

THE 2007 MAGENTIS



KIA MOTORS

The Power to Surprise™

MEET THE ALL-NEW **MAGENTIS**

THE FASTEST GROWING AUTOMAKER... JUST RAISED THE BAR.



It's bold and sophisticated. It's our high-quality, high-value sedan featuring a dynamically designed exterior. It boasts an upscale interior that is both spacious and comfortable offering an abundance of features. It offers the choice between two exhilarating performance engine packages. It is committed to safety with 6 standard airbags, ABS and front anti-whiplash active headrests. And it is competitively priced and backed by one of the best warranties in the industry — Kia's 5-year / 100,000 kilometre Total Care Ownership Coverage. We present the all-new 2007 Magentis — another proud example of what you can expect from the fastest growing automaker in the world.

THE SUPERIOR PERFORMER

PERFORMANCE THAT LEAVES THE COMPETITION IN THE REAR-VIEW MIRROR.



PERFORMANCE



With the all-new Magentis you can choose between two highly advanced engines to drive your level of exhilaration. You can opt for the superior performance of the 2.4-litre, 161-horsepower, 4-cylinder. Or strap yourself into the even more powerful 2.7-litre, 185-horsepower, aluminum-alloy V6. Either way, powerful performance is yours. With the available Steptronic automatic transmission you'll be able to turn an ordinary trip to the grocery store into a demonstration of gear-shifting mastery. McPherson strut front and multi-link rear suspensions collaborate for superior handling and undeniable riding performance. And all this doesn't come at the expense of efficiency. The Magentis boasts outstanding fuel economy. Bottom line, the four-door sedan will never be the same again.

FEATURE COMFORTS

DRIVE TO ALL OF LIFE'S DESTINATIONS IN STYLE.



INTERIOR COMFORT



The all-new Magentis is completely redesigned to create an open, spacious, and quiet environment. Inside you can surrender to the warmth of your heated, first-class, driver's seat; engineered for maximum support to minimize fatigue on long trips. Or you can upgrade to a leather, 8-way power adjustable driver's seat with power adjustable pedals and telescopically adjustable steering. The all-new Magentis offers the option of a "set and forget" automatic climate control system that will maintain your ideal comfort zone — while you focus on more important matters. Like taking advantage of larger leg room and head room, plus 420 litres of storage capacity that can easily fit four sets of golf clubs in the trunk.

IT'S WHAT'S INSIDE THAT COUNTS

THE GENIUS REALLY IS IN THE DETAILS.



THE DETAILS



The all-new Magentis boasts an outstanding ergonomically designed control layout. Key navigational, audio, and environmental systems have been placed at your fingertips. At night you'll feel more like the captain of your private jet as the display panel of your car glows pleasantly in white-blue interior lighting. A 6-speaker stereo sound system with equalizer will fill your Magentis with a symphony of sound. You have the option to have the key control instruments come to you, like the adjustable telescoping steering wheel and pedals. At the push of a button, you'll control the windows, heated side mirrors, tilt and slide sunroof and front seats with five-step temperature control. The standard remote keyless entry/alarm completes the experience.

THE STANDARD FOR PROTECTION

THE ALL-NEW MAGENTIS IS LOADED WITH SAFETY FEATURES.



SAFETY



The all-new Magentis features the latest in safety, technology and innovation. Standard features like 4-wheel anti-lock brakes with Electronic Brake Distribution, an internal trunk release, child door locks, impact sensing door unlock and an anti-pinch safety window. The advanced supplementary restraint system includes six standard airbags — dual front, dual side & dual full-length side curtains — all part of an integrated system that monitors conditions during impact and controls airbag inflation accordingly. In addition, anti-whiplash front active headrests help reduce neck injuries in the event of a rear-impact collision. Side-impact door beams and a child car-seat LATCH system make the Magentis a safe bet for your family. Optional is the Integrated Electronic Stability Control system. This state-of-the-art system will instinctively assess road conditions and driver's responses and adjust key vehicle functions, like braking and engine power, accordingly.

