



KIA MOTORS
The Power to Surprise™

10 YEARS
IN CANADA



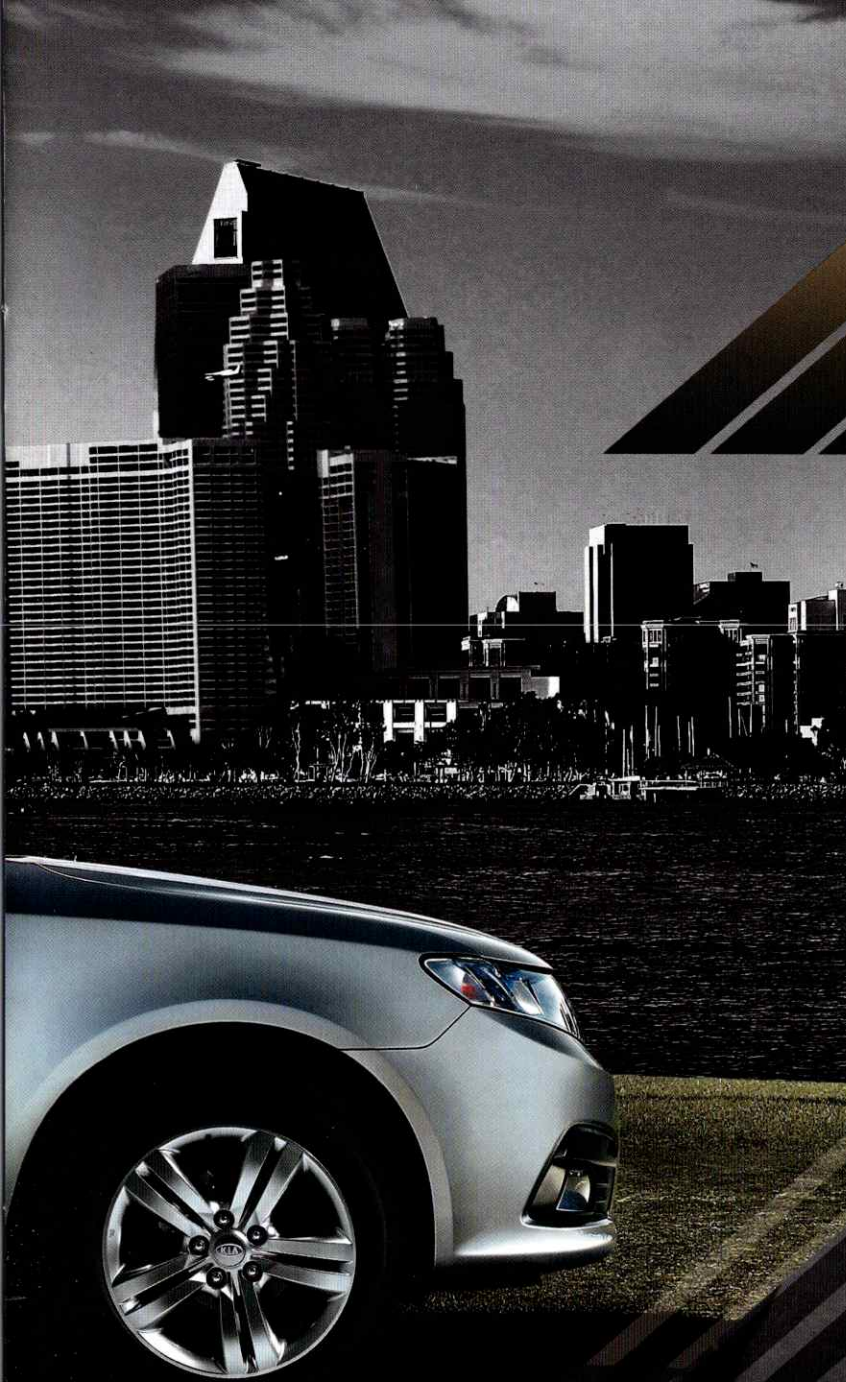
2010 **MAGENTIS**

Magentis SX-V6 shown in Bright Silver metallic.

2010 KIA MAGENTIS

THE POWER OF
ATTRACTION






There's a feeling you get when you've found a car that's so right for you. The look, the size, the performance, the features: it's the whole package.

The 2010 Kia Magentis is designed and engineered to be just that car.

Feel the attraction.



