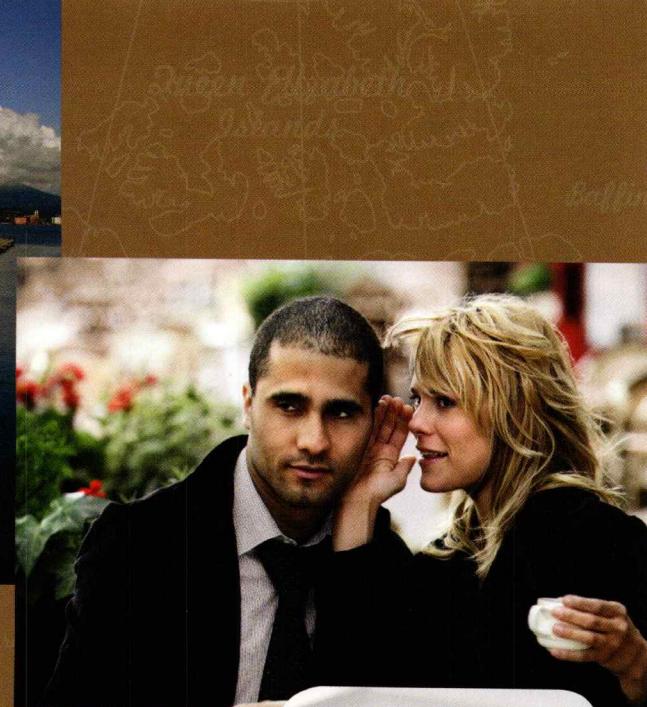
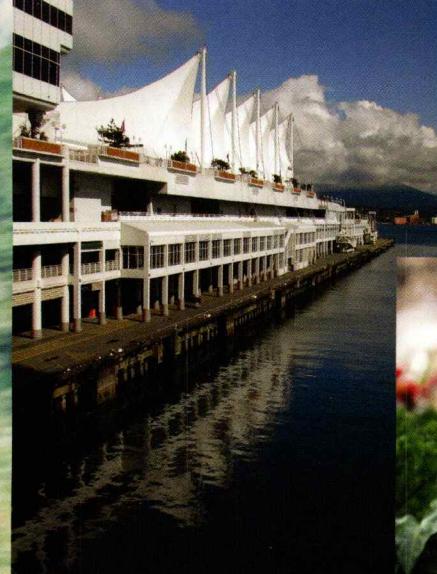


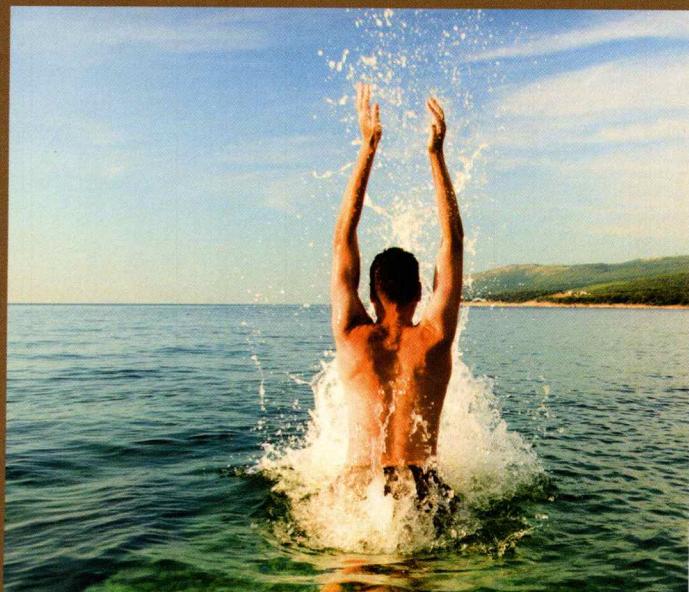
Magentis LX shown in Bright Silver metallic.

