

THE 2007 RIO



KIA MOTORS
The Power to Surprise™

YOUR TICKET TO

YOUR STYLE, YOUR CHOICE FROM THE FASTEST GROWING AUTOMAKER IN



HIGHEST RANKED IN INITIAL QUALITY

2006 HIGHEST RANKED SUB-COMPACT CAR IN INITIAL QUALITY IN A TIE IN THE U.S.[†]



DRIVE THE WORLD.

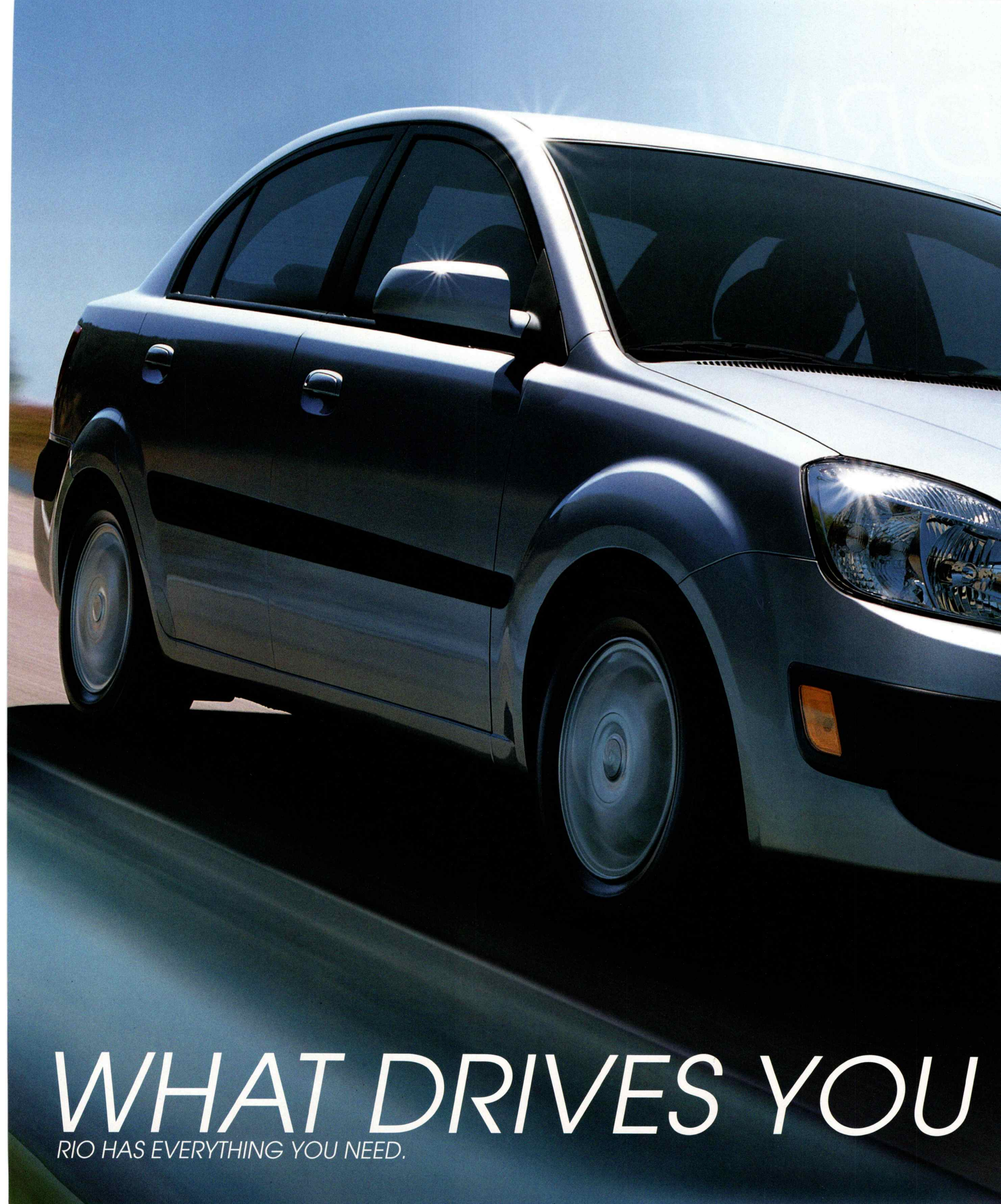
THE 2007 RIO & RIO5

Kia makes it easy for you to get behind the wheel of a Rio or Rio5 - you can afford to travel in comfort, style and convenience. Kia's production quality and craftsmanship helped the Rio win the J.D. Power and Associates award for Highest Initial Quality. The dynamic style is only outdone