Magentis LX-V6 shown in Midnight Blue metallic.



CONFIDENCE IN MOTION

STEADY AND COMPOSED.

The clean, confident styling of Magentis is mirrored in its composure on the road.

With independent MacPherson strut suspension at the front and an independent multi-link system at the rear, Magentis holds a steady line through even the tightest curve and rides softly over rough pavement like it isn't there.

To match your driving needs, Magentis offers a choice of smooth-running engines, each with Kia's advanced Continuously Variable Valve Timing (CVVT) technology to maximize low-speed torque and high-speed efficiency.

For high mileage with ample reserves of power, choose the 2.4-litre 4-cylinder dual CVVT engine on Magentis LX, LX Premium and SX models. And if power is foremost on your mind, move up to the Magentis LX-V6 or SX-V6, featuring a standard 194-horsepower, 2.7-litre CVVT V6.

Both engines are available with a 5-speed Steptronic automatic transmission that combines the precise performance of an automatic with the sporty shifting dynamics of a manual.

A woman in a white ribbed sweater is hugging a man who is lying down, smiling. They are in front of a modern building with large glass windows. A Kia Magentis SX-V6 is partially visible on the right side of the image. The entire scene is overlaid with a large, stylized geometric graphic consisting of overlapping lines and shapes in shades of gray and orange.

MAGENTIS SX-V6

RISE TO THE TOP

The top-of-the-line
SX-V6 adds sporty and elegant
grace notes to the 2010 Magentis.

Sportiness is expressed in its standard black headlight
bezels, blacked-out grille, 17" hyper silver alloy wheels and
sport-tuned suspension system. Inside, the SX-V6 abounds
with elegant features including standard power adjustable
pedals and a premium audio system with Infinity® speakers.



Magentis SX-V6 shown in Bright Silver metallic.



YEAR-ROUND, ONE-TOUCH COMFORT is yours with automatic temperature control that maintains the cabin temperature at a pre-set level through any weather. Standard on Magentis SX models.



BEHOLD THE SKY ABOVE and enjoy the pleasure of open-air driving with the standard power tilt and sliding sunroof on Magentis LX Premium, SX and SX-V6 models.



SMART KEY offers the convenience and luxury of push-button engine starting, so you never have to take the electronic key from your pocket or purse. It's standard on Magentis SX models.



The attraction of Magentis goes beyond appearances. Once you're inside its quiet and smoothly sculpted cabin, you'll be pleasantly surprised to find so many comforts and conveniences.

Up front, you'll enjoy standard heated front seats to take the chill out of winter driving, and an available power driver's seat with a back-pleasing adjustable lumbar support as standard equipment. For all-around convenience, the standard tilt steering wheel is outfitted with cruise and audio controls, and is available with a position-perfect telescopic function. And if that's not enough, Magentis also comes with the easy-breathing comfort of standard air conditioning with cabin air filtration; standard touch-of-a-button controls for its power windows, side mirrors and door locks; and standard illuminated front vanity mirrors.

**Surprised? We thought so.
But look, there's more.**

UNEXPECTED COMFORTS AND CONVENIENCES.

