



KIA MOTORS
The Power to Surprise™

10 YEARS
IN CANADA



2010

SPORTAGE

THE 2010 SPORTAGE

READY!
WILLING!
AND ABLE!







GO WHERE FUN TAKES YOU.


CELEBRATE WITH SPORTAGE

Wherever you find fun – downtown or upcountry – Kia Sportage is ready to answer the call. It's engineered, designed and equipped to celebrate life on the go.

Sportage has a look that's friendly but rugged, and available Torque-on-Demand® all-wheel drive (AWD) backs up its go-anywhere attitude. Inside, comfort and convenience are the order of the day, whether you want 5-passenger roominess or space for hauling all your gear.

And to mark Kia's 10th year in Canada, Sportage introduces an exclusive-to-Canada Anniversary Edition for 2010. Come join the celebration.



A man and a woman are smiling and looking towards the camera. The woman is in the foreground, wearing a dark top and a beaded necklace. The man is behind her, wearing a light-colored shirt. To the left, a blue SUV is partially visible, parked on a wet surface. The background shows a modern building. A large blue diagonal banner covers the right side of the image, containing text.

PICTURE PERFECT STYLE.

RIGHT-SIZED FOR ANY ENVIRONMENT

No, it's not a fairy tale: Sportage is the very definition of not-too-big-and-not-too-small. With the physique of an SUV and the manners of a compact crossover, it's just right.

Available in 5 distinct models, from the base LX to the top-of-the-line LX-V6 Luxury, Sportage draws attention with its robust design cues and standard 16-inch alloy wheels. Available fog lights, body side mouldings and fender flares step-up the style.

Combine this with Sportage's wide, confident stance and compact profile and you've got a vehicle that's right for any driving environment.

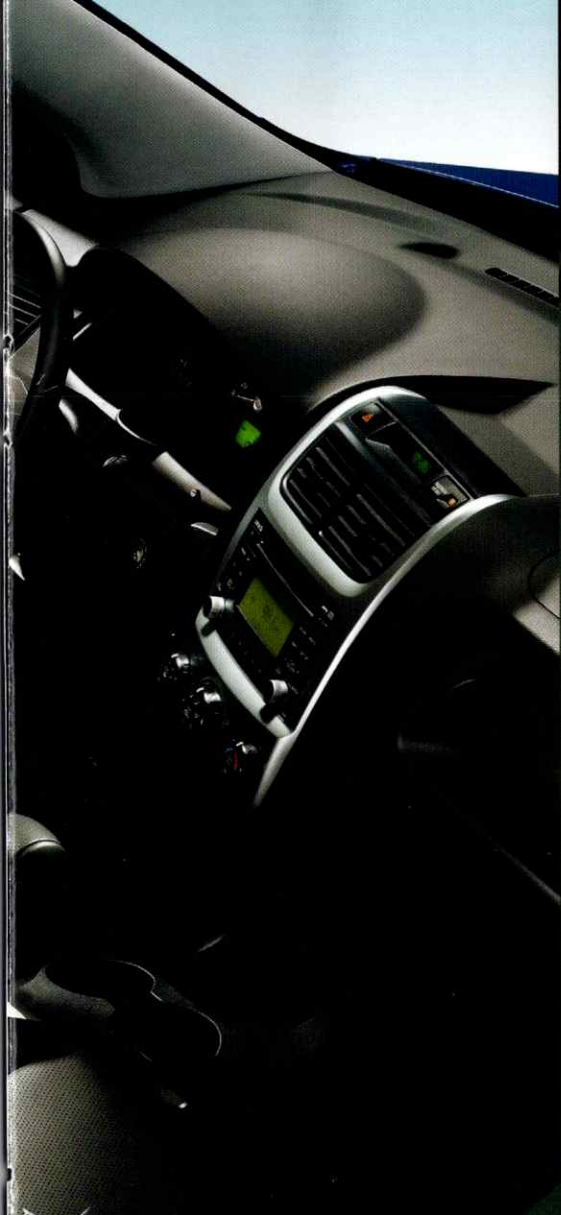
Sportage LX-V6 Luxury shown in Imperial Blue

DISCOVER INNER PEACE.