by the smooth, quiet ride and fuel-efficient, bold performance engine. The flexible interior can accommodate a wide range of storage and passenger needs. And it's loaded with features that attract everyone's attention and make driving a pleasurable experience. Combine this with Kia's safety features and 5-year/100,000 kilometre comprehensive Total Care Ownership Coverage and you have a vehicle fit for your life.



"Like all of the company's line-up, it represents amazing value for your money."

- Laurance Yap, Toronto Star

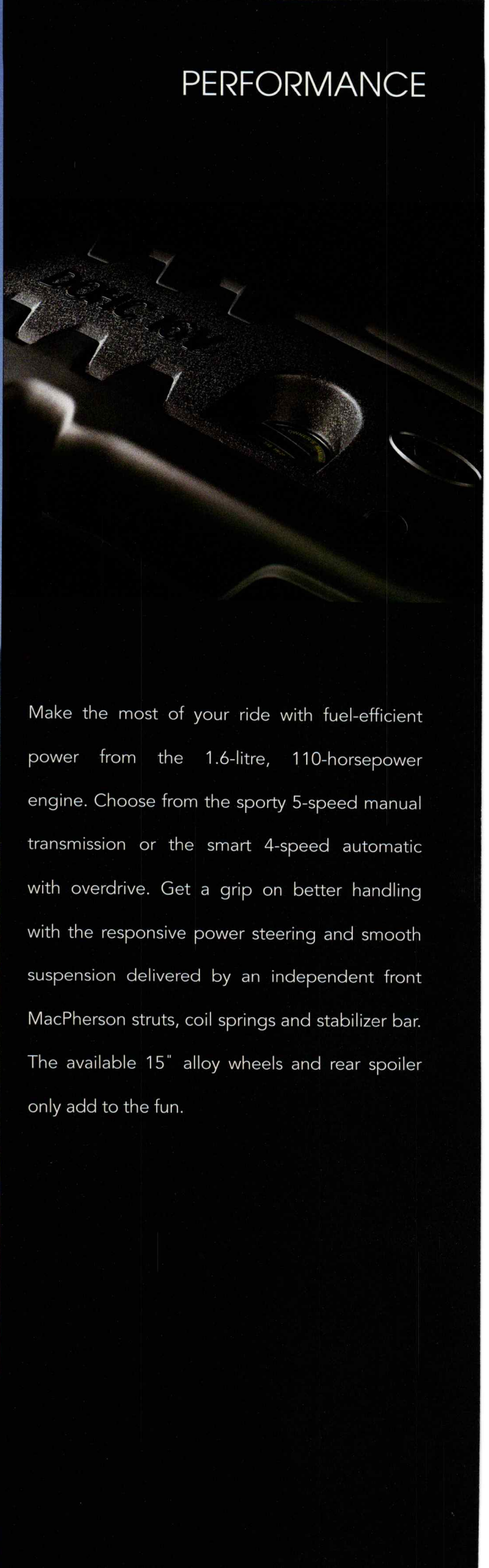


WHAT DRIVES YOU

RIO HAS EVERYTHING YOU NEED.