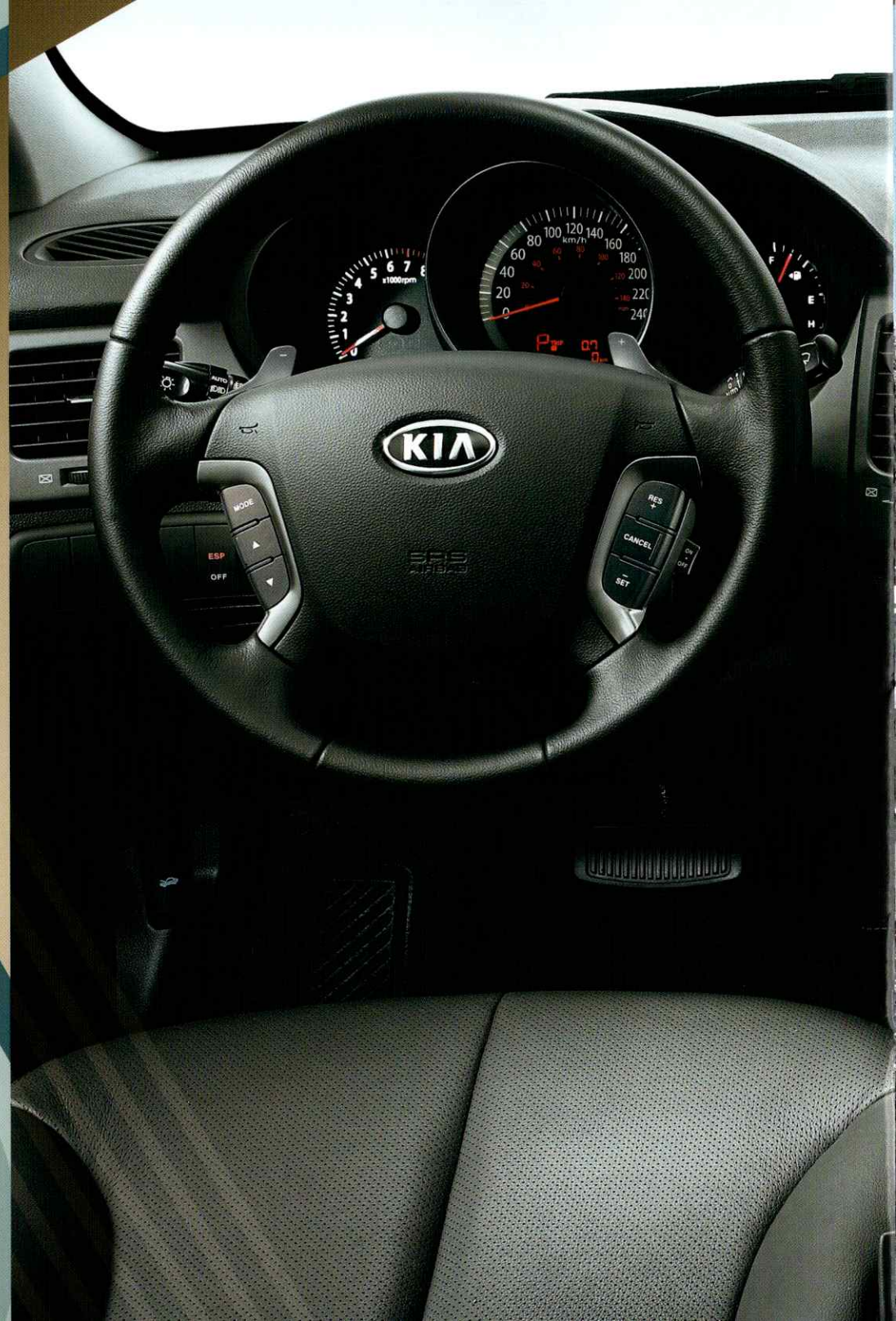
**SOFT, SCULPTED
AND SERENE**

TAKE CENTRESTAGE

THIS IS DRIVER-CENTRIC DESIGN.

Take hold of the wheel in the Magentis and enjoy the satisfying feel of control. The wheel tilts easily into position and is available with a telescopic function, too. And on SX models, it comes wrapped in luxurious leather and equipped with race-inspired paddle shifters. Control meets luxury meets fun!

From the driver's seat, you also command a full range of vehicle functions and systems, including some of the finest available audio and navigation systems available on any vehicle, anywhere.





PADDLE SHIFTERS provide a sporty driving experience unlike any other. They're standard with the 5-speed Steptronic transmission on Magentis SX models.



ENJOY MORE FUEL-EFFICIENT DRIVING with the help of Kia's ECO-Minder™ performance-monitoring indicator. When you see its glowing green light in the instrument cluster, you know you're driving at your fuel-efficient best. ECO-Minder™ is standard with the 5-speed Steptronic automatic transmission.



GPS NAVIGATION gives you turn-by-turn directions to virtually any destination in North America. If you're going there, the system will guide you, door-to-door. Standard on Magentis SX models.



SPECTACULAR SOUND is yours with a standard AM/FM/CD/MP3 audio system with AUX and USB inputs for your iPod® or other digital music player. Magentis SX and SX-V6 models add a standard external amplifier, subwoofer and high-performance Infinity® speakers for uncompromising sound clarity.



SIRIUS® SATELLITE RADIO¹ is standard on Magentis SX and SX-V6 models. It features 120 channels of crystal-clear, digital quality sound, commercial-free music and the best in sports, news, talk and entertainment.