What would you give for an 8-way adjustable driver's seat; a tilt-adjustable steering wheel; power windows, mirrors and door locks; and a windshield wiper de-icer? With Sportage, you don't have to give anything, because they're standard on every model. From there, you can add comforts and conveniences as you choose, including available heated front seats, air conditioning and leather seats.

And when you need to make way for cargo, Sportage makes it easy with standard 60/40 split flat-folding rear seats, cargo-area luggage hooks and room for up to 1,887 litres (66.6 cu. ft.) of whatever you need to carry.

AND PLENTY OF INNER SPACE.



TAKE IN THE SKY and enjoy open-air driving with the power tilt and sliding sunroof that's standard on Sportage Anniversary Edition and LX-V6 Luxury.



SAY GOODBYE TO THE COLD with heated front seats – another standard feature included on Sportage Anniversary Edition and LX-V6 Luxury.



CONTROL EVERYTHING – from Sportage's standard power door locks and mirrors to its express, one-touch-down driver's window – without moving your hand from the armrest. That's convenience and comfort, all in one.



EVERYTHING FITS with Sportage's wide rear liftgate, large cargo area and multiple seating configurations. Load up with ease, and with everything you need.



Sportage LX-V6 shown in Smokey Brown

SOUND
OR SILENCE.
AND SO MUCH MORE.



Once you're inside, Sportage will delight your senses, especially your ears. Extensive sound insulation and tight door seals keep engine, wind and road noise at bay for a remarkably quiet cabin.

They also help create an ideal listening environment for Sportage's wealth of audio features, starting with a standard AM/FM/CD/MP3 stereo. It includes USB and AUX¹ input ports for your digital music player – all the better to enjoy your favourite songs through Sportage's standard complement of 6 quality speakers. Plus, Sportage is available with Sirius® satellite radio² and Bluetooth® hands-free cell phone capability³.



< Sportage LX-V6 Luxury shown in Satin Silver

STAY ON COURSE and on time, wherever you travel, with Sportage's bright, in-dash navigation system – a standard and exclusive feature on the new Anniversary Edition.



SIRIUS® SATELLITE RADIO², including a 3-month trial subscription, is standard on Sportage LX-V6 Luxury. Enjoy 120 channels of crystal-clear, digital quality sound, commercial-free music and the best in sports, news, talk and entertainment.

LISTEN TO YOUR IPOD® – or other digital music player – directly through Sportage's impressive 6-speaker AM/FM/CD/MP3 audio system with the standard USB or AUX audio inputs¹. Now your choice of music can be virtually endless.

¹ Anniversary Edition comes with AUX input only.

² Available on LX-V6 Luxury. Service available in the 10 provinces and 3 territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after 3 trial months.

³ Standard on all models except LX-V6 Luxury. Bluetooth® technology-enabled cell phone required.



