAGE RANGE

is living proof that first impressions last. This breath-taking, urban-friendly and sleek Crossover is exhilarating. Ecologically aware, the Sportage delivers the style and performance to match our modern, hectic lifestyles, wherever you go and whatever life you throw at it. Apart from a head-turning design, it embodies the essential credentials to tackle any adventure with an unsurpassed combination of comfort and versatility.

Specify your Sportage to suit, by selecting between petrol or diesel, 2WD or Intelligent All-Wheel-Drive (AWD), a slick-shifting 5 or 6 speed manual transmission or a convenient 6 speed automatic.

The choice is yours. A wide variety of different specifications are available, allowing you to enjoy a high level of specification as standard in the Sportage '1' grade, or treat yourself to sheer luxury with a Sportage '3' model, which can also be specified with a fully integrated touchscreen Satellite Navigation system. So why wait? Take charge of the road in style.

100% attraction...



100% satisfaction

THE NEW KIA SPORTAGE MAKES A BOLD

PROMISE: to appeal to both your heart and your head. It's a promise built on fact. After all, experience shows our cars are so well built, we can afford to offer all Kia models with a pioneering 7 year/100,000 mile warranty and unlimited mileage for the first three years. That's seven years or 2,555 worry-free days. Your heart will be won over by the agility and comfort of the new Sportage. Longer, lower and wider than its popular predecessor, it embodies Kia's new-found visual dynamism by taking the key features of an SUV - raised ground clearance, commanding driving position and sense of security and enveloping them in a sleek design. In keeping with a true Crossover, the new Sportage also boasts the superb driveability of a conventional car.





EXTERIOR DESIGN

Reasons to fall in love

"Let's create an object of desire," Kia's Chief Design Officer, Peter Schreyer, said to his team of international designers. His plan was to appeal to the public, first and foremost, with a stunning design. Once 'smitten', the car's inner qualities, driveability and exceptional warranty will undoubtedly win you over.

So what's Schreyer's solution? A ground-breaking Crossover that's more stylish and dynamic than the norm – with a face that's unmistakably Kia. The distinctive signature grille with its striking headlights sets the scene for the strong 'clamshell' bonnet shape. Key to the vibrant silhouette is the sharp, dynamic angle of the windscreen sweeping seamlessly into the roofline. Combined with the narrow 'glasshouse', the Sportage creates a sports-car-like ratio between sheet metal and glass. As a unique design twist, the unconventional reverse-angled C-pillar adds to the athletic profile and improves the outside view for rear passengers. No wonder it attracts admiring glances. In addition, privacy glass (where fitted) keeps out the glare of the sun and adds further style and elegance to the exterior appearance.

The Sportage boasts an excellent range of superb standard features for greater visibility and road safety. These include stylish LED automatic daytime running lights, significantly improving your visibility to oncoming traffic, front fog lights, cornering lights which can provide greater illumination of kerbs and roadside obstructions and a rain sensor which automatically activates the front windscreen wipers as and when required.



The new Kia Sportage was conceived at our European Design Centre.

KIA QUALITY

The foundation of beauty

Our European engineers and technicians have put immense effort into the Sportage to ensure you enjoy it for many years to come. It is manufactured at our award-winning factory in Zilina, Slovakia, where our skilled technicians and precision robots produce cars with the highest possible build quality. You'll feel it in every detail.

At our European Design Centre we're constantly developing new ideas to give customers an exhilarating driving experience.

Intelligent AWD drive:
available when you really need it – thanks to an intuitive and automatic change from 2WD to AWD when bad roads or poor weather conditions require it. It's the smart way to save fuel too as it only engages the rear wheels when a loss of traction occurs or when the driver selects AWD manually.



DRIVER ERGONOMICS

Confidence is contagious

Driving the Sportage is a unique experience. The high seating position gives you an enhanced feeling of control with the benefit of superb all-round visibility and exceptional safety features. This sense of confidence comes with luxury, thanks to the use of high-quality materials throughout and a myriad of unique touches including the stunning, sweeping dashboard with well-laid out instruments and switchgear which maximise the driver's comfort. It's a bold departure from a conventional T-shaped dashboard, broadening from the edges to narrow in the centre. The effect is the cabin feels much wider, increasing your sense of space and protection.

