

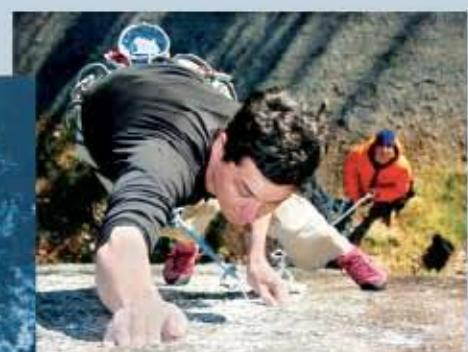


2009

SPORTAGE

Your ticket to adventure

KIA
KIA MOTORS
The Power to Surprise™



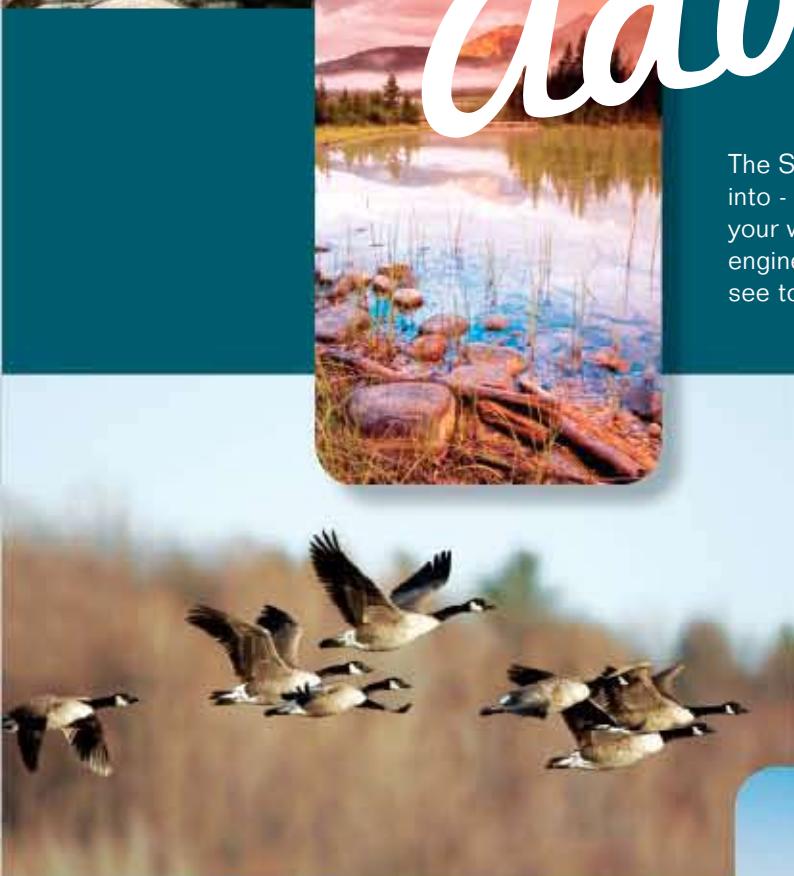


The new 2009 Sportage

Discover your own road.