Sportage LX-V6 Luxury interior shown

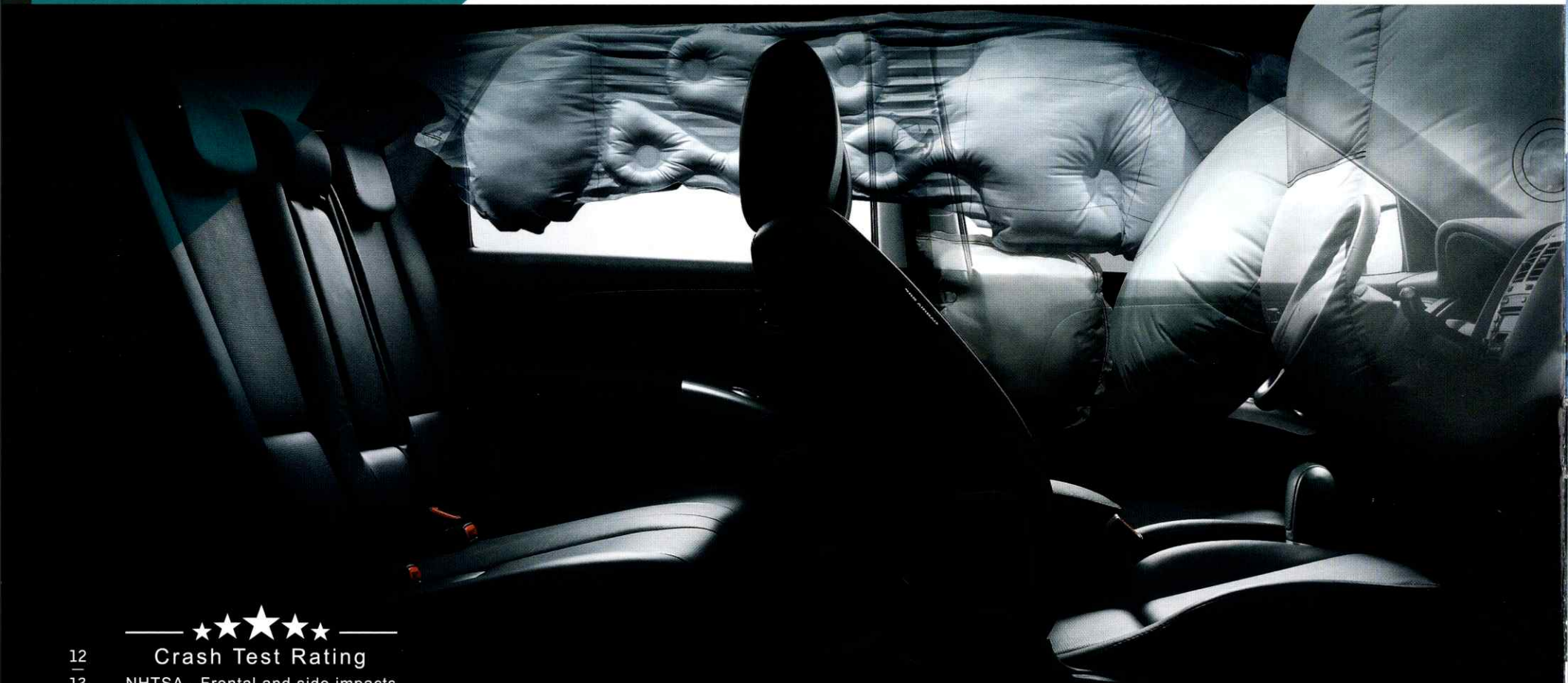
SAFETY AND PERFORMANCE.

THEY GO HAND-IN-HAND.

With Sportage, you get safety protection and brilliant performance together in one trustworthy package.