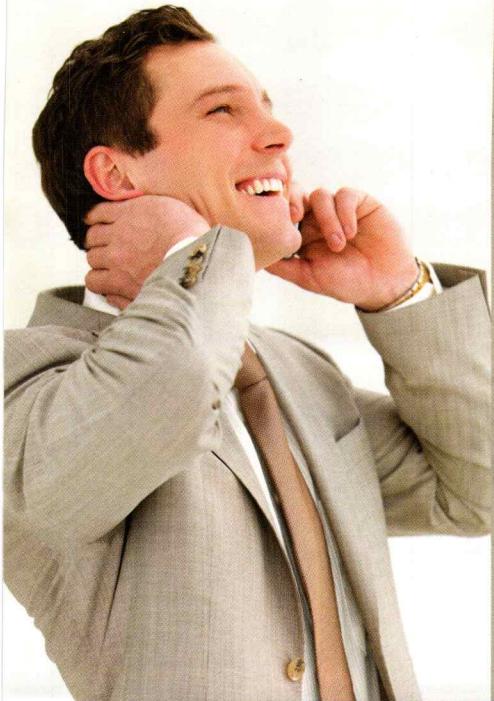
*Luxury to Spare.
Power to Burn.*





The Magentis has been thoroughly refreshed for 2009. Its stylish new exterior certainly turns heads. But this attention-getter has a lot more going for it than its sophisticated good looks, inside and out. This is a car with character. It's a thrilling, performance-oriented vehicle that's ready for the fast lane - and engineered to leave rivals in the rearview. Choose between the 4-cylinder, 2.4-litre engine clocking in at 175hp @ 6,000 rpm or the powerful V6 with 194 hp @ 6,000 rpm and 184 lb.-ft. of torque at 4,500 rpm. The available 5-speed Steptronic automatic transmission keeps everything fluid, while the available, steering wheel mounted paddle shifters allows you to shift without taking your hands off the wheel. The advanced safety system features standard six airbags, 4-wheel anti-lock braking system, electronic stability control and traction control system to ensure you're safe at every turn.





The Comfort quotient is Sky-high.

The 2009 Magentis exudes elegance. Its seats and lavish interior spoil you from the start, surrounding you with the finer things in life – beginning with the quality of the materials and the fit and finish. A vehicle for all seasons, the Magentis comes with standard air conditioning that keeps the forecast cool on those hot, humid days while standard, heated front seats keep you warm when the temperature drops. The available adjustable tilt and telescopic steering wheel¹ positions the way you want it. The 60/40 split-folding rear seat provides more than ample cargo room. On the 'green' side, the ECO-Minder indicator² on the instrument panel lights up when the vehicle is being driven in a fuel-efficient manner and contributes to enhanced fuel economy.





FEEL THE POWER

The Magentis' array of standard power features includes power door locks with two-turn entry system, power heated mirrors, power windows with anti-pinch protection and driver's window one-touch auto up and down.



SUNNY SIDE UP

Available power tilt and sliding sunroof lets you soak up some rays while you enjoy the drive. Your sunglasses are always within easy reach in the overhead holder if it gets too bright - or you just want to look extremely cool.



KEEPING IT PERFECTLY CLEAR

Standard, power heated side mirrors are the perfect remedy for Canadian snow, fog and rain as they keep your side views clear at all times. Available integrated LED turn signals in the side mirrors alert other drivers that you are turning.

CLIMATE CHANGE

Magentis is available with an automatic climate control³ system that keeps the cabin at a comfortable, driver-selected temperature through winter cold and summer heat. It also comes with a standard air filtration system to eliminate unwanted dust and pollen, year-round.

¹ Available on all models except LX. ² Available with automatic transmission only. ³ Available on the LX-V6 Luxury and SX models.





First class all the way.

One glance will tell you that the Magentis' gauges and controls are ergonomically-designed and easy on the eyes. More important, they are easy to reach and easy to operate. The leather-wrapped steering wheel contains full audio controls with the available premium stereo system. The available auto-dimming rearview mirror with integrated compass, reacts to bright lights from behind and the built-in HomeLink® system enables you to communicate wirelessly with your garage door opener. But the Magentis' technical allure certainly don't stop there.



POWER AT YOUR FINGERTIPS

The steering wheel mounted paddle-shifters allow you to shift gears with your hands on the wheel and your eyes on the road. Standard on SX models.



ECO-MINDER SYSTEM

To help you save on gas, the available ECO-Minder¹ system displays a green light on the instrument panel to let you know when you're driving in the most fuel-efficient manner. Following ECO-Minder can help you reduce fuel consumption by up to 13%².



NAVIGATING YOUR WAY

The available voice-activated GPS navigation system features a real-time map, pinpointing your vehicle's current location and providing you with step-by-step directions to your requested destination. Standard on SX models.

SOUNDS JUST RIGHT

The powerhouse AM/FM/CD/MP3 stereo system with 6 speakers and equalizer is definitely a high point with available external amplifier, subwoofer and Infinity speakers. The convenient USB and AUX audio jacks are right there for your memory stick or iPod.