Sportage LX V6 shown in Satin Silver

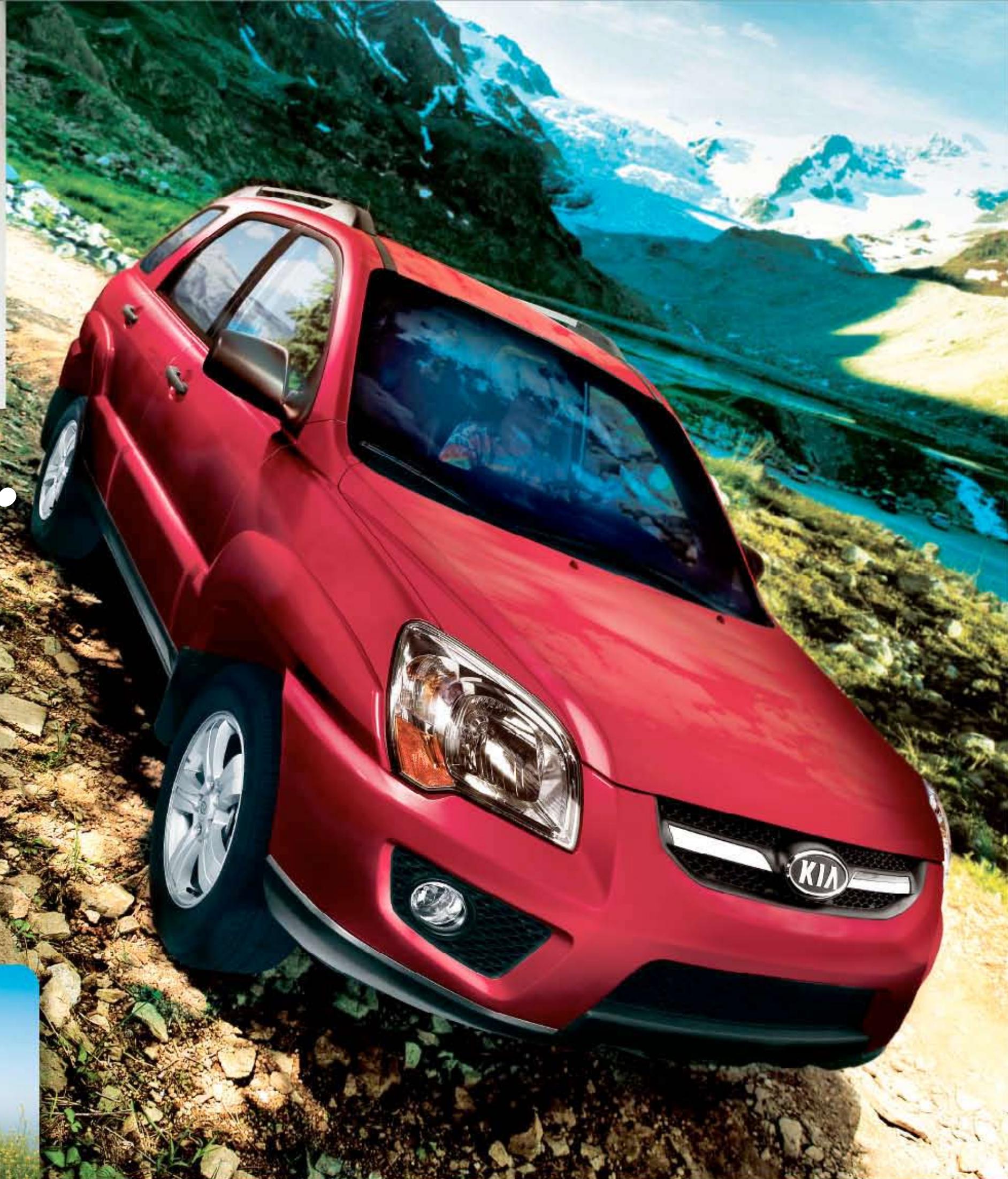
Sportage 2 • 3



Always ready for
Adventure.

The Sportage has what it takes to get you into - and out of - any adventure that comes your way. Its 2.0-litre, 140 hp four-cylinder engine or the available 2.7-litre, 173 hp V6 will see to that. And whether it's on- or off-road,

Sportage's available all-wheel-drive system with electronically controlled Torque-On-Demand gives you the best use of all that horsepower. At the same time, its electronic stability control (ESC) and traction control system (TCS) ensure greater stability, traction and overall safety.



Sportage LX V6 shown in Volcanic Red



Room with a View.

Sportage is built rugged - and roomy. Its spacious interior features a six-way adjustable driver's seat and adjustable front and rear headrests. When it comes to cargo, Sportage certainly delivers the goods. There's ample storage space for all your gear, with available roof rails and 60/40 split flat-folding and reclining rear seats. The standard under-floor storage tray is handy for storing valuables. Once you load everything on board, you'll find there's still plenty of room for you and your passengers.



