



**KIA MOTORS**  
*The Power to Surprise™*

**Rio**







## THE POWER TO SURPRISE™

Kia Motors Corporation is the 6th 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 customer's expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our groundbreaking worldwide growth and with our recently opened state-of-the-art dedicated European factory, Kia has a bright future. Kia is actively involved with major sporting events around the world, sponsoring renowned events such as the Australian Open, Davis Cup, and individuals such as tennis sensation Rafael Nadal. We are also proud sponsors of the 2010 FIFA World Cup and UEFA 2008.

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 make with the power to surprise. From the Picanto to the Sorento, Kia offers a full line-up of passenger cars, SUVs and MPVs that suit any lifestyle and are always exhilarating to drive.







A DYNAMIC SUPERMINI PACKED WITH SPACE





RESPONSIVE HANDLING, COMFORTABLE RIDE





EVERYTHING AT YOUR FINGERTIPS



# MINIMUM EFFORT, MAXIMUM FUN

**The Kia Rio combines dynamism and youthfulness with comfort, spaciousness and safety. This trendy five-door supermini brings you the responsive handling that makes it ideal for urban driving. Whether you are rushing off for the weekly shop, darting down to the sports club or planning weekend breaks away from home with loads of luggage, the Rio's functionality takes it all in its stride.**

Everything about the Rio's interior is light and bright with a modern and clean-cut design to match its exterior. The wide opening doors offer quick and easy access, and the generous interior dimensions give it class leading headroom, legroom and shoulder room for five occupants.

All seats are ergonomically designed to provide ample support and full comfort in all

the right places. The dual height adjustable driver's seat is also fitted with an armrest (subject to specification).

Plus, the Rio abounds with nifty storage spaces that help you keep things organised. In need of extra load carrying space? The handy 60:40 folding rear seats solves the problem.







CLASS-LEADING SPACE





MODERN, STYLISH DESIGN



# INTELLIGENT SAFETY SYSTEM

**The Rio has a range of high-level active and passive safety measures. In addition to all-round disc brakes, pre-tensioners with load limiters on the front seatbelts and height-adjustable headrests for rear passengers, the Rio is equipped with ABS and EBD and twin front airbags as standard.**

Advanced safety technology like twin side and curtain airbags (high grade) and active head restraints (high grade), are available on the Rio to further protect you and your passengers.

The Rio makes you feel equally at ease on motorways, open country roads or negotiating

the bustling city traffic. Standard power-assisted rack and pinion steering and a remarkably tight turning radius see to this. Thanks to its modern suspension system, the Rio hugs the road for mile after mile, offering optimal stability and a comfortable, near silent ride.





# DYNAMIC DRIVING EXPERIENCE

**With a choice of petrol or diesel engines, the Rio is refined, environmentally friendly, powerful and yet fuel efficient.**

Diesel enthusiasts will be impressed with the Rio's common-rail 1.5-litre CRDi diesel engine featuring a variable geometry turbocharger. Delivering more power (109 bhp) than most other diesels in its class, it is undeniably lively and meets the Euro 4 emission norms.

The 1.4-litre 16-valve petrol engine brings 96 bhp, generous power with economical fuel consumption to match.

The 1.6-litre Continuous Variable Valve Timing (CVVT) petrol engine brings enhanced performance and fuel economy as well as reducing emissions.

The manual transmission is ideal for those looking for a sporty run up through the gears and optimum performance. On the other hand the optional four speed automatic gearbox (optional on higher grade 1.4 petrol models) delivers a smooth and comfortable drive.



# MORE THAN YOU'D EXPECT



The Rio features front foglamps (high grade models).



The integrated switch panel on the driver's door gives you quick access to the electrically adjustable heated door mirrors (on high grade models).



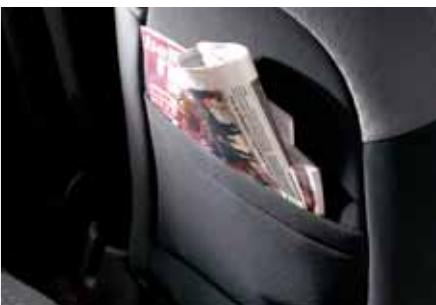
Electric windows (front as standard, rear on high grade models).



Four-speed automatic gearbox (optional on higher grade 1.4 petrol model).



Add a special touch of style with metal, sports-style pedals (high grade model).



Both front seats feature wide pockets for stowing magazines, maps or books (high grade model).



The highly efficient air conditioning keeps the atmosphere inside just the way you want it (Rio 2 and above). Climate control available on high grade models.



For extra protection, both front seats are fitted with active head restraints (high grade model).



The driver seat can be adjusted in height for a perfect driving position (high grade models).



Dual cupholders in the centre console.



The Rio serves up some imaginative storage options that make life on the road a whole lot easier.



The handy luggage cover keeps valuables hidden away from prying eyes.



3 x height adjustable rear headrests.



60:40 split folding rear seats create more storage space in the rear.



Central door locking or remote locking (high grade models).



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## ***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.

## **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 set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, leading the way internationally to 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 are being 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 will one day be parked right in your garage. Kia researchers are working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environment-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.

## **SPORTING WORLD**

Like any determined competitor, Kia strives to be the very best and we have revelled in victory thanks to sponsorships of major sporting events and professional athletes throughout the world.

As a proud sponsor of the Australian Open and Davis Cup, an official automotive partner of FIFA starting in 2007 and UEFA 2008 and the presenting sponsor of the Asian X Games, Kia is excited to promote the universal love of sports among our customers across the globe.



# KIA WARRANTY OFFER

Over the years, Kia has become one of the most successful worldwide car manufacturers. The key to our success? We give our customers that little bit extra: better service by qualified technicians, regular product innovation and superior warranty coverage.

## 3-YEAR VEHICLE WARRANTY

Our high quality standards are what make superior warranty coverage possible: a 3-year vehicle warranty with no mileage limit on your new Kia.\*

## 3-YEAR PAINT WARRANTY

High quality body paint ensures longlasting protection and shine for your new Kia.

## 6-YEAR ANTI-PERFORATION WARRANTY

Your new Kia comes with a 6-year anti-perforation warranty.\*\*

## FINANCING

Contact your local Kia dealer to establish a finance plan that's best suited to your needs.

## ACCESSORIES

Personalise your car with a wide range of accessories. For all the options check out Design My Kia at [www.kia.co.uk/accessories](http://www.kia.co.uk/accessories)

Get creative...

## DESIGN MY KIA.

[www.kia.co.uk/accessories](http://www.kia.co.uk/accessories)

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\*For full warranty coverage including terms and conditions 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 Rio range are between Urban 28.5 (9.9) - 52.3 (5.4), Extra-Urban 50.4 (5.6) - 68.9 (4.1) and Combined 39.2 (7.2) - 62.8 (4.5). The official CO<sub>2</sub> emissions are between 119 - 171 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban 19.3 (14.6) - 52.3 (5.4), Extra-Urban 31.7 (8.9) - 68.9 and Combined 26.2 (8.9) - 62.8 (4.5). The official CO<sub>2</sub> emissions for the Kia range of vehicles are between 117 - 258 g/km.

Images are for illustrative purposes only and vehicles shown may not be to UK specification. We reserve the right to change specifications listed without notice.



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All information and illustrations are based on data available at the time of publication and subject to change without notice. Contact your local Kia dealer for current information.  
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