SIRIUS
SATELLITE RADIO

AVAILABLE SIRIUS SATELLITE RADIO

Satellite radio gives you 120 channels of digital-quality sound to choose from. Featuring commercial-free music and the very latest in sports, news, talk and entertainment. A 3-month trial is included. Available on the LX-V6 Luxury and SX models.

¹ Available with automatic transmission only.

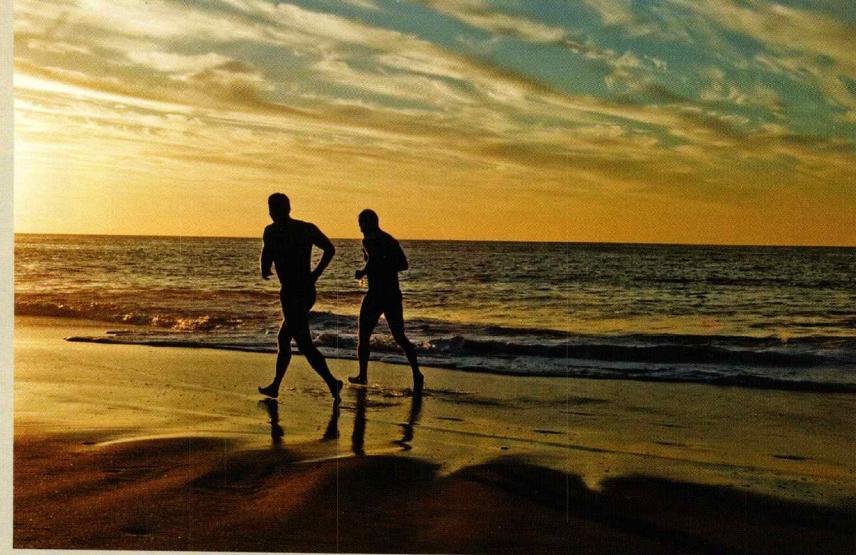
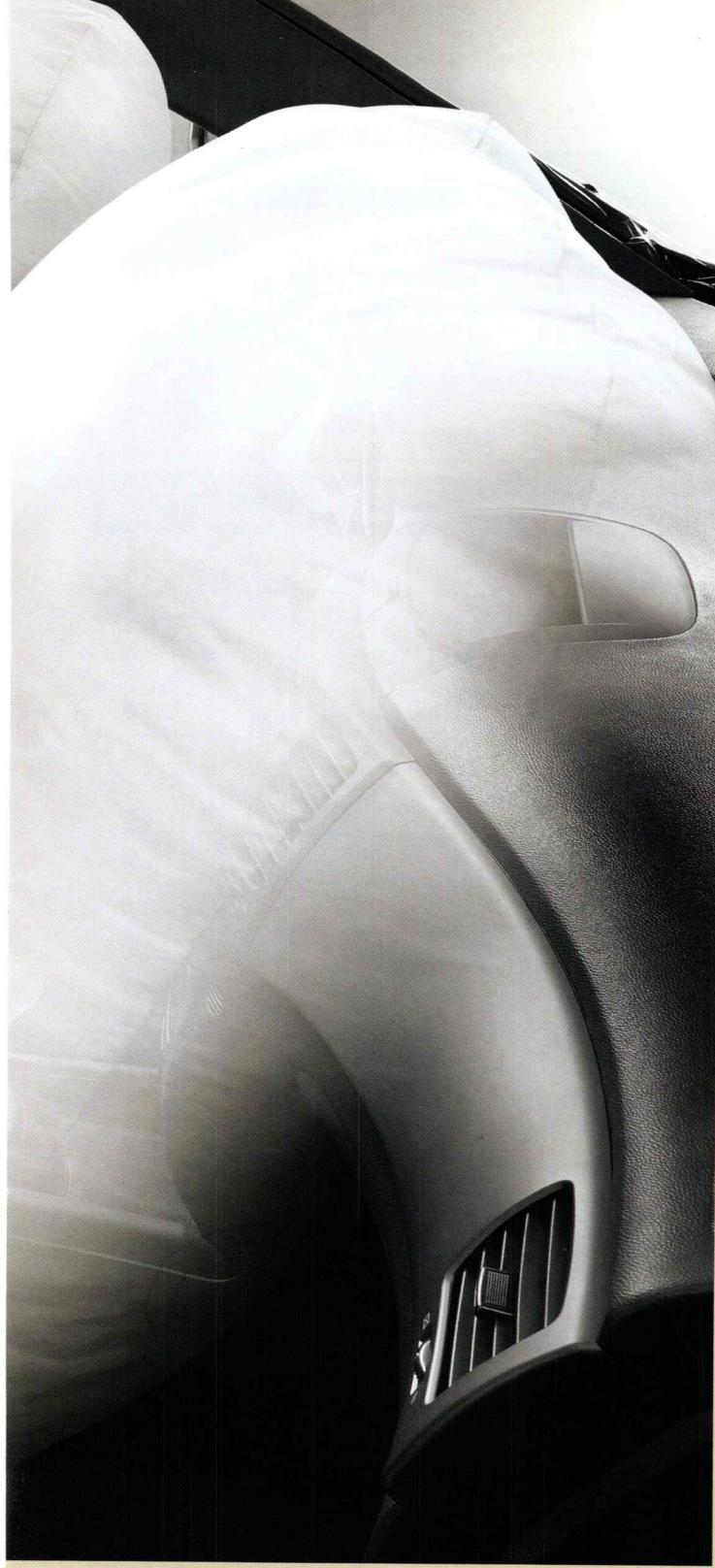
² For 4-cylinder engine in highway driving, based on Kia research.