LET THE SUNSHINE IN

Available power tilt and sliding sunroof with manual shade lets you bring the outdoors in.



WARM COMFORT

The six-way adjustable driver's seat ensures comfort. Available heated front seats, in either cloth or leather, keep you warm on those early winter mornings.



MORE CONVENIENCE

All models include power door locks, mirrors and windows with driver's window express one-touch-down feature. Remote keyless entry is standard on all models except the base LX model.

"Kia Sportage is a vehicle that must be on your list if you are considering a compact SUV. It's unmatched in desirable standard equipment and price."

Paul Williams, Canadian Driver.com



MULTIPLE SEATING CONFIGURATIONS
Room for all. Fold down the 60/40 split rear seats and you have 1,887 litres (66.6 cu. ft.) of space to accommodate almost anything you need to bring.

European model shown

*Take the wheel
and take Charge.*

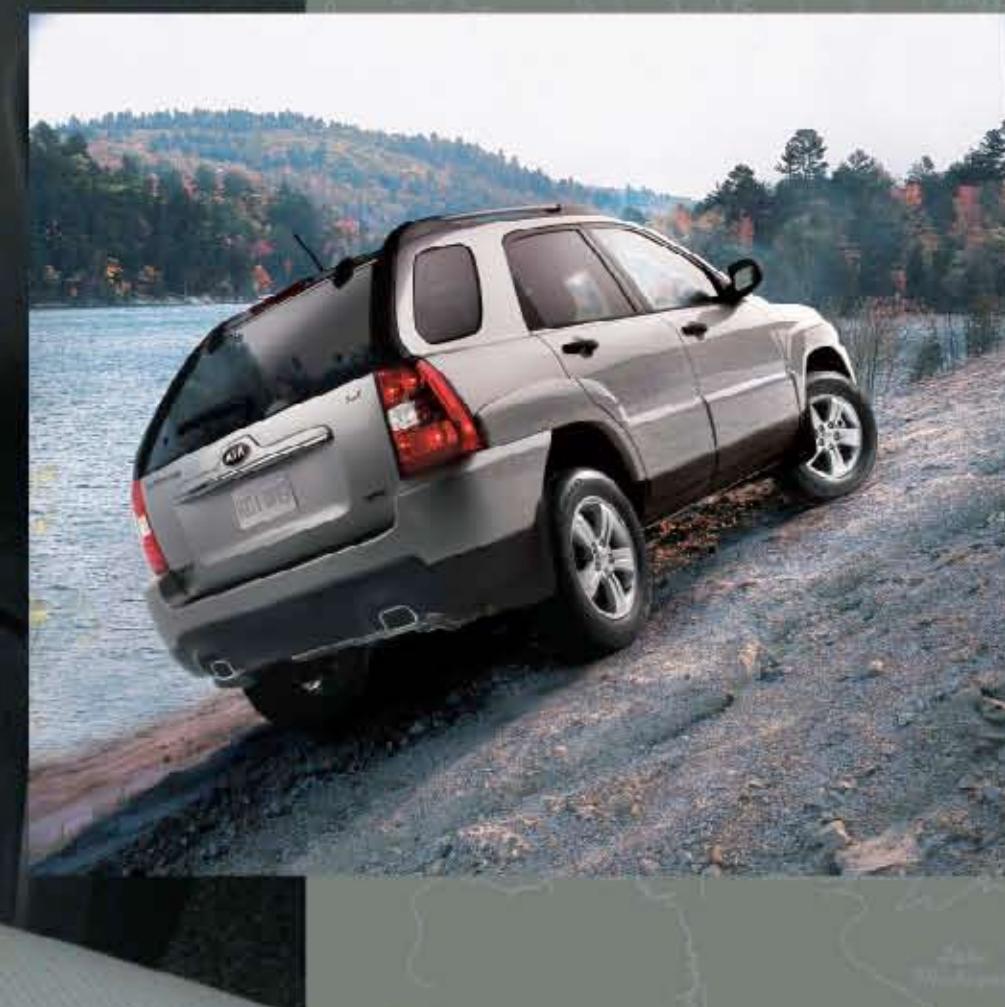
The Sportage is certainly built tough on the outside. Yet behind the wheel, the well-equipped cabin looks and feels luxurious with attractive, high-quality design and materials, and loads of desirable features. Sleek curves and smooth lines are complemented by easy-to-read dials and easy-to-reach controls. Everything is designed to make your drive more comfortable and more enjoyable. The fact that you're surrounded by such an array of advanced safety features is also comforting.