PERFORMANCE



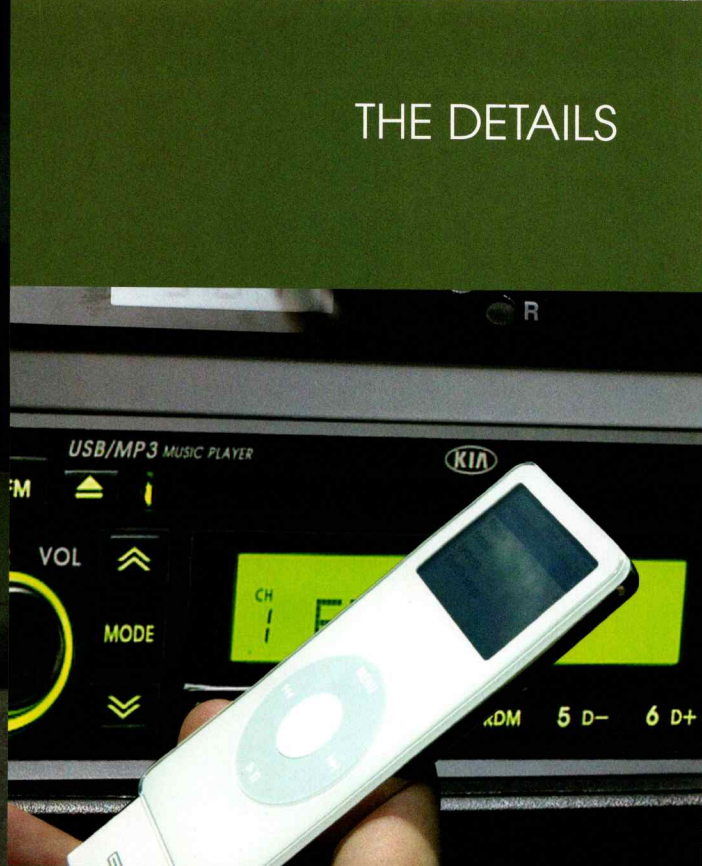
Make the most of your ride with fuel-efficient power from the 1.6-litre, 110-horsepower engine. Choose from the sporty 5-speed manual transmission or the smart 4-speed automatic with overdrive. Get a grip on better handling with the responsive power steering and smooth suspension delivered by an independent front MacPherson struts, coil springs and stabilizer bar. The available 15" alloy wheels and rear spoiler only add to the fun.



THE DETAILS MAKE THE DIFFERENCE

A SHARP, WELL-EQUIPPED INTERIOR.

THE DETAILS



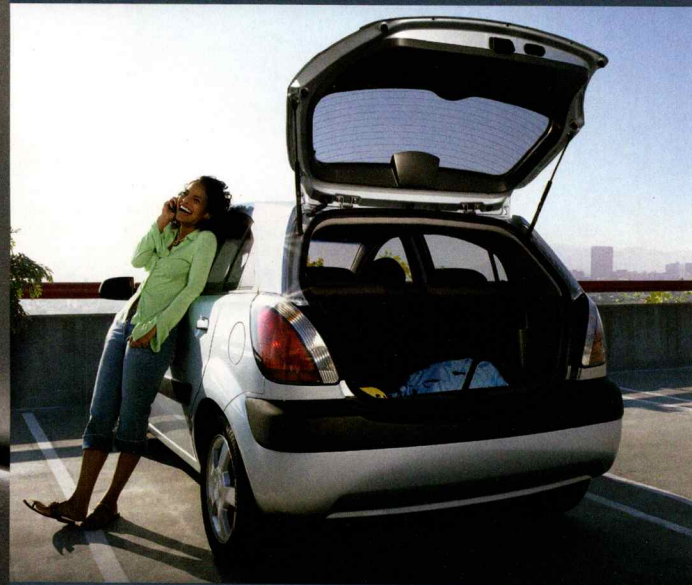
Ease into the 8-way adjustable driver's seat with height adjustable headrest and the available comfort of heated front seats. Adjust the steering wheel and fold-down armrest just the way you like. Fast-track your driving experience in the Rio5 EX Sport with stylish black seat cloth with red stitching, metal pedals, metal grain interior accents, and black leather-wrapped steering wheel and gear shift knob. With both Rio and Rio5 you can choose the convenience of available power door locks, power windows with driver's one-touch auto-down and remote keyless entry with alarm. Keep everything organized and accessible in the glove box, ticket holder, door pockets and deposit box. You're ready to hit the open road.