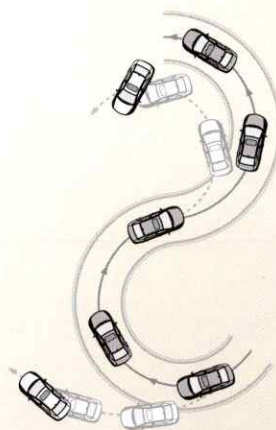
¹ Includes 3-month trial subscription. Service available in the 10 provinces and 3 territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after 3 trial months.



FOR YOUR PEACE OF MIND.

DRIVE PROTECTED.
DRIVE SAFE.

Safety and protection are first, foremost and standard on Magentis. Four-wheel disc anti-lock brakes, electronic traction control and electronic stability control are there to help you maintain better control in potential collision situations. And should a collision be unavoidable, Magentis has you covered with 6 standard airbags – including full-length side air curtains – plus anti-whiplash front headrests. They're just some of the safety features that helped the 2010 Magentis earn 5-star front- and side-impact safety ratings from the U.S. National Highway Traffic Safety Administration (NHTSA).



ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD) automatically redirects braking power to the wheels with the best traction so you get optimal braking performance under all kinds of passenger loads.

ELECTRONIC TRACTION CONTROL helps prevent wheelspin on slippery surfaces for better traction and acceleration.

ELECTRONIC STABILITY CONTROL 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.



HEATED POWER SIDE MIRRORS help keep visibility-robbing ice, snow and condensation at bay, and the mirror housings can be folded flat for protection in tight parking spaces. Magentis SX models include integrated LED turn signal indicators as standard equipment.



ANTI-WHIPLASH FRONT HEADRESTS move forward and upward in the first milliseconds of a crash to help reduce neck injuries.



ANTI-LOCK DISC BRAKES are standard on Magentis to enhance vehicle control and optimize braking performance in slippery conditions or sudden stops. The anti-lock system also provides the foundation for a number of other standard, control-enhancing safety systems.

FEATURES

Exterior	LX	LX PREMIUM	SX	LX-V6	SX-V6
16" steel wheels with full wheel covers	S	—	—	—	—
16" alloy wheels	—	S	—	S	—
17" alloy wheels	—	—	S	—	—
17" hyper silver alloy wheels	—	—	—	—	S
P205/60R16 tires	S	S	—	S	—
P215/50R17 tires	—	—	S	—	—
P225/50R17 tires	—	—	—	—	S
Clear lens halogen headlights	S	S	—	S	—
Black bezel sport halogen headlights	—	—	S	—	S
Fog lights	—	S	S	S	S
LED side-mirror turn signal	—	—	S	—	S
Dual power heated mirrors	S	S	S	S	S
Body-colour exterior door handles	S	S	—	S	—
Chrome exterior door handles	—	—	S	—	S
Variable intermittent windshield wipers	S	S	S	S	S
Chrome accented front grille	S	S	—	S	—
Blacked-out sport front grille	—	—	S	—	S
Rain sensing wipers	—	—	S	—	S
In-glass antenna	S	S	S	S	S
Shark fin roof antenna (GPS)	—	—	S	—	S
Power tilt and sliding sunroof	—	S	S	—	S
Sport tuned suspension	—	—	—	—	S
Dual exhaust	—	—	—	S	S

Comfort & Convenience	LX	LX PREMIUM	SX	LX-V6	SX-V6
Air conditioning	S	S	S	S	S
Automatic temperature control	—	—	S	—	S
In-dash navigation ¹	—	—	S	—	S
Power windows with anti-pinch function and driver's window one-touch auto up and down	S	S	S	S	S
Power door locks with two-turn entry system	S	S	S	S	S
Keyless entry with panic function	S	S	S	S	S
Smart key with push-button start	—	—	S	—	S
AM/FM/CD/MP3 stereo system with 6 speakers	S	S	—	S	—
Premium audio including external amplifier, subwoofer and Infinity speakers	—	—	S	—	S
Sirius® Satellite radio (includes 3 month trial) ²	—	—	S	—	S
AUX and USB audio inputs	S	S	S	S	S
Steering wheel mounted audio controls	S	S	S	S	S
Steering wheel mounted paddle shifters	—	—	S	—	S
Illuminated front vanity mirrors	S	S	S	S	S
Steering wheel-mounted cruise control	S	S	S	S	S
Tilt steering column	S	S	S	S	S
Telescopic steering column	—	S	S	S	S
Leather-wrapped steering wheel and gear shift knob	—	—	S	—	S
Power adjustable pedals	—	—	—	—	S
Silver-accented inside door handles	—	—	S	—	S
Trip computer	—	S	S	—	S
Auto-dimming rearview mirror with digital compass and HomeLink®	—	—	S	—	S
Centre console with storage compartment	S	S	S	S	S
ECO-Minder™ indicator	S ³	S	S	S	S
Rear centre armrest with cupholders	S	S	S	S	S