PLUG IN YOUR IPOD
Tune in the 6-speaker AM/FM/CD/MP3 stereo system. USB and auxiliary jacks let you plug in your memory stick or iPod to enjoy all your favourite music.



Listen to 120 channels of crystal-clear, digital quality sound. Sirius Satellite Radio features commercial-free music, as well as the best in sports, news, talk and entertainment. Find out more about Sirius from your Kia dealer or visit www.sirius.ca.





*Get there
Safe and Sound.*

Sportage forges ahead steadily in any driving conditions. And you can rest easy because its extensive array of safety features are second to none. Standard features include four-wheel disc brakes with anti-lock braking system (ABS), electronic stability control (ESC), traction control system (TCS) and electronic brake-force distribution (EBD), which all monitor your vehicle's movement, instantly distributing engine or braking power as needed to allow you to keep control.



STANDARD SIX AIRBAGS FOR MAXIMUM PROTECTION
Advanced dual front-impact airbags and dual front seat-mounted side-impact airbags help protect the driver and front passenger. In addition, full-length curtain airbags help protect all occupants in the front and rear seats in the event of a side impact or rollover. All come standard on all Sportage models.



V6 POWERPLANT
The muscular 2.7-litre, 24-valve, V6 engine delivers 173 hp at 6,000 rpm and 178 lb.-ft. of torque at 4,000 rpm.



ELECTRONIC STABILITY CONTROL
Standard on all models, ESC keeps the vehicle stable. The system automatically adjusts brake pressure at the appropriate wheel or wheels and regulates engine torque to return the vehicle to your intended path.



ELECTRONIC BRAKE-FORCE DISTRIBUTION
The EBD system enhances control by calculating and applying the braking pressure needed individually at each wheel.



STEPTRONIC SEQUENTIAL SHIFTING
The available 4-speed automatic transmission comes with a sequential shift mode for sporty, on-the-fly shifting.

Features

EXTERIOR	LX	LX CONV.	LX-V6	LX-V6 LUXURY
16" 5-spoke alloy wheels	S	S	S	S
All-season tires P215/65R16	S	S	S	S
Exhaust system with dual outlets	S	S	S	S
Body-coloured rear garnish and chrome-coated mouldings	S	S	S	S
Rear liftgate with flip-open glass	S	S	S	S
Power mirrors	S	S	S	S
Heated mirrors	-	S	S	S
Deep-tinted privacy side glass	-	S	S	S
Power tilt and sliding sunroof	-	-	-	S
Fog lights	-	S	S	S
Roof rails	-	S	S	S
Dark grey metallic rocker panel	S	S	S	S
Roof mounted antenna	S	S	S	S
Body side cladding	-	-	S	S
Fender flares	-	-	S	S

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

S = Standard - = Not Available O = Optional Package CONV. = Convenience package

¹ Available in the 10 provinces and 3 territories of Canada and the 48 contiguous United States.

Monthly subscription sold separately after 3 trial months.