Enjoy the latest forward-thinking technology at your fingertips – the standard fitment of steering wheel mounted controls provides easy access to the innovative hands-free Bluetooth® system which can also be voice activated. Not only can driver's safely receive calls wirelessly and hands-free but the innovative voice recognition functionality also allows the driver to safely place calls remotely. Simply press a button on the steering wheel, say who you wish to call and the Sportage will do the rest. Not only do the steering wheel mounted controls operate your mobile phone, you can also adjust the functions of the audio system and cruise control. In addition, a trip computer features as standard equipment (on mid-range models upwards), providing useful information about distance to empty, average speed, drive time and average fuel economy.



More control at the touch of a button including steering wheel mounted controls.



Automatic dual-zone climate control air conditioning – maintains the perfect temperature for driver and passengers (on selected models only).



Create the perfect driving position: with the driver's seat height adjustment feature.



Cruise control allows you to maintain a constant speed during long journeys.



INTERIOR DESIGN & COMFORT

Looks do get you places

With the new Sportage you're perfectly dressed for any occasion. While the exterior will turn many heads, the interior is exclusively reserved for you. You'll notice the ground clearance helps easy entry for all passengers. Once inside, you are met with a unique sense of space as the Sportage feels simply cavernous. That's because the ingenious design and its long wheelbase ensure plenty of head and legroom. To further amplify the sense of space, Sportage comes with an expansive panoramic sunroof (excluding Sportage '1'). Flooding the cabin with light, the sunroof extends to cover both front and rear passengers but can be screened in both areas if you prefer some shade. Alternatively, slide the sunroof open (electrically of course) to fill the cabin with fresh air. The front glass panel features an electric tilt-and-slide section incorporating an anti-trap safety function for added flexibility, ventilation and comfort – all at the touch of a button.

To create a luxurious feel, premium materials are used throughout the range including durable full cloth, part cloth/part leather or luxurious full leather (model dependent). The full leather upholstery fitted to the top-of-the-range models also comes with heated seats – and not just for the front passengers. In the Sportage, outer rear seat passengers benefit from the warmth and comfort of heated seats too for maximum comfort. Such is the luxury of Sportage you might expect there to be room service too – though a cooled glove box to ensure your drinks and snacks stay chilled will continue the impression (on '3' models).



Creating a greater sense of space: The Sportage's panoramic sunroof (standard feature on mid range models upwards)



Cold night? Heated front and rear seats can make all the difference. Standard specification with full leather seat trim.



Travel in style: leather upholstery is part of the standard specification on Sportage '3' models.





DRIVING DYNAMICS

Meet the brains behind the beauty

The 1.6 litre petrol 2WD 6-speed manual Sportage features a brand new Gasoline Direct Injection (GDi) engine – the first to be introduced in the Kia range and results in CO₂ emissions as low as just 149 g/km which is better for the environment and lowers your running costs.

The main advantages of a GDi engine are increased fuel efficiency and a higher power output. Fuel is highly pressurised and injected via a common rail fuel line directly into the combustion chamber of each cylinder, as opposed to conventional multi-point fuel injection which occurs in the intake tract. As a result, emission levels can be more accurately controlled because of the precise control over the amount of fuel injected which greatly improves efficiency.

Designed and engineered at Kia's Research and Design Centre in Germany, the Sportage introduces a highly-advanced 1.7 litre CRDi (diesel) engine. This new generation engine is based on the 1.6 litre engine currently within the popular and award-winning cee'd range and offers CO₂ emissions as low as 135 g/km.

Excellent performance is achieved by a range of advanced technologies within the new Sportage including a variable geometry turbocharger and second-generation Bosch fuel injection on diesel models and CVVT (Continuous Variable Valve Timing) technology plus electronic fuel injection to boost performance on petrol engines.

ECODYNAMICS

Intelligent Thinking

At Kia, we are constantly striving to find new ways to improve your driving experience whilst minimising environmental impact. The new Sportage is available with Kia's advanced EcoDynamics technology, fitted as standard to both the 1.6 Gasoline Direct Injection (GDI) petrol engine and the advanced 1.7 CRDi diesel engine.

Both engines feature new fuel-stretching Intelligent Stop and Go (ISG) technology, which helps save up to 12% more fuel and reduces your carbon footprint – simply by cutting the vehicle's engine off whenever the car is stationary. When you come to a stop, select neutral and remove your foot from the clutch and the engine will switch off automatically. When you are ready to move off again, simply press the clutch and the engine will re-start instantly. ISG technology can also reduce noise and exhaust emissions too. All elements work together to create what we call "EcoDynamics." Clever stuff!