North Pacific Safety is the most important feature.

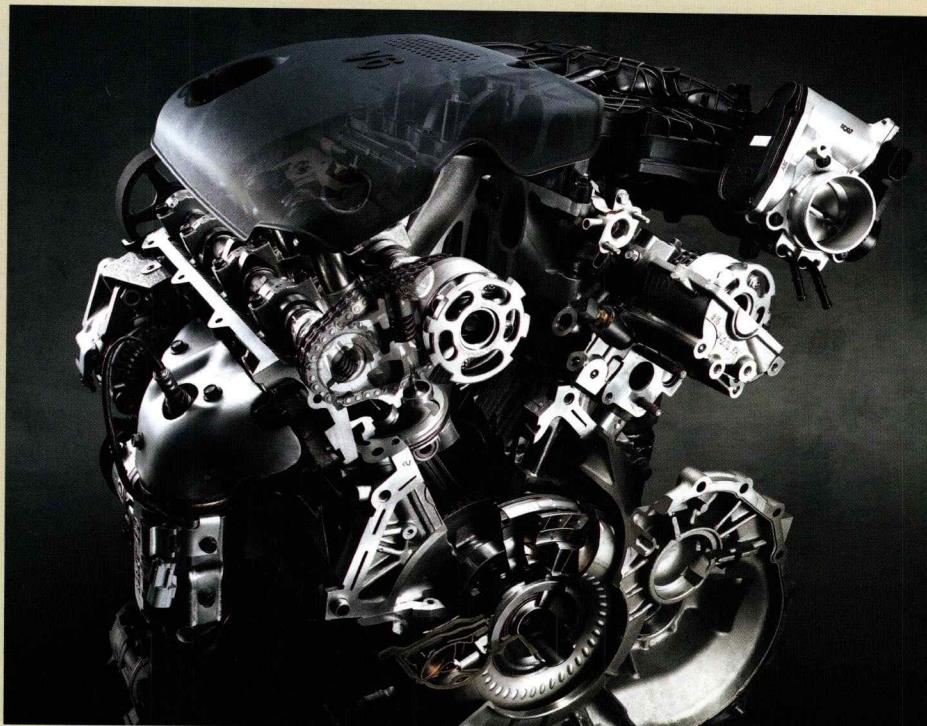
The Magentis is engineered to help you avoid accidents, and protect you if any mishap occurs. It is designed - from front to back and top to bottom - to ensure you and your passengers' well-being. Dual front airbags and seat-mounted side airbags guard the driver and front passenger. Full-length side curtain airbags protect passengers in the front and back seats. And active front headrests protect against whiplash by absorbing energy during a rear-end collision. The front windshield wiper de-icer and rear window defroster keep the road clearly in view. It is features like these that have earned Magentis a coveted 5-Star Crash Test Rating with the NHTSA.

— ★★★★ —
Crash Test Rating
NHTSA - Frontal and side impacts



PERFORMANCE PLUS

You'll find the Magentis is certainly quick off the line. Both the redesigned 2.4-litre, dual continuously variable valve timing (CVVT), 4-cylinder engine at 175hp or the CVVT V6 engine with 194 hp @ 6,000rpm and 184 lb.-ft. of torque at 4,500 rpm deliver all the acceleration, passing power and overall performance you could ask for. The dual CVVT 4-cylinder engine provides more power and greater fuel efficiency. In fact, it's more fuel efficient* than the Toyota Camry LE, Honda Accord LX and Chevy Malibu to name just a few.