2007 MAGENTIS

FEATURES

	LX	LX PREMIUM	LX-V6	LX-V6 LUXURY
16" tires	S	S	S	-
17" tires	-	-	-	S
Full wheel covers	S	-	-	-
Alloy wheels	-	S	S	S
Chrome front grille	S	S	S	-
Blacked-out sport front grille	-	LP	-	S
Clear-lens halogen headlights	S	S	S	-
Blacked-out sport halogen headlights	-	LP	-	S
Body-colour exterior door handles	S	S	S	S
Chrome exterior door handles	-	LP	-	-
Projection fog lights	-	S	S	S
Dual exhaust	-	-	S	S
Dual power heated body-colour mirrors	S	S	S	S
Variable intermittent windshield wipers	S	S	S	S
Power tilt/sliding sunroof	-	S	-	S
In-glass antenna	-	LP	-	S

CONVENIENCE AND COMFORT

Air conditioning	S	S	S	S
Automatic temperature control	-	-	-	S
Power windows w/ driver's one-touch auto up/down with anti-pinch protection	S	S	S	S
Power door locks w/two-turn entry system	S	S	S	S
Keyless entry w/panic & alarm function	S	S	S	S
AM/FM/CD audio system with equalizer	S	S	S	S
6 speakers incl. door-mounted tweeters	S	S	S	S
Steering wheel audio & cruise control remote	S	S	S	S
Tilt steering column	S	S	S	S
Telescopic steering column	-	S	S	S
Silver-accented inside door handles	-	S	-	S
Trip computer & automatic light control	-	S	-	S
Power adjustable pedals	-	-	-	S
Auto-dimming rear-view mirror with digital compass & Homelink®	-	-	-	S
Centre console w/ cell phone pass-thru	S	S	S	S
Rear centre armrest	S	S	S	S

¹Delayed availability (cloth seats)

TOTAL CARE OWNERSHIP COVERAGE

- 5-YEAR/100,000 KM WORRY-FREE COMPREHENSIVE WARRANTY
- 5-YEAR/100,000 KM POWERTRAIN WARRANTY
- 5-YEAR/100,000 KM EXTRA CARE ROADSIDE ASSISTANCE



S = Standard O = Optional - = Not Available
LP = Leather Package

SPECIFICATIONS

	LX	LX PREMIUM	LX-V6	LX-V6 LUXURY
Cloth seat trim	S	S	S	-
Leather seat trim	-	LP	-	S
Black one-tone sport interior trim	-	LP	-	S
8-way power drivers seat	-	S	-	S
Heated front seats	S ¹	S	S	S
Front & rear height adjustable headrests	S	S	S	S
Leather-wrapped steering wheel/gearshift knob	-	LP	-	S
Aluminum interior trim	-	LP	-	S
60/40 split-folding rear seat	S	S	S	S

RESTRAINT AND SAFETY SYSTEMS

Dual advanced front airbags	S	S	S	S
Dual front seat-mounted side airbags	S	S	S	S
Full-length side curtain airbags	S	S	S	S
Front & rear 3-point seat belts	S	S	S	S
Front seat-belt pretensioners with force limiters	S	S	S	S
Height adjustable front seat-belt anchors	S	S	S	S
4-wheel disc brakes	S	S	S	S
4-wheel anti-lock brakes (ABS)	S	S	S	S
Electronic Stability Control (ESC)	-	S	-	S
Traction Control System (TCS)	-	S	-	S
Electronic Brake Distribution (EBD)	S	S	S	S
Front anti-whiplash active headrests	S	S	S	S
Side-impact door beams	S	S	S	S
Front & rear crumple zones	S	S	S	S
Energy-absorbing steering column	S	S	S	S
Impact-absorbing door unlocking	S	S	S	S
Lower Anchors and Tethers for Children (LATCH)	S	S	S	S
Rear child-safety door locks	S	S	S	S

LEATHER PACKAGE

Blacked-out sport front grille	LP
Blacked-out sport halogen headlights	LP
Chrome exterior door handles	LP
EX rear badge	LP
In-glass antenna	LP
Leather seat trim	LP
Black one-tone sport interior trim	LP
Leather-wrapped steering wheel/gearshift knob	LP
Aluminum interior trim	LP

ENGINE

	2.4 L	2.7 L
Type	In-line 4-cylinder	V6
Valve Gear	DOHC, CVVT, 4 valves per cylinder	DOHC, CVVT, 4 valves per cylinder
Displacement	2,359 cm ³	2,656 cm ³
Compression Ratio	10.5:1	10.4:1
Horsepower	161 hp @ 5,800 RPM	185 hp @ 6,000 RPM
Torque	163 lb.ft. @ 4,250 RPM	182 lb.ft. @ 4,000 RPM
Transmission	5-speed manual 5-speed automatic Steptronic	— 5-speed automatic Steptronic

DIMENSIONS

Wheelbase	2,720 mm (107.08 in.)
Track (Front/Rear)	1,563 / 1,552 mm (61.54 / 61.10 in.)
Length	4,735 mm (186.41 in.)
Width	1,805 mm (71.06 in.)
Height	1,480 mm (58.26 in.)
Ground Clearance	160 mm (6.29 in.)
Head Room (Front/Rear)	1,010 / 965 mm (39.76 / 37.99 in.)
Hip Room (Front/Rear)	1,385 / 1,390 mm (54.52 / 54.72 in.)
Leg Room (Front/Rear)	1,110 / 960 mm (43.70 / 37.80 in.)
Shoulder Room (Front/Rear)	1,450 / 1,430 mm (57.09 / 56.30 in.)
Interior Volume (SAE)	2,950 L (104.19 cu.ft.)
Trunk Volume	420 L (14.83 cu.ft.)
Fuel Tank Capacity	62 L (16.4 gal.)