This means reduced fuel consumption and fewer CO₂ emissions – from just 135 g/km on the 1.7 CRDi diesel engine - which saves you money and helps the environment too. Other eco-friendly features include low rolling resistance tyres (excluding 18" wheels). The EcoDynamics models, like the rest of the Sportage range, are fully compliant with Euro V emission standards.





DRIVING DYNAMICS

There's a reason why a smile is curved

The range-topping 2.0 litre models are available in a choice of petrol or CRDi (diesel) manual or automatic derivatives and each incorporates Intelligent All-Wheel-Drive (AWD) technology. This means in normal driving conditions, the vehicle remains in standard 2WD mode to boost fuel economy but faced with more adverse driving conditions, the AWD system anticipates the need for greater traction and automatically engages.

Within milliseconds, the AWD system intervenes seamlessly to transfer power between the front and rear wheels to adapt to challenging driving conditions at high speeds or on difficult surfaces. Whether you're changing lanes on wet motorways or tackling rough winter terrain, the sophisticated AWD system naturally provides the necessary control to help you manoeuvre safely and to enjoy every stretch of road to the full.

Control is nothing without comfort, however. The Sportage offers a sophisticated, independent suspension system with a rear multi-link set up. Designed to provide a supple yet controlled ride, the suspension has been tuned on UK roads to ensure it can cope with the harshest of road surfaces. As a result, the Sportage offers excellent stability, taut but agile handling and a quiet, comfortable ride. Plus, the extraordinarily compact multi-link rear suspension frees up more essential boot space than a conventional suspension system.

SAFETY TECHNOLOGY

Tough yet caring

Safety is our number one priority so the Sportage range is packed with technology designed to help you avoid dangerous situations. Standard safety features include an Anti-lock Braking System (ABS) which incorporates Electronic Brakeforce Distribution (EBD) and Cornering Brake Control (CBC) to ensure braking is evenly distributed between all four wheels and helps to keep you in full control whatever the road conditions. Under severe heavy braking, the Sportage employs its Adaptive Brake Light system, automatically signalling to vehicles behind that you are braking heavily.

All models are fitted with Electronic Stability Control (ESC) and Downhill Brake Control (DBC) as standard. This important active safety technology automatically applies the brakes to individual wheels as required, to bring the car back under control in adverse conditions or to correct over or understeer. Also linked to ESC is the Hill-start Assist Control (HAC) which takes the effort out of even the steepest hill-start by ensuring that the car does not roll backwards. It is supported by Vehicle Stability Management (VSM), a range of electronic features that help you stay in control and ensure excellent road holding.



Downhill Brake Control (DBC): When descending a steep slope, DBC automatically maintains a steady and stable 5 mph speed without you needing to step on the accelerator or brakes.



The Brake Assist System (BAS) and Cornering Brake Control (CBC) always ensure sufficient brakeforce is applied.



Hill-start Assist Control (HAC) takes the effort out of starting on steep hills.



Electronic Stability Control (ESC) and Vehicle Stability Management (VSM) improve stability in extreme driving conditions.



The Sportage range is fitted with six airbags as standard: twin front, front side and full-length curtain airbags (with roll-over sensor) which inflate when necessary to protect occupants. The front seats feature active head rests too, so in the event of an impact, the head rests move forwards and upwards to help prevent whiplash neck and head injuries.

All five seats are fitted with 3-point seatbelts, whilst ISOFIX child seat top tethers and anchor fixings are fitted as standard in the rear to help secure the youngest of passengers.



ENVIRONMENT

Leaving behind a great impression

Nothing should get in the way of enjoying life to the full. At the same time, we believe we owe it to the world to affect the environment as little as possible. That's why we invest heavily in preservation and sustainable development and constantly seek new solutions for cleaner, more efficient cars. Light weight, high-powered engines with reduced emissions and noise are already here, as the new 2.0 litre diesel engine proves. This engine boasts 134bhp and 320 Nm of torque combining strong performance and low fuel consumption. CO₂ also starts from as low as 149 g/km.

The Sportage's 2.0 diesel engine has a slick and dynamic shifting 6-speed manual transmission. For added fuel efficiency, an eco-shift indicator comes as standard, alerting you to the optimal time to change gear. If you prefer to let the Sportage do more of the work, opt for the all-new 6-speed automatic gearbox for a smooth and sophisticated driving experience.

- 1. Slick and dynamic 6-speed manual transmission
- 2. Refined 6-speed automatic transmission



The eco-shift indicator tells you when to change gear to optimise fuel efficient driving.



Kia has set up an environmental research centre to develop less polluting vehicles. We're also intensively testing hybrid versions and eco-friendly fuel-cell vehicles.