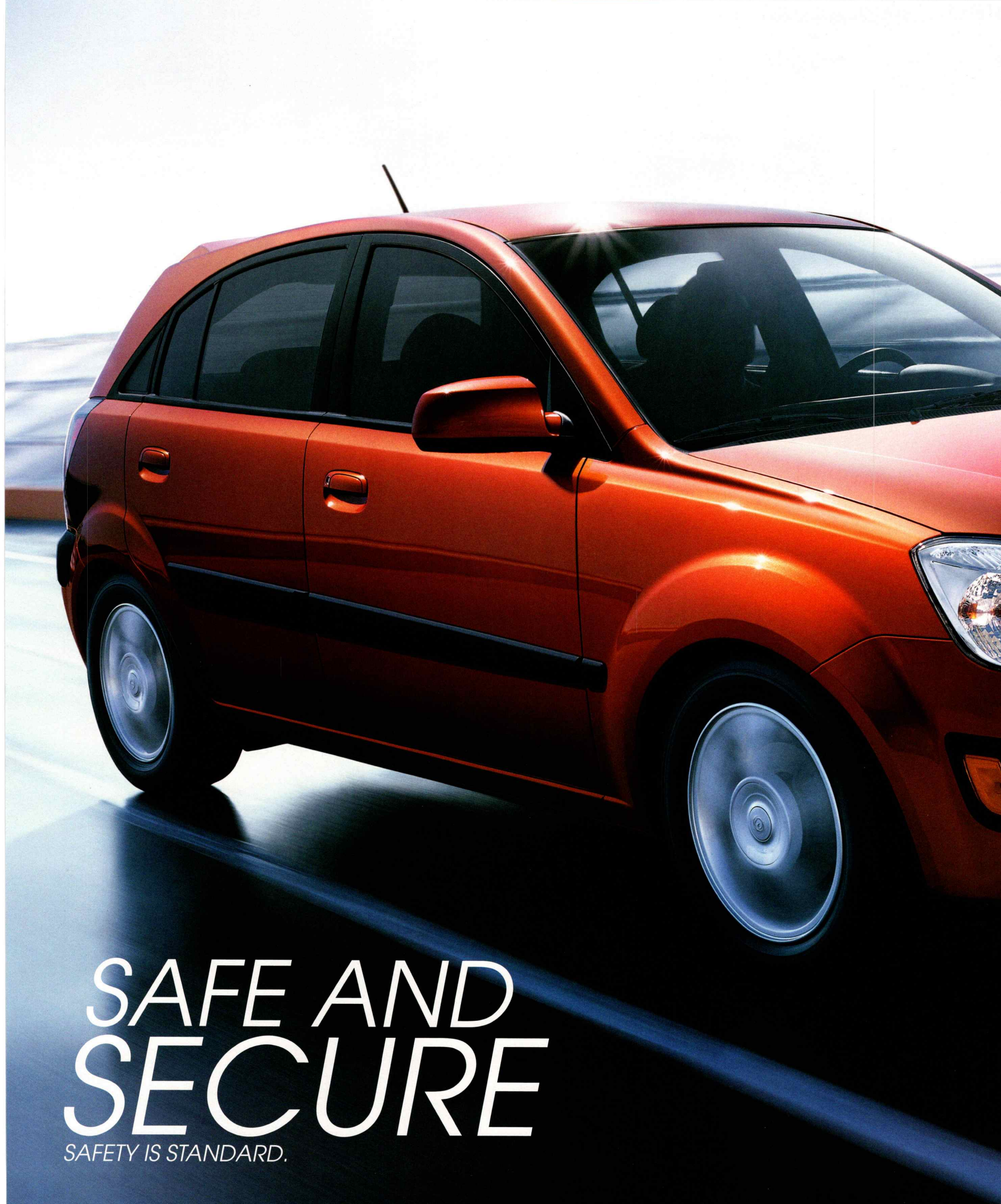
SINK IN. STRETCH OUT.
HOLD YOUR HEAD HIGH.