Seating & Trim	LX	LX PREMIUM	SX	LX-V6	SX-V6
6-way adjustable driver's seat	S	—	—	S	—
8-way power adjustable driver's seat	—	S	S	—	S
Driver lumbar support	S	S	S	S	S
Heated front seats	S	S	S	S	S
60/40 split-folding rear seat	S	S	S	S	S
Cloth seats	S	S	—	S	—
Leather seats	—	—	S	—	S
Aluminum interior trim	—	—	S	—	S

Restraint & Safety	LX	LX PREMIUM	SX	LX-V6	SX-V6
Dual front airbags	S	S	S	S	S
Dual front seat-mounted side airbags	S	S	S	S	S
Full-length side curtain airbags	S	S	S	S	S
Anti-whiplash active front headrests	S	S	S	S	S
Front & rear height adjustable headrests	S	S	S	S	S
Front & rear 3-point seatbelts	S	S	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	S	S
Height adjustable front seatbelt anchors	S	S	S	S	S
4-wheel disc brakes	S	S	S	S	S
4-wheel anti-lock braking system (ABS)	S	S	S	S	S
Electronic brake distribution (EBD)	S	S	S	S	S
Electronic stability control (ESC)	S	S	S	S	S
Traction control system (TCS)	S	S	S	S	S
Impact-sensing door unlocking	S	S	S	S	S
Lower Anchors and Tethers for Children (LATCH)	S	S	S	S	S
Rear child-safety door locks	S	S	S	S	S
Side-impact door beams	S	S	S	S	S
Front & rear crumple zones	S	S	S	S	S

S = Standard — = Not Available

¹ Navigation technology only recognizes English voice prompts.

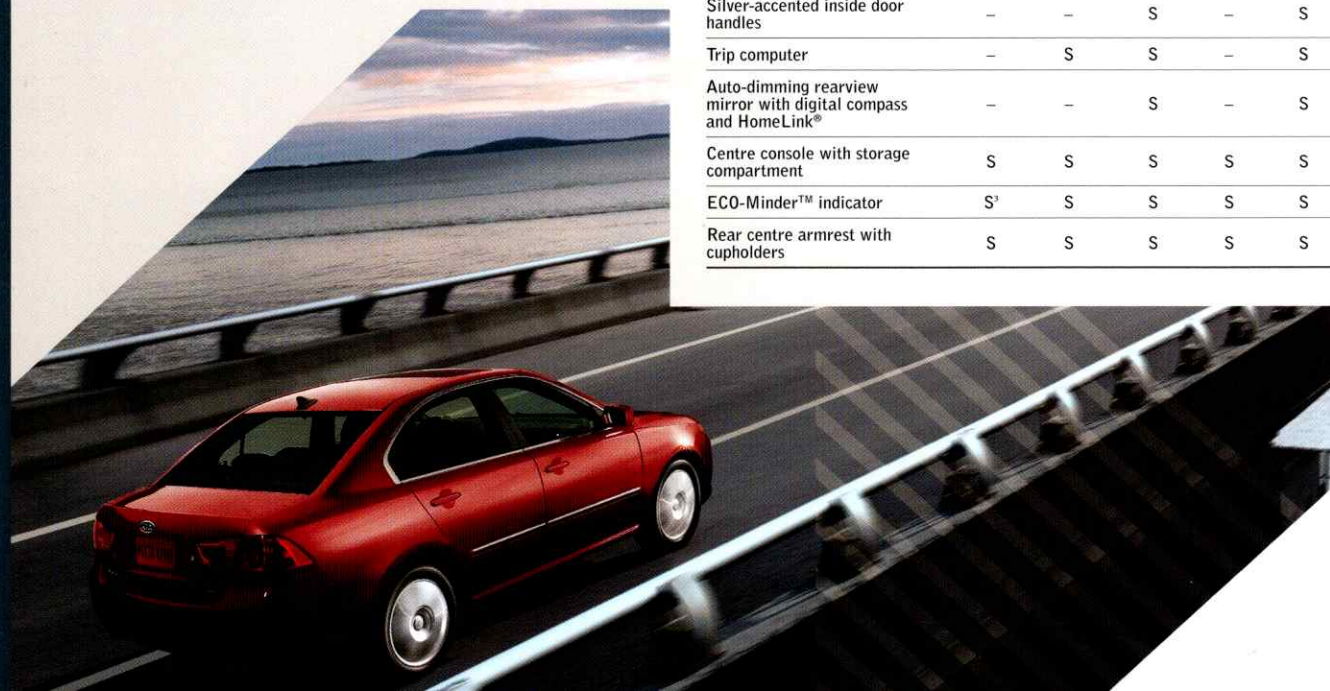
² Available in the 10 provinces and 3 territories of Canada and 48 contiguous United States. Monthly subscription sold separately after three trial months.