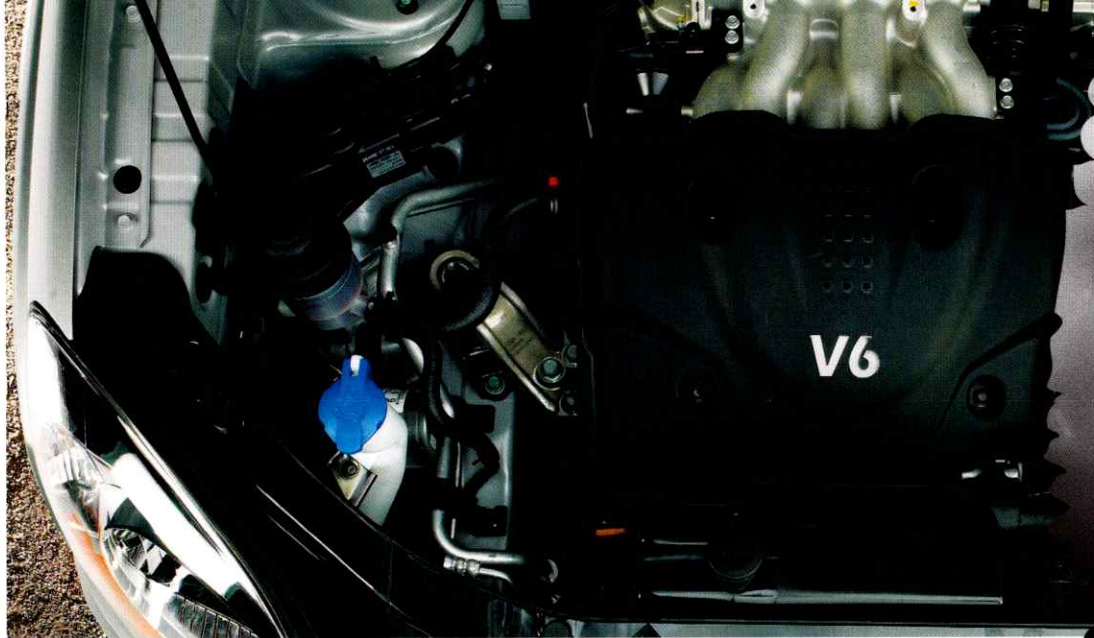
To protect you, Sportage comes standard with 6 airbags, a 4-wheel-disc anti-lock braking system (ABS), electronic stability control (ESC) and a traction control system (TCS). No matter which model you choose.

On the performance side, Sportage offers 2 smooth, fuel-efficient powertrains: there's a 2.0-litre four-cylinder engine rated at 140 horsepower and a spirited, 173-horsepower, 2.7-litre V6. Both are available with Kia's ECO-Minder™¹ to help you get more kilometres out of every tank of fuel.



Crash Test Rating

NHTSA - Frontal and side impacts



▲ **V6 POWER AND SMOOTHNESS** is yours with Sportage's available 2.7-litre engine. With 173 horsepower and 178 lb.-ft. of torque, it delivers driver-pleasing acceleration and effortless highway cruising.

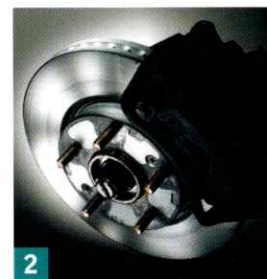
1 **ELECTRONIC STABILITY CONTROL** is standard on every Sportage. It constantly compares the vehicle's road speed and your steering input to the direction the vehicle is going. If they don't match up, the system intervenes to brake an appropriate wheel and regulate engine torque, returning you to your intended path.

2 **ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)** is included with Sportage's standard ABS braking system. EBD redirects braking power to the wheels with the best traction so you get optimal braking performance under all kinds of passenger and cargo loads.

3 **SHIFT AS YOU PLEASE** with the manual clutchless-shift mode on Sportage's available 4-speed Steptronic automatic transmission. This transmission also includes Kia's ECO-Minder¹ indicator that illuminates in the instrument cluster when you're driving at your fuel-saving best.

◀ **ADVANCED AIRBAG PROTECTION** includes standard dual front-impact airbags plus dual front side-impact airbags and full-length side curtain airbags to enhance the safety of driver - and passenger-side occupants in the event of a side impact or rollover.

¹ Available only with 4-speed Steptronic automatic transmission.