GET INTO GEAR

The gated, Steptronic five-speed automatic transmission is available on the 4-cylinder engine and comes standard on the V6. The 5th gear optimizes performance and improves fuel efficiency.



ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

The electronic brake-force distribution system enhances your control of the vehicle by calculating and applying the braking pressure needed individually at each wheel.

NEVER LOSE CONTROL

Electronic stability control adjusts brake pressure automatically at the appropriate wheel or wheels and regulates engine torque to correct your vehicle's path. The 4-wheel anti-lock braking system works to prevent wheel lock-up during heavy braking. The traction control system and brake-assist system contribute to greater stability and traction in any kind of road conditions.

Features

EXTERIOR	LX	Premium	SX	LX-V6	SX-V6	SEATING & TRIM	LX	Premium	SX	LX-V6	SX-V6
16" steel wheels with full wheel covers	S	—	—	—	—	6-way adjustable driver's seat	S	—	—	S	—
16" 5-spoke alloy wheels	—	S	—	S	—	8-way power adjustable driver's seat	—	S	S	LUX	S
17" 6-spoke alloy wheels	—	—	S	LUX	—	Driver lumbar support	S	S	S	S	S
17" Hyper silver, twin spoke, alloy wheels	—	—	—	—	S	Heated front seats	S	S	S	S	S
All-season tires P205/60R16	S	S	—	S	—	60/40 split-folding rear seat	S	S	S	S	S
All-season tires P215/50R17	—	—	S	LUX	—	Cloth seats	S	S	—	S	—
All-season tires P225/50R17	—	—	—	—	S	Leather seats	—	LP	S	LUX	S
Clear lens halogen headlights	S	S	—	S	—	Silver-accented inside door handles	—	LP	S	LUX	S
Black bezel sport halogen headlights	—	LP	S	LUX	S	Aluminum interior trim	—	LP	S	LUX	S
Fog lights	—	S	S	S	S						
Integrated LED side mirror turn signal	—	—	S	—	S						
Dual power, heated, body colour side mirrors	S	S	S	S	S						
Body colour exterior door handles	S	S	S	S	S						
Variable intermittent windshield wipers with de-icer	S	S	S	S	S						
Rain sensing wipers	—	—	S	LUX	S						
Chrome accented front grille	S	S	—	S	—						
Blacked-out sport front grille	—	LP	S	LUX	S						
In-glass antenna	S	S	S	S	S						
Power tilt and sliding sunroof	—	S	S	LUX	S						
Dual exhaust	—	—	—	S	S						
Sport tuned suspension	—	—	—	—	S						
RESTRAINT & SAFETY SYSTEMS	LX	Premium	SX	LX-V6	SX-V6	COMFORT & CONVENIENCE	LX	Premium	SX	LX-V6	SX-V6
Dual front airbags	S	S	S	S	S	Air conditioning with cabin air filter	S	S	S	S	S
Dual front seat-mounted side airbags	S	S	S	S	S	Automatic climate control	—	—	S	LUX	S
Full-length side curtain airbags	S	S	S	S	S	In-dash navigation with voice activation	—	—	S	—	S
Anti-whiplash active front headrests	S	S	S	S	S	Power windows with anti-pinch function and driver's window one-touch auto up and down	S	S	S	S	S
Front & rear height adjustable headrests	S	S	S	S	S	Power door locks with two-turn entry system	S	S	S	S	S
Front & rear 3-point seatbelts	S	S	S	S	S	Keyless entry with panic and alarm function	S	S	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	S	S	AM/FM/CD/MP3 stereo system with 6 speakers and equalizer	S	S	—	S	—
Height adjustable front seatbelt anchors	S	S	S	S	S	Premium audio including external amplifier, subwoofer and Infinity speakers	—	—	S	—	S
4-wheel disc brakes	S	S	S	S	S	Sirius® satellite radio (includes 3 month trial) ¹	—	—	S	LUX	S
4-wheel anti-lock braking system (ABS)	S	S	S	S	S	AUX and USB audio inputs	S	S	S	S	S
Electronic brake distribution (EBD)	S	S	S	S	S	Bluetooth® hands-free cell phone capability*	A	A	A	A	A
Electronic stability control (ESC)	S*	S	S	S*	S	Steering wheel mounted audio controls	S	S	S	S	S
Traction control system (TCS)	S*	S	S	S*	S	Steering wheel mounted paddle shifter	—	—	S	—	S
Impact-sensing door unlocking	S	S	S	S	S	Cruise control	S	S	S	S	S
Lower Anchors and Tethers for Children (LATCH)	S	S	S	S	S	Tilt steering column	S	S	S	S	S
Rear child-safety door locks	S	S	S	S	S	Telescopic steering column	—	S	S	S	S
Side-impact door beams	S	S	S	S	S	Leather-wrapped steering wheel and gear shift knob	—	LP	S	LUX	S
Front & rear crumple zones	S	S	S	S	S	Power adjustable pedals	—	—	—	LUX	S
Energy-absorbing steering column	S	S	S	S	S	Trip computer	—	S	S	LUX	S