³ Available with automatic transmission only.

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.

SIRIUS
SATELLITE RADIO

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



SPECIFICATIONS

Engine	LX, LX Premium & SX	LX-V6 & SX-V6
Type	2.4L, In-line 4-cylinder, aluminum block and head	2.7L, V6, aluminum block and head
Valve train	16-valve, DOHC, Dual Continuously Variable Valve Timing (CVVT)	24-valve, DOHC, Continuously Variable Valve Timing (CVVT)
Horsepower	175 hp @ 6,000 rpm	194 hp @ 6,000 rpm
Torque	169 lb.-ft. @ 4,000 rpm	184 lb.-ft. @ 4,500 rpm
Intake	Variable Intake System (VIS), Electronic Throttle Control (ETC)	Variable Intake System (VIS), Electronic Throttle Control (ETC)
Compression ratio	10.5:1	10.4:1
Transmission	5-speed manual; Available 5-speed Steptronic automatic, electronically-controlled overdrive	5-speed Steptronic automatic, electronically-controlled overdrive

Dimensions, mm (in.)

Wheelbase	2,720 (107.1)
Track (front/rear)	1,563/1,552 (61.5/61.1)
Length	4,800 (189)
Width	1,805 (71.1)
Height	1,480 (58.3)
Ground clearance	160 (6.3)
Head room (front/rear)	1,010/965 (39.8/38.0)
Shoulder room (front/rear)	1,450/1,430 (57.1/56.3)
Leg room (front/rear)	1,110/960 (43.7/37.8)
Hip room (front/rear)	1,385/1,390 (54.5/54.7)

Body & Chassis

Layout	Front engine, front wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson strut, coil springs with anti-roll bar
Rear suspension	Independent, multi-link, coil springs with anti-roll bar
Steering	Power rack and pinion

Brakes

Type	4-wheel disc
ABS	4-channel, 4-sensor

Curb Weight, kg (lb.)

	LX, LX Premium & SX	LX-V6 & SX-V6
Manual transmission	1,432 (3,157)	—
Automatic transmission	1,450 (3,197)	1,494 (3,294)

Capacities, L (cu. ft.)

Interior volume	2,950 (104.2)
Trunk volume	425 (15)
Fuel tank, L (imp. gal.)	62 (13.6)

Fuel Economy (Hwy/City), L/100km (mpg)

	LX, LX Premium & SX	LX-V6 & SX-V6
Manual transmission	6.2/9.4 (46/30)	—
Automatic transmission	6.2/9.4 (46/30)	7.0/10.5 (40/27)

ACCESSORIES



Spoiler



Hood deflector



Sunroof deflector



Window deflector

EXTERIOR COLOURS



Snow White Pearl (P) BC/BL



Spicy Red (M) BC/BL



Midnight Blue (M) BC/BL



Ebony Black BC/BL



Bright Silver (M) BC/BL



Bronze (M) BC/BL



Platinum Graphite (M) BC/BL

INTERIOR COLOURS



Black Cloth (BC)



Black Leather (BL)



16" steel wheels with covers



16" alloy wheels



17" alloy wheels



17" hyper silver alloy wheels

WHEELS

BC = Black cloth, BL = Black leather, M = Metallic paint, P = Pearl paint

The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

5 Year Warranty

We've got you covered.

