



THE ALL-NEW BORREGO



KIA MOTORS
The Power to Surprise™



-Ex V8 shown. See Owner's Manual for towing instructions.



An SUV that makes you stop and stare. Introducing the all-new 2009 Borrego. Its sleek styling grabs your attention. Its exceptional performance ensures that every drive is a pleasure. Borrego's standard V6 or available V8 engine delivers class-leading horsepower* for outstanding all-around capabilities. A spacious interior provides plenty of room for your family and friends. The Borrego also offers a level of refinement that promises driver and passengers remarkable comfort and convenience. Its long list of standard amenities makes every model surprisingly well-equipped.

*Based on comparison to 2008 models like Toyota 4-Runner, Nissan Pathfinder and Ford Explorer.

EX shown with optional packages



EX V8 shown. See Owner's Manual for towing instructions.



Expansive interior, smart features, room for seven — and the power to take you to the height of adventure. Its standard three-row seating gives everyone room to relax. Available comfort features include front and rear air conditioning and a power-tilt, telescopic steering column. Features like SIRIUS Satellite Radio and a USB jack for an MP3 player enhance your on-road experience. A navigation system and a rear-camera display provide unsurpassed convenience. To make every journey as smart as it is enjoyable, a 6-speed automatic transmission improves fuel efficiency. So hit the road and enjoy Borrego's impressive capabilities, which include Torque-On-Demand 4WD® and the class-leading towing capacity* that comes standard on the V8 engine.

Features may be optional and are subject to change. "SIRIUS" is a registered trademark of SIRIUS Satellite Radio Inc. Reception requires a subscription, sold separately (a three-month

subscription is included with vehicle purchase). Not available in Alaska and Hawaii. For full Terms & Conditions, visit sirius.com. *Based on comparison to 2008 models.

EX Luxury Package shown

Engineered for safety from every angle to give you more confidence behind the wheel.
The Borrego is well-equipped with class-leading safety features.* Passive features such as dual front advanced airbags; front, seat-mounted side airbags and full-length side curtain airbags with rollover sensor instill peace of mind. The V8 model adds a driver's knee airbag. Active safety features, including an Anti-lock Braking System with Brake Assist, a Traction Control System and Electronic Stability Control, help you maintain control in a variety of road conditions. Additionally, Downhill Assist Control and Hill Assist Start deliver sure-footed agility on steep hills.

*Based on comparison to 2008 models.



SOME FEATURES ARE AVAILABLE ONLY AS OPTIONAL EQUIPMENT ON SELECT MODELS. The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for details or go to kia.com. All information contained herein was correct at the time of printing. Kia Motors reserves the right to make changes at any time without notice, and without any obligations as to colors, materials, specifications, features, accessories, packages and models. Vehicles shown may include optional equipment. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. ©2008 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc., is prohibited.
Part #UH090 PM100

EX Luxury Package shown