Leather Package (LP): Leather seats, leather-wrapped steering wheel and gear shift knob, power tilt and sliding sunroof, 8-way power adjustable driver's seat, black bezel sport halogen headlights, blacked-out sport front grille, silver-accented inside door handles, aluminum interior trim and trip computer.

Luxury Package (LUX) - in addition to the Leather Package: 17" alloy wheels, Sirius® satellite radio¹, automatic temperature control, rain sensing wipers and auto-dimming rearview mirror with digital compass and HomeLink[®]

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 With automatic transmission only.

S = Standard — = Not Available LP = Leather Package LUX = Luxury Package A = Accessory

* Late availability.

Colours EXTERIOR



White Pearl (P) GC/BC*/BL



Bright Silver (M) GC/BC*/BL



Midnight Grey (M) GC/BC*/BL



Ruby Red (M) GC/BC*/BL



Midnight Blue (M) GC/BC*/BL



Ebony Black GC/BC*/BL



Metal Bronze (M) GC/BC*/BL

Colours INTERIOR



Grey Cloth (GC)



Black Cloth (BC)*



Black Leather (BL)

Specifications

ENGINE	2.4L	2.7L
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)	3-stage Variable Intake System (VIS), Electronic Throttle Control (ETC)
Compression ratio	10.5:1	10.4:1
Transmission	5-speed manual	5-speed Steptronic automatic, electronically-controlled overdrive
	Available 5-speed Steptronic automatic, electronically-controlled overdrive	

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 type	Power rack and pinion	

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

CURB WEIGHT, kg (lb.)	2.4L	2.7L
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 capacity, L (imp. gal.)	62 (13.6)	

FUEL ECONOMY	2.4L	2.7L
HIGHWAY/CITY, L/100KM (mpg)	6.2/9.4 (45/30)	—
Manual transmission	6.2/9.4 (45/30)	7.0/10.5 (40/27)
Automatic transmission	6.2/9.4 (45/30)	7.0/10.5 (40/27)

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)