Our award winning European plant minimises energy and water waste during the manufacturing process. Operating a rigid process, Kia have selected partners across Europe that guarantee environmental protection in the treatment of harmful waste substances.

2



CONNECTIVITY

Gadgets at the ready...

Wherever you're heading, the Sportage gets you there in the right mood. There's a CD player with USB/AUX ports to listen to your favourite music via six quality speakers placed throughout the cabin. On high grade models, you will find an external amplifier and subwoofer, providing a rich and sophisticated sound. Plug in your iPod® and turn the Sportage into your very own mobile concert venue. To ensure you always stay focused on the road, steering wheel mounted controls help you operate audio features without moving your hands away from the wheel. Bluetooth® is a sophisticated communication and safety feature which comes as standard on all Sportage models, use it to make telephone calls conveniently and safely with the hands-free voice activated function.

The Bluetooth® functionality on the '3 Sat Nav' and 'KX-3 Sat Nav' models can download mobile phone directories from up to eight mobile phones. A sophisticated, advanced reversing camera system offers a full view of any obstacles to the rear of the car when reverse gear is selected via the satellite navigation screen. In addition, the bumper-mounted reversing sensors help prevent collisions when reversing by identifying objects or obstructions and emitting an audible warning signal (excluding Sportage '1').

A wide, 7" full European map touchscreen Satellite Navigation system is available as an option on the Sportage '3 Sat Nav' and 'KX-3 Sat Nav' models and is designed to help you navigate your way more easily and safely via the large-screen, full-map navigation system. Integrated seamlessly into the central dashboard console, it is one of the largest satellite navigation screens currently available and provides access to a large selection of European maps and points-of-interest. Key features include motorway junction views, lane guidance, speed limit warnings, multi-route planning and tour planners. In addition there is a convenient "Parking Location" function which can easily be accessed.

USB/AUX ports with iPod® cable and RDS radio/CD audio with MP3 disc compatibility - Enjoy your favourite music on the move.



7" Touchscreen full map navigation system ('3 Sat Nav' & 'KX-3 Sat Nav' models only)



Advanced reversing camera ('3 Sat Nav' & 'KX-3 Sat Nav' models only)



More freedom, thanks to hands-free Bluetooth® with Voice Recognition Control



All-round electric windows.



Front and rear heated seats.



Trip computer display.



Rear passengers travel in comfort and style.



Model shown is Sportage '3' specification.

STANDARD FEATURES

Attention to detail

The Sportage comes with an unrivalled level of standard specification with the right equipment for every adventure. This unique Crossover not only looks the part, it feels luxurious too, boasting smart technology to assist, entertain and protect you.

- 1. Leather trimmed steering wheel and gearshift**
- 2. Metallic finish interior door handles and dashboard trim**
- 3. Electrically adjustable, heated door mirrors**
- 4. Rain sensing front wipers**



Everything is close at hand with clever storage options throughout the cabin.

VERSATILITY

Room for adventure and equipment

The versatile Sportage offers plenty of cargo space and flexibility. The rear seats are 60:40 split-folding to allow for numerous seating configurations and provide an impressive 1,353 litres of load capacity. Thanks to the new rear seat folding straps it couldn't be simpler to convert the comfortable interior into a cavernous and useful loading space simply and swiftly from the boot instead of via the rear passenger doors.

Passenger space is highly flexible in the new Sportage. Width and wheelbase are both maximised to provide the front and rear seat passengers with impressive leg and shoulder room.



Folding seats made easy
There are plenty of ways to transform your versatile Sportage.



The luggage area also features net hooks and a net to secure smaller items (excluding Sportage '1').



Rear space for three people and plenty of storage.



The luggage cover keeps belongings away from prying eyes.



CABIN ERGONOMICS

Enjoy the show

Make everyone on board feel ready for any adventure. There are plenty of smart ideas for everyone's comfort and convenience.

For keys, bottles and other small items, there are storage areas in the door panels; the front armrest comes with a handy storage box and the floor console can hold drinks – which you can also keep chilled in the convenient cooled glove box (standard on Sportage '3' models upwards). The handy rear armrest also features cupholders.

- 1. Black cloth upholstery:** This stylish colour scheme combines black trim with stylish metallic finish dashboard trim and interior door handles, alongside black cloth seats creating a contemporary feel to the cabin (Sportage '1').
- 2. Black part cloth and leather upholstery:** The Sportage '2' and KX-2 models are available with part black leather upholstery, combined with the same stylish metallic trim finish creating a luxurious look and feel to the interior.
- 3. Black full leather upholstery:** The range topping Sportage '3' models are available with full black leather upholstery creating a luxurious feel throughout the cabin.



