



KIA MOTORS
The Favorite.™

10 YEARS
IN CANADA



THE ALL-NEW 2010

FORTE



THE ALL-NEW 2010 FORTE
DRIVE BOLD. BOLD. FORTE.



Forte EX shown in Sterling



Forte SX shown in Electric Blue

The 2010 Kia Forte is a fresh, new take on the compact sedan.

Forte captures your eye with its dynamic road presence. The sweep of its bold lines continues inside, creating a modern cabin where form and function blend seamlessly.

So much excitement. So many conveniences. All in a car so affordable. That's always been Kia's forte.

THIS IS THE
WAY DRIVING
SHOULD BE.
LET THE PERFORMANCE BEGIN

Whether you spend your time on the open road or in the stop-and-go of city driving, you have a friend in Forte.

A meticulously engineered chassis and four-wheel independent suspension work in harmony, blending dynamic handling and ride comfort. Under the hood, Forte LX and EX models provide a responsive 156-horsepower from a 2.0-litre engine with continuously variable valve timing (CVVT) for outstanding fuel economy, while the 2.4-litre dual CVVT engine in the Forte SX puts an exuberant 173 horsepower at your command.



Forte EX shown in Radiant Red

ALL YOU NEED. AND MORE.

INNER HARMONY



With the all-new Forte, Kia raises the bar for comfort, roominess and convenience in a compact sedan. Power windows, door locks and heated mirrors are standard on every model. And if you crave more, Forte is available with some surprising extras – like heated front seats, leather trim, automatic climate control and alloy sport pedals.



HEATED FRONT SEATS take the CHILL out of winter driving. They're standard on the EX and SX.



POWER TILT AND SLIDING SUNROOF offers the added exhilaration of open-air driving. What better way to enjoy a beautiful day? It's standard on SX and optional on EX models.



AUTO MATIC CLIMATE CONTROL brings year-round, set-and-forget comfort, and it's standard equipment on the SX. Manual air conditioning is standard on EX and available on LX models.



TIPT AND TELESCOPING STEERING WHEEL lets you position the wheel precisely where you want it. This control-enhancing comfort feature is standard on EX and SX models.



POWER WINDOWS are standard on every Forte. They include a quick and convenient one-touch-down function for the driver's window to help speed you through any drive-thru.



REAR CENTRE ARMREST includes handy cupholders for your passengers. The standard 60:40 split seatbacks also fold down to accommodate oversized cargo when you need the added space.



Get behind the wheel of the all-new Forte and you'll experience an invigorating sense of command. It's in the grip of the steering wheel, the purposeful action of the switches and the way every gauge is perfectly positioned. Just turn the key and take control.



1 LED-BACKLIT INSTRUMENT CLUSTER on LX and EX models provides precise, at-a-glance driving information. The SX features a standard Supervision cluster with sophisticated white-blue lighting.

2 5-SPEED MANUAL TRANSMISSION is standard on the LX and EX. It delivers smooth, lightning-fast shifts and is one of four available Forte transmissions.

3 AUXILIARY AUDIO INPUT and a standard USB port let you link your iPod® or other digital music player directly to Forte's audio system.

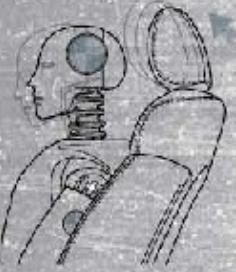
SIRIUS® SATELLITE RADIO provides the soundtrack to a great drive with commercial-free music and 120 full-time channels. Enjoy it with a three-month trial subscription on Forte SX models.



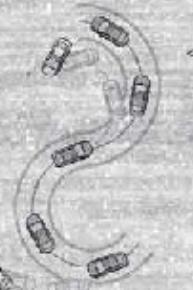
INTEGRATED TURN SIGNALS in the side mirrors alert adjacent drivers to your turning or lane-change intentions to help you move more safely through traffic on busy highways or crowded downtown streets. They're standard on EX and SX models.

ADVANCED HANDS-FREE BLUETOOTH® CAPABILITY* is standard on every Forte. Its voice activation lets you make phone calls without taking your hands off the wheel.

* Compatible Bluetooth®-enabled wireless phone required.



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



< **ELECTRONIC STABILITY CONTROL** automatically adjusts brake pressure at the appropriate wheel or wheels and regulates engine torque to correct your path. It's standard on all EX and SX models.

FOUR-WHEEL ANTI-LOCK DISC BRAKES respond to slippery road conditions or sudden stops with the power and confidence you need to maintain control in challenging driving situations. And they're standard on every Forte.