Accessories



Sunroof deflector



Window deflector

SIRIUS
SATELLITE RADIO

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

Wheels



16" 6-spoke steel wheels with covers



16" 5-spoke alloy wheels



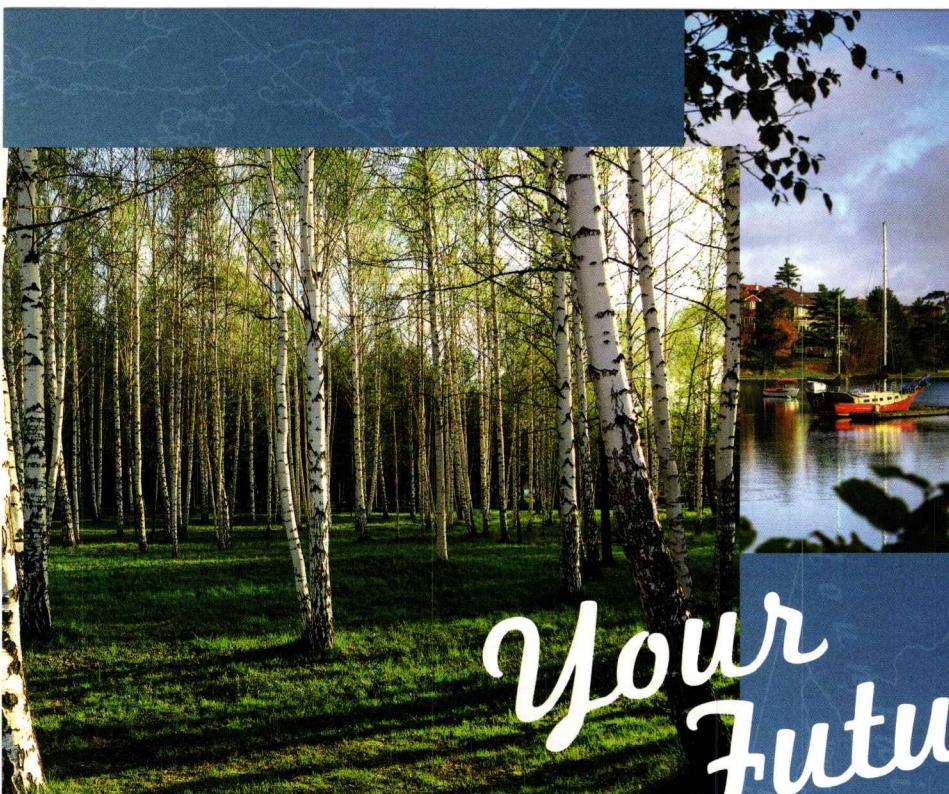
17" 6-spoke alloy wheels



17" Hyper silver, twin spoke, alloy wheels

* Some restrictions apply. For more information on our 5-5-5 Total Care Ownership Coverage, call us at 1-877-542-2886. ††NHTSA (National Highway Traffic Safety Administration) test results. Visit www.safercar.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. The Bluetooth word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited.

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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 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.



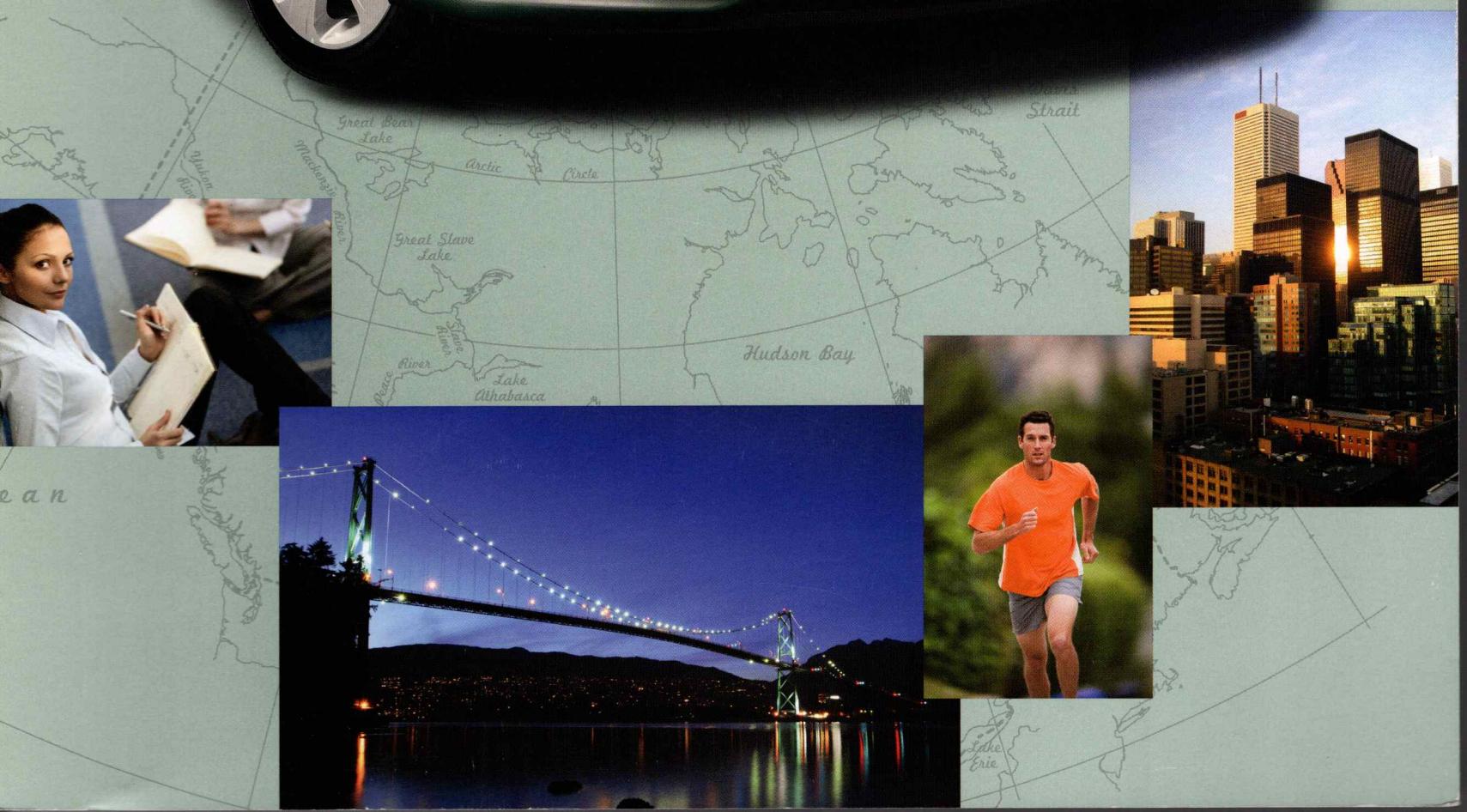


2009

MAGENTIS

It'll move you even when it's standing still.