CURB WEIGHTS

	2.4 L	2.7 L
Manual Transmission	1,425 kg (3,124 lbs)	—
Automatic Transmission	1,442 kg (3,179 lbs)	1,491 kg (3,287 lbs)

BODY AND CHASIS

Layout	Front Engine, Front Wheel Drive
Body Type	Steel Unibody
Front Suspension	Independent, McPherson Strut, Anti-roll Bar
Rear Suspension	Independent, Multi-Link, Anti-roll Bar
Steering	Power Rack & Pinion

BRAKES

Type	4-wheel disc
ABS	4-wheel anti-lock brakes with ebd

TIRES

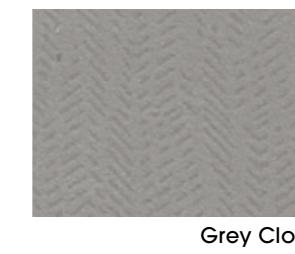
	2.4 L	2.7 L
Size	P205/60 R16	P205/60 R16
		P215/50 R17 (LX-V6 Luxury)

FUEL ECONOMY

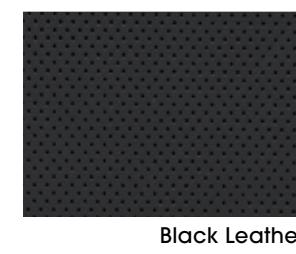
(City/Hwy L/100 KM)	2.4 L	2.7 L
5-speed Manual	9.6 / 6.3 (29.4 / 44.8 mpg)	—
5-speed Automatic	9.7 / 6.4 (29.1 / 44.1 mpg)	10.6 / 7.1 (26.7 / 39.8 mpg)

COLOURS

INTERIOR



Grey Cloth



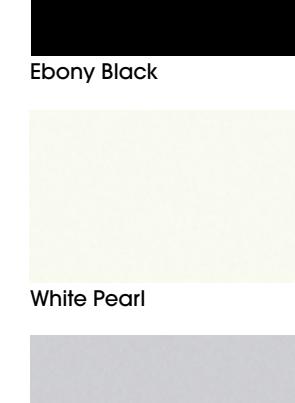
Black Leather

EXTERIOR



Ebony Black

GC/BL



White Pearl

THE POWER TO SURPRISE

QUALITY AND VALUE ARE THE CORNERSTONES OF KIA'S SUCCESS.



Canadian Headquarters

Hybrid and electric vehicles, light-weight cars and aluminum space frames are among the many innovations our engineers are aggressively researching to create lightweight, recyclable and environmentally friendly cars.

In our ongoing effort to build great cars, while respecting the planet, Kia's fuel cell vehicle development program will soon allow our customers to significantly lower their fuel costs while at the same time play a leading role in environmental protection. Numerous advanced performance features show Kia's commitment to providing you with a safe yet exhilarating driving experience. The available Electronic Stability Program (ESP), for example, delivers enhanced directional stability for greater vehicle control.



Kia is the fastest growing automaker in the world, with more than 1.2 million vehicles sold globally each year. After more than half a century of producing quality vehicles, Kia has distributors and dealers in over 180 countries. Kia vehicles are becoming a growing presence on Canadian roads — there are over 150,000 proud Kia owners and more than 150 dealers across Canada. North American research and design takes place at the company's state-of-the-art, 90,000 sq. ft. Design and Technical Centre in California where relentless innovation continues to fuel Kia's "Power to Surprise."

THE FASTEST GROWING AUTOMAKER IN THE WORLD



PEACE-OF-MIND MOTORING

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
Kia Canada Inc., Mississauga, Ontario, L5R 4J5 1-877-542-2886

* Some restrictions apply. For more information on our 5-5-5 Total Care Ownership Coverage, call us at 1-877-542-2886. 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. Homelink® is a registered trademark of Johnson Controls, Inc. © 2006 Kia Canada Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited.



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