1



2



3

ACCESSORY OPTIONAL EXTRAS

Make it more you

If you want to make your Sportage more tailored to your needs, here's a selection of extra options you can add.

- | | |
|------------------------|--------------------------------|
| 1. Front Skid Plate | 7. Entry Scuff Plates |
| 2. Side Skirt Kit | 8. Mud Guards – front and rear |
| 3. Side Door Mouldings | 9. Rear Load Mat |
| 4. Side Steps | 10. Rubber Floor Mats |
| 5. Rear Skid Plate | 11. Sun & Ice Screen Protector |
| 6. Roof Bars | |

For a full listing of all accessories available please contact your local Kia dealer or log onto www.kia.co.uk for details.



Images are for illustration purposes only and may not be to UK specification.



ENVIRONMENTALLY YOURS

Kia Motors takes great 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. Kia Motors has set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, investing in eco-friendly cars for a greener tomorrow.

The concept of eco-friendly cars is followed through all cycles of a vehicle's life. From design through to recycling, Kia Motors creates innovative products, ensuring state-of-the-art Design for Recycling (DfR) guidelines. Wherever possible, recycled and recyclable materials



The Power to Surprise™

The Power to Surprise™ represents Kia Motors Corporation's commitment to surpassing customer expectations through continuous automotive innovation. By offering our customers products and services that exceed expectations, we enable them to lead energetic lives. Kia's line-up of dynamically designed, high quality cars and world-class service offerings ensure that our customers are enthusiastic about coming back to Kia - again and again.

are used in the production of Kia cars, all major plastic parts being chosen for ease of disassembly and stamped with a composition code.

Even at the end of a vehicle's life, one of Kia Motors' environmental targets is the eco-friendly take-back and treatment of End-of-Life Vehicles. Operating a rigid process, Kia Motors has selected partners across Europe that guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

Kia Motors (UK) Ltd has appointed autogreen as our partner to manage the take-back, treatment and recycling of End-of-Life Vehicles in accordance with Directive 2000/53/EC. They can provide advice on whether or not your vehicle qualifies for free take-back and the location of your nearest take-back facility.

DYNAMIC EVOLUTION

Driven by innovation: A solar-powered car, a water-fuelled car, a self-navigating "smart" car. No longer are these figments of the imagination but one day could be parked in your garage. Kia researchers

are working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environmentally-friendly features.

Kia's Namyang R&D Centre in Korea and our overseas research and design facilities in the USA, Japan and Germany are combining efforts to develop new vehicles that satisfy the diversified needs of each region of the world. By ushering in a new generation of cars that feature high impact-durability frames, on board "data-infotainment" systems and fuel efficient, lightweight and high-powered engines with reduced emissions and noise, Kia will spearhead automobile innovation in the 21st century.

COMPLETE PEACE-OF-MIND

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our pioneering 7 year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your Sportage, the new owner will benefit from the remainder of the warranty provided the car is regularly maintained in accordance with the servicing schedule*.

7 year vehicle warranty

Every Kia Sportage benefits from our pioneering 7 year vehicle warranty.

5 year paint warranty

High quality body paint ensures long-lasting protection and shine for your new Kia Sportage.

12 year anti perforation warranty

Your new Kia Sportage comes with superior corrosion protection and a 12 year warranty against rust from the inside out**.

Financing

Your local Kia dealer is your partner in establishing a financing plan that's best suited to your needs. Ask for details.

*For full warranty coverage including terms and exclusions please refer to your Kia dealer.

**Annual bodywork inspection required for which a charge may apply.

The official fuel consumption figures in mpg (l/100 km) for the Kia Sportage range are between Urban: 26.6 (10.6) – 47.1 (6.0), Extra-Urban: 41.5 (6.8) - 58.9 (4.8), Combined: 34.4 (8.2) - 54.3 (5.2). The official CO₂ emissions for the Kia Sportage are between: 195 - 135 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban: 25.2 (11.2) - 60.1 (4.7), Extra- Urban: 40.9 (6.9) - 72.4 (3.9) and Combined: 33.2 (8.5) - 67.3 (4.2). The official CO₂ emissions for the Kia range of vehicles are between 203 – 110g/km.

CO₂ emissions based on data available at time of going to print (September 2010).



The Kia warranty covers your car for 7 years.



Log onto www.kia.co.uk for all the latest information.



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