FEATURES

| Exterior | LX | LX CONV. | ANNIV. EDITION | LX-V6 | LX-V6 LUXURY |
|---|----|----------|----------------|-------|--------------|
| 16" alloy wheels | S | S | S | S | S |
| P215/65 R16 tires | S | S | S | S | S |
| Exhaust system with dual outlets | S | S | S | S | S |
| Body-coloured rear garnish and chrome-coated moulding | S | S | S | S | S |
| Rear liftgate with flip-open glass | S | S | S | S | S |
| Power mirrors | S | S | S | S | S |
| Heated mirrors | — | S | S | S | S |
| Black coloured outside mirrors and door handles | S | S | — | S | — |
| Body coloured outside mirrors and door handles | — | — | S | — | S |
| Deep-tinted privacy side glass | — | S | S | S | S |
| Power tilt and sliding sunroof | — | — | S | — | S |
| Fog lights | — | S | S | S | S |
| Roof rails | — | S | S | S | S |
| Roof mounted antenna | S | S | S | S | S |
| Body side moulding | — | — | S | S | S |
| Fender flares | — | — | S | S | S |
| 10 th Anniversary rear badge | — | — | S | — | — |
| Front and rear mud guards | S | S | S | S | S |

S = Standard 0 = Optional — = Not Available

ANNIV. = Anniversary Edition CONV. = Convenience Package

¹ Available in the 10 provinces and 3 territories of Canada and 48 contiguous United States. Monthly subscription sold separately after three trial months. ² Bluetooth® technology enabled wireless phone required. ³ Automatic transmission only.

| Comfort & Convenience | LX | LX CONV. | ANNIV. EDITION | LX-V6 | LX-V6 LUXURY |
|--|----|----------|----------------|-------|--------------|
| Air conditioning | 0 | S | S | S | S |
| Power windows with driver's window express one-touch down | S | S | S | S | S |
| Power door locks | S | S | S | S | S |
| Cruise control | — | S | S | S | S |
| Remote keyless entry with panic function | — | S | S | S | S |
| AM/FM/CD/MP3 stereo with 6 speakers | S | S | S | S | S |
| Audio input ports - USB and AUX | S | S | AUX only | S | S |
| Bluetooth® hands-free cell phone capability ² | S | S | S | S | — |
| In-dash navigation system | — | — | S | — | — |
| Sirius® satellite radio (includes three trial months) ¹ | — | — | — | — | S |
| Luggage net hooks in cargo area | S | S | S | S | S |
| Cargo net | — | — | — | — | S |
| Tilt adjustable steering wheel | S | S | S | S | S |
| Leather-wrapped steering wheel and gear shift knob | — | — | — | — | S |
| Sunvisor vanity mirror illumination | S | S | S | S | S |
| Front and rear 12V power outlets | S | S | S | S | S |
| Floor mats | S | S | S | S | S |
| Overhead console with sunglass holder and map lights | S | S | S | S | S |
| Dual front and rear cupholders | S | S | S | S | S |
| ECO-Minder™ indicator ³ | S | S | S | S | S |

| Seating & Trim | LX | LX CONV. | ANNIV. EDITION | LX-V6 | LX-V6 LUXURY |
|---|----|----------|----------------|-------|--------------|
| 8-way adjustable driver's seat | S | S | S | S | S |
| Adjustable front and rear headrests | S | S | S | S | S |
| Driver's seat armrest | S | S | S | S | S |
| 60/40 split flat-folding and reclining rear seats | S | S | S | S | S |
| Cloth seats | S | S | S | S | — |
| Leather seats | — | — | — | — | S |
| Heated front seats | — | — | S | — | S |
| Deluxe doorsill scuff plate | — | S | S | S | S |

| Safety | LX | LX CONV. | ANNIV. EDITION | LX-V6 | LX-V6 LUXURY |
|--|----|----------|----------------|-------|--------------|
| Dual front-impact airbags | S | S | S | S | S |
| Dual front-seat-mounted side-impact airbags | S | S | S | S | S |
| Dual full-length side impact curtain airbags | S | S | S | S | S |
| 4-wheel anti-lock braking system (ABS) | S | S | S | S | S |
| 4-wheel disc brakes | S | S | S | S | S |
| Electronic stability control (ESC) | S | S | S | S | S |
| Traction control system (TCS) | S | S | S | S | S |
| Front and rear 3-point seatbelts | S | S | S | S | S |
| Adjustable front seatbelt anchors | S | S | S | S | S |
| Lower anchors and top tethers for children (LATCH) | S | S | S | S | S |
| Child safety rear door locks | S | S | S | S | S |
| Front variable intermittent wipers with de-icer | S | S | S | S | S |
| Rear-window defroster | S | S | S | S | S |
| Rear-window intermittent wiper and washer | S | S | S | S | S |
| Impact sensing auto door unlock | — | — | — | — | S |