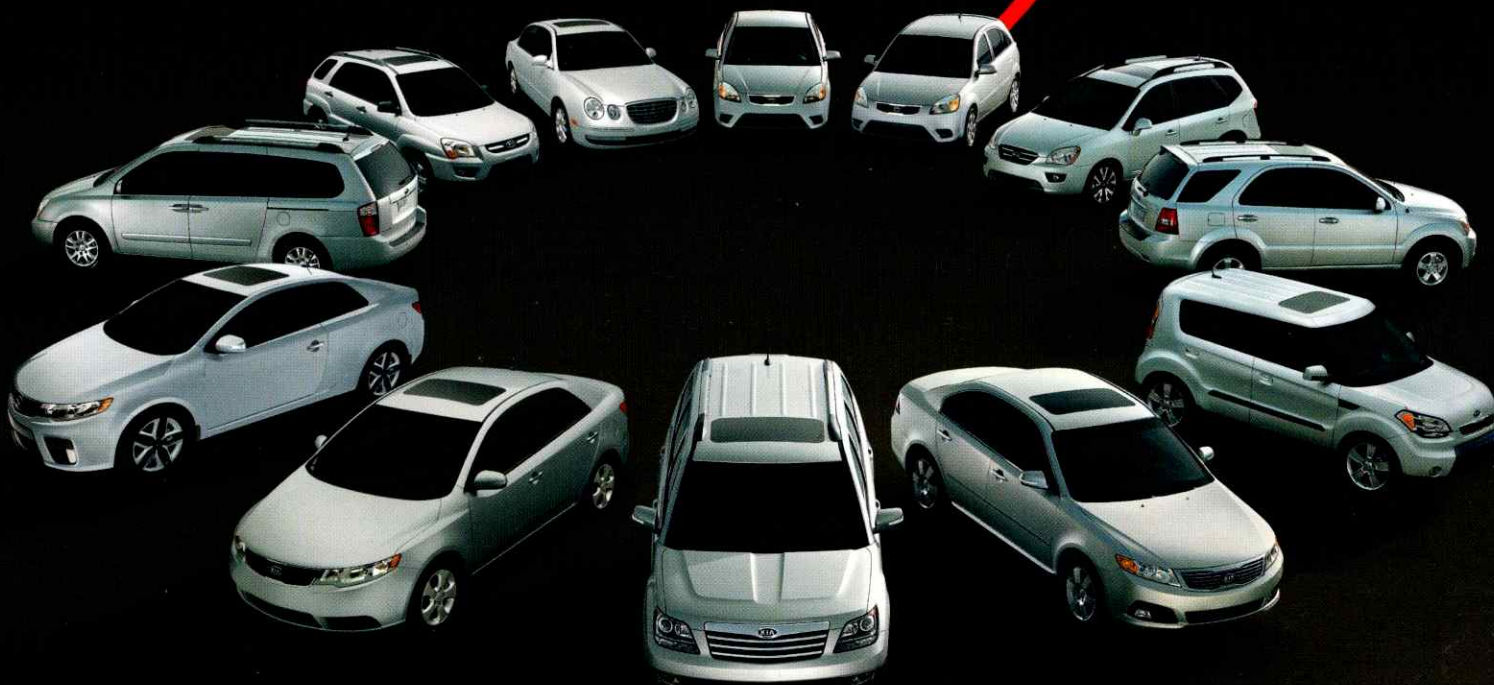
- 5-year/100,000 km Worry-free comprehensive warranty covering virtually the entire vehicle*
- 5-year/100,000 km Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts*
- 5-year/100,000 km Roadside assistance covers you in case of mechanical breakdown anywhere in 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.

* Some restrictions apply. For more information on our 5-5 Total Care Ownership Coverage, call us at 1-877-542-2886. ††NHTSA (National Highway Traffic Safety Administration) test results. Visit www.nhtsa.dot.gov/ncap for full details. All information contained herein was accurate and correct at the time of printing. Kia Canada Inc. reserves the right to make changes at any time without notice, and without any obligations as to colours, materials, specifications, features, accessories, packages, models and any applicable programs. Some vehicles shown may include optional equipment or may not be exactly as shown. Kia Canada Inc., by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia dealer or website for further details. SIRIUS logo and related marks are trademarks of SIRIUS Satellite Radio Inc. HomeLink® is a registered trademark of Johnson Controls, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited.

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forests, controlled sources and
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