Safety comes naturally to the Kia Forte. There's the standard protection of six airbags, complemented by the sure-footed stopping power of four-wheel anti-lock disc brakes and a rigid body structure that helps channel crash energy away from you and your passengers.™

**SAFETY
INSIDE
AND OUT.**

SAFE HAVEN



FEATURES

Exterior

	LX	EX	SX
15" steel wheels with full covers	S	-	-
16" 5-spoke alloy wheels	-	S	-
17" 10-spoke alloy wheels	-	-	S
P195/65 R15 tires	S	-	-
P205/55 R16 tires	-	S	-
P215/45 R17 tires	-	-	S
Sport-tuned suspension	-	-	S
Fog lamps	-	-	S
Tinted window glass	S	S	S
Power tilt and sliding sunroof	-	0	S
Dual power heated, body-coloured side mirrors	S	S	S
Outside mirror with integrated turn signal	-	S	S
Body-coloured outside door handles and rear garnish	S	-	-
Chrome-coated outside door handles and rear garnish	-	S	S
Front & rear mud guards	S	S	S

S = Standard 0 = Optional - = Not Available

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 Automatic transmission only.

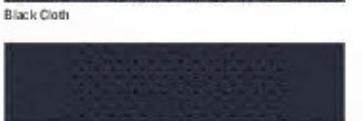


Delivering 120 channels of some of the best programming available, SIRIUS is The Best Radio on Radio. Home of 100% commercial free music, news, talk, entertainment, traffic, weather and data, SIRIUS also broad casts live play-by-play as the Official Satellite Radio Partner of the NFL, NASCAR, NBA and NHL. To find out more about SIRIUS Satellite Radio, speak to your Kia dealer or visit www.sirius.com

A PERFECT BALANCE



INTERIOR COLOURS



Black Leather

SPECIFICATIONS

Engine

	LX & EX	SX
Type	2.0 L Inline 4 cylinder, aluminum block and head	2.4 L Inline 4 cylinder, aluminum block and head
Valve train	DOHC, 16 valve, Continuously Variable Valve Timing (CVVT)	DOHC, 16 valve, Dual Continuously Variable Valve Timing (CVVT)
Horsepower	156 hp @ 6,200 rpm	173 hp @ 6,000 rpm
Torque	144 lb.-ft. @ 4,300 rpm	168 lb.-ft. @ 4,000 rpm
Compression ratio	10.9:1	10.9:1
Intake	Electronic Throttle Control (ETC)	Variable Intake System (VIS), Electronic Throttle Control (ETC)
Emission rating	Ultra Low Emission Vehicle (ULEV)	Ultra Low Emission Vehicle (ULEV)
Transmission	5-speed manual transmission	6-speed manual transmission
	Available 4-speed Steptronic automatic transmission	Available 5-speed Steptronic automatic transmission, electronically controlled

Dimensions, in (in.)

	LX & EX	SX
Wheelbase	2,650 (104.3)	2,650 (104.3)
Track (front/rear)	LX: 1,557 / 1,564 (61.3 / 61.6) EX: 1,543 / 1,550 (60.8 / 61.0)	1,539 / 1,546 (60.6 / 60.9)
Length	4,530 (178.4)	4,530 (178.4)
Width	1,775 (69.9)	1,775 (69.9)
Height	1,460 (57.5)	1,460 (57.5)
Head room (front/rear)	1,015 / 955 (40.0 / 37.6)	1,015 / 955 (40.0 / 37.6)
Shoulder room (front/rear)	1,415 / 1,390 (55.7 / 54.7)	1,415 / 1,390 (55.7 / 54.7)
Leg room (front/rear)	1,100 / 890 (43.3 / 35.0)	1,100 / 890 (43.3 / 35.0)
Hip room (front/rear)	1,345 / 1,355 (53.0 / 53.4)	1,345 / 1,355 (53.0 / 53.4)

Capacities, L (cu. ft.)

Passenger volume	2,740 (96.7) without sunroof 2,711 (95.7) with sunroof
Cargo capacity	415 (14.7)
Fuel tank capacity, L (imp. gal.)	52 (1.14)

Fuel Economy

(Highway/City, L/100km/mpg)	LX & EX	SX
5-speed manual transmission	5.8 / 8.3 (49/34)	-
4-speed automatic transmission	5.8 / 8.1 (49/35)	-
6-speed manual transmission	-	6.2 / 9.2 (46/31)
5-speed automatic transmission	-	6.3 / 9.0 (49/31)

EXTERIOR COLOURS



Bronze (M) BC/BL



Electric Blue (M) BC/BL



Black Orchid BC/BL



Sterling (M) BC/BL



Pure White BC/BL



Smokey Grey (M) BC/BL



Radiant Red (M) BC/BL



Titanium (M) BC/BL

BC = Black cloth, BL = Black leather, M = Metallic paint.

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

WHEELS



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



X
10 YEARS
IN CANADA



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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.