KIA
KIA MOTORS
The Power to Surprise™



2009 Magentis

More of everything.



Magentis SX shown in Ebony Black.



"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.

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.



Kue



KOUP



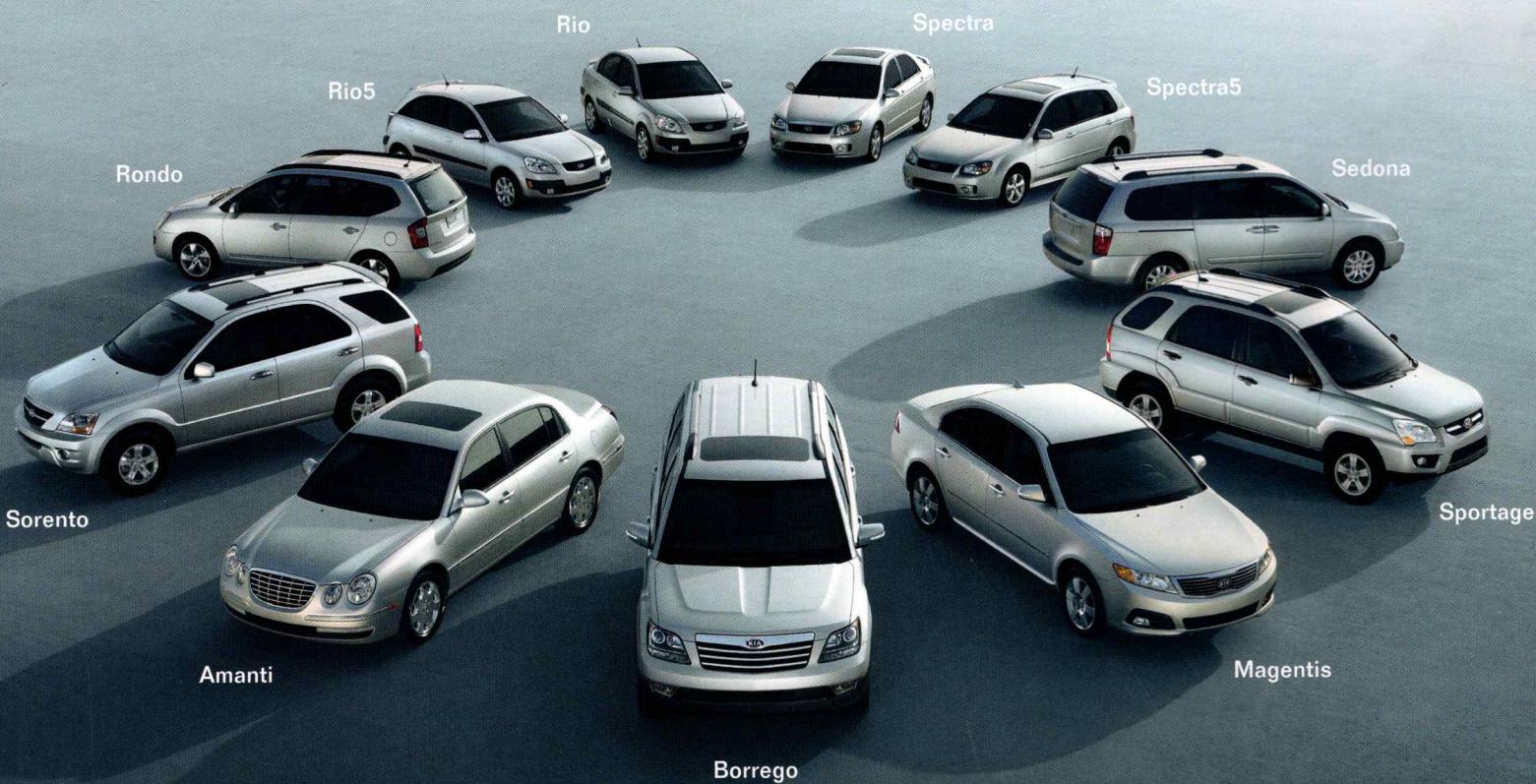
KCV-III



Kee



*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.

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