Colours EXTERIOR



Colours INTERIOR



Specifications

ENGINE	LX & LX CONVENIENCE	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
Transmission	5-speed manual, available 4-speed Steptronic	4-speed Steptronic automatic
AWD	Full time, Torque-on-Demand ^{**}	Full time, Torque-on-Demand ^{**}
Compression ratio	10.1:1	10.0:1

^{**} Standard on LX-V6 Luxury, optional on LX (manual transmission) and LX-V6

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 unitized
Front suspension	Independent, MacPherson struts, coil springs
Rear suspension	Independent, dual link
Steering	Power-assist, rack-and-pinion

CURB WEIGHT	MODEL WEIGHT kg. (lbs.)
5-speed manual	2.0L I-4 FWD: 1,465 (3,230)
5-speed manual	2.0L I-4 AWD: 1,548 (3,412)
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)

FUEL ECONOMY	MODEL	HWY/CITY L/100 km (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 (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)

Accessories

	
Roof rack crossbars	Spoiler
	
Blade wheel	All-weather floor mats

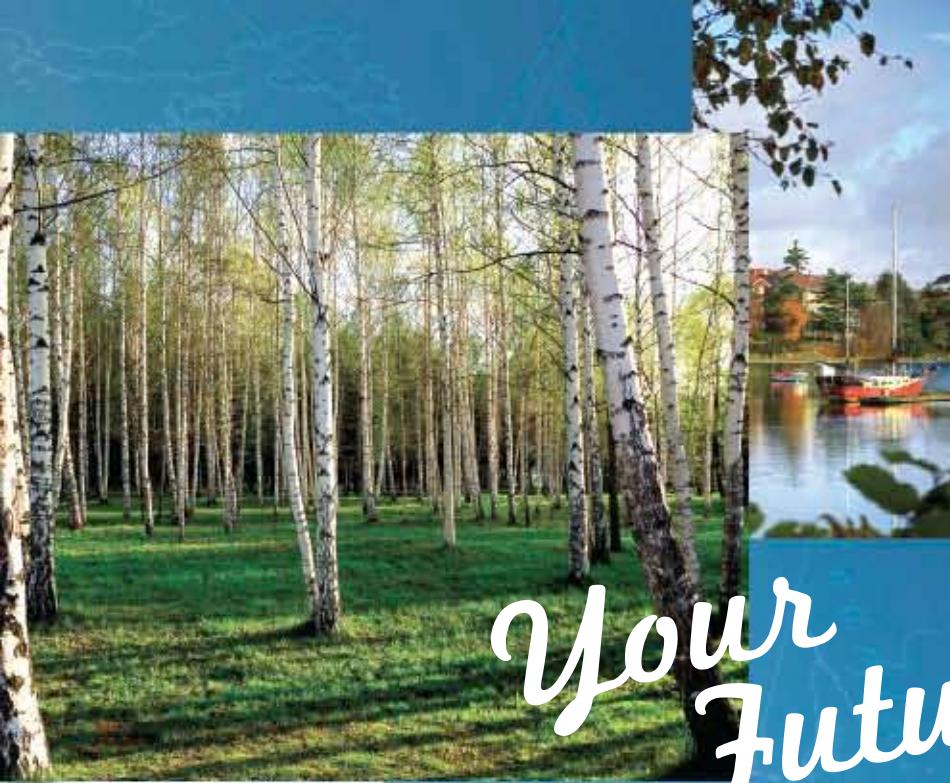
SIRIUS SATELLITE RADIO

Tune in to 120 channels of the hottest programming under the sun. Sirius delivers crystal-clear, digital quality sound. Tune in to commercial-free music and the best in sports, news, talk and entertainment. Including live play-by-play coverage of the NFL, NASCAR and NBA. Find out more about Sirius Satellite Radio from your Kia dealer or visit www.sirius.ca.

Wheels



16" x 6.5" 5-spoke alloy wheels



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 Sportages 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.



"Clear simplicity is the ultimate design that is impossible for anyone to imitate. It is difficult to create something entirely new, but Kia Motors will create a new design future through honesty, purity and simple beauty."

Peter Schreyer, Chief Design Officer
One of the most respected authorities on product design in the automotive industry. His outstanding creative work has led to many national and international awards for his sporty and innovative designs.



My adventure, My Kia



5 Year
Warranty

We've got you covered.

Kia's Total Care Ownership coverage includes:

- 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*

Kia completes the peace-of-mind coverage with a national dealer network. So wherever you need us - from Whitehorse to Windsor and from Victoria to St. John's - we'll be there.

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