Delivering 120 channels of some of the best programming available, SIRIUS is The Best Radio on Radio. Home of 100% commercial free music, news, talk, entertainment, traffic, weather and data, SIRIUS also broadcasts live play-by-play as the Official Satellite Radio Partner of the NFL, NASCAR, NBA and NHL.

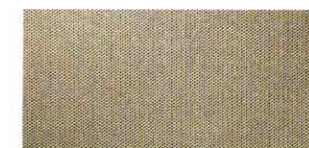
To find out more about SIRIUS Satellite Radio, speak to your Kia dealer or visit www.sirius.com



INTERIOR COLOURS



Black Cloth (BC)



Light Tan Cloth (TC)



Black Leather (BL)



Light Tan Leather (TL)



Sportage LX-V6 shown in Satin Silver

SPECIFICATIONS

| Engine | LX, LX Convenience & Anniversary Edition | LX-V6 & LX-V6 Luxury |
|-------------------|---|---|
| Type | 2.0L, in-line 4-cylinder, iron block and aluminum head | 2.7L, V6 aluminum block and head |
| Valve train | 16-valve, DOHC, Continuously Variable Valve Timing (CVVT) | 24-valve, DOHC |
| Horsepower | 140 hp @ 6,000 rpm | 173 hp @ 6,000 rpm |
| Torque | 136 lb.-ft. @ 4,500 rpm | 178 lb.-ft. @ 4,000 rpm |
| Drive type | FWD; optional AWD, Full time, Torque-on-Demand® (LX Conv. with manual transmission) | FWD; optional AWD, Full time, Torque-on-Demand® (LX-V6); AWD standard on LX-V6 Luxury |
| Compression ratio | 10.1:1 | 10.0:1 |
| Transmission | 5-speed manual, available 4-speed Steptronic automatic** | 4-speed Steptronic automatic |

**Anniversary Edition: automatic transmission only.

Dimensions, mm (in.)

| | |
|----------------------------|-------------------------|
| Wheelbase | 2,630 (103.5) |
| Track (front/rear) | 1,540/1,540 (60.6/60.6) |
| Length | 4,350 (171.3) |
| Width | 1,800 (70.9) |
| Height | 1,695 (66.7) |
| Ground clearance | 195 (7.7) |
| Head room (front/rear) | 1,033/1,000 (40.7/39.4) |
| Shoulder room (front/rear) | 1,440/1,430 (56.7/56.3) |
| Leg room (front/rear) | 1,070/945 (42.1/37.2) |
| Hip room (front/rear) | 1,386/1,388 (54.6/54.6) |

Body & Chassis

| | |
|------------------|--|
| Layout | Front engine, FWD/AWD |
| Body type | Steel unibody |
| Front suspension | Independent, MacPherson struts, coil springs |
| Rear suspension | Independent, dual link |
| Steering | Power-assist, rack-and-pinion |

Brakes

| | |
|-----------------|---|
| Type | Dual diagonal, split circuit, power-assisted with electronic brake distribution (EBD) |
| ABS | 4-wheel ABS |
| Front, mm (in.) | 279 (11.0) vented discs |
| Rear, mm (in.) | 262 (10.5) solid discs (FWD) |
| | 284 (11.2) solid discs (AWD) |

Curb Weight, kg (lb.)

| | |
|-------------------|-----------------------------|
| 5-speed manual | 2.0L I-4 FWD: 1,465 (3,230) |
| 5-speed manual | 2.0L I-4 AWD: 1,547 (3,411) |
| 4-speed automatic | 2.0L I-4 FWD: 1,476 (3,254) |
| 4-speed automatic | 2.7L V6 FWD: 1,520 (3,351) |
| 4-speed automatic | 2.7L V6 AWD: 1,600 (3,527) |

Capacities, L (cu. ft.)

| | |
|--------------------------------------|-------------------|
| Passenger volume | 2,943 (103.9) |
| Cargo volume | 667 (23.6) |
| Cargo volume, rear seats folded down | 1,887 (66.6) |
| Fuel tank, 2.0L/2.7L, L (imp.gal) | 58/65 (12.8/14.5) |

Fuel Economy

| | Model | Hwy/City, L/100km (mpg) |
|-------------------|--|-------------------------|
| 5-speed manual | LX & LX-Convenience (FWD) | 7.8/10.3 (36 / 27) |
| 5-speed manual | LX-Convenience (AWD) | 8.3/10.8 (34 / 26) |
| 4-speed automatic | LX, LX-Convenience & Anniversary Edition (FWD) | 8.0/10.2 (35 / 28) |
| 4-speed automatic | LX-V6 (FWD) | 8.5/11.3 (33 / 25) |
| 4-speed automatic | LX-V6 & Luxury package (AWD) | 8.8/11.7 (32 / 24) |

EXTERIOR COLOURS



Clear White BC/BL



Gold Mist (M)* BC/BL/TC/TL



Imperial Blue (M)* BC/BL



Volcanic Red (M) BC/BL



Satin Silver (M) BC/BL



Smokey Brown* BC/BL



Steel Grey (M) BC/BL



Black Cherry (M) BC/BL/TC/TL

BC = Black cloth. BL = Black leather. TC = Light tan cloth. TL = Light tan leather. M = Metallic paint. *Limited availability. The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

WHEELS

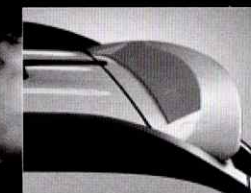


16" alloy wheels

ACCESSORIES



Roof rack crossbars



Spoiler



"Touring" wheel



All-weather floor mats

5 Year Warranty

We've got you covered.

- 5-year/100,000 km Worry-free comprehensive warranty covering virtually the entire vehicle*
- 5-year/100,000 km Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts*
- 5-year/100,000 km Roadside assistance covers you in case of mechanical breakdown anywhere in North America*
- 5-year/unlimited km Anti-perforation warranty on body sheet metal defects in material/workmanship*

For more information visit kia.ca or call 1-877-542-2886

www.kia.ca

KIA
KIA MOTORS
The Power to Surprise™

X
10 YEARS
IN CANADA



YOUR FUTURE

Kia is committed to environmental sustainability and protecting the future for both you and your family. Through extensive research and development, we are actively researching alternative fuels and expanding the use of eco-friendly technology with the development of more efficient engines, exhaust systems and transmissions.

Kia has played a leading role in developing alternative-fuel vehicles to help significantly reduce fuel emissions. Our Fuel Cell Electric Vehicle (FCEV) program is developing and testing hydrogen fuel cell powered Kia Borregos as well as using more materials made from recyclable aluminum and magnesium - that are 30% to 40% lighter than steel to boost fuel economy. The Kia Rio hybrid, now in testing, is expected to reduce air pollutants by 30% and increase fuel efficiency by 50%.

We also continue to improve our recycling efforts with the establishment of an automotive recycling centre with the goal of making vehicles that are 95% recyclable.

OUR FUTURE

Kia Motors recently became the fifth-largest automaker in the world and Kia Motors continues to be one of the fastest-growing with annual sales in excess of 1.4 million vehicles. We also understand that our continued success will be dependent upon our commitment to design.

Reflecting this, Kia Motors' state-of-the-art 100,700 sq.-ft. North American Design Centre features a \$45 million studio which engineers, models and creates new vehicles. But our commitment to you goes beyond design. In 2009, we will be opening our first automotive plant in North America.

At Kia, when we talk about changes in the future, we're talking about changes for the better.

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