INTERIOR COMFORT



The Rio and Rio5 are surprisingly spacious thanks to flexible seating and storage space. The 60:40 split folding rear seats maximize storage space, while the Rio5 allows the flexibility of the 5th door for easier loading of over-sized items. Passengers feel comfortable in the rear seats with height adjustable headrests, reclining seats and ample head and leg room. The Rio5 EX Sport is further equipped with an illuminated driver's side covered vanity mirror and power tilt sliding sunroof. Everyone stays cool with the available air conditioning and entertained by the 4-speaker AM/FM/CD/MP3 stereo with portable MP3 player inputs. Pure enjoyment.



SAFE AND SECURE

SAFETY IS STANDARD.

SAFETY



With the Rio and Rio5 you don't have to pay a premium for the latest in safety technology. Driver and passengers are shielded by dual front airbags, available dual front seat-mounted side impact airbags and available dual full-length side curtain airbags. The restraint system includes front 3-point seatbelts with pretensioners and load limiters, height adjustable seatbelt anchors, rear 3-point seatbelts and rear child seat anchors. The available fog lights and heated side mirrors improve visibility in inclement weather while the available 4-wheel disc brakes and anti-lock Braking System (ABS) help maintain control in rough conditions. You can never be too safe with so much of life ahead.

2007 KIA RIO & RIO5

FEATURES

EXTERIOR

	RIO			RIO5		
	EX	EX CONV.	EX PREMIUM	EX	EX CONV.	EX SPORT
14" steel wheels with full wheel covers	S	S	-	S	S	-
15" alloy wheels	A	A	S	A	A	S
Body-colour bumpers	S	S	S	S	S	S
Body-side mouldings	S	S	S	S	S	S
Auto-off headlights	S	S	S	S	S	S
Front fog lights	-	-	-	-	-	S
Dual power body-colour mirrors	-	S	S	-	S	S
Dual heated mirrors	-	S	S	-	S	S
Body-colour door handles	S	S	S	S	S	S
Body-colour rear spoiler	A	A	A	A	A	S
Mud guards	S	S	S	S	S	S
Roof-mounted micro antenna	S	S	S	S	S	S

CONVENIENCE AND COMFORT

Air conditioning	-	S	S	-	S	S
Power tilt and sliding sunroof	-	-	-	-	-	S
AM/FM/CD/MP3/WMA stereo	S	S	S	S	S	S
Portable MP3 player inputs (USB & AUX)	S	S	S	S	S	S
4 audio speakers	S	S	-	S	S	-
6 audio speakers (adds dual tweeter speakers)	-	-	S	-	-	S
Power windows with driver's one-touch express-down	-	S	S	-	S	S
Power door locks	-	S	S	-	S	S
Remote keyless entry with panic alarm	-	S	S	-	S	S
Tilt steering column	S	S	S	S	S	S
Tachometer	S	S	S	S	S	S
Luggage hook on front passenger seat	S	S	S	S	S	S
Day/night interior rearview mirror	S	S	S	S	S	S
Front and rear passenger assist grips	S	S	S	S	S	S
Dome lamp with delay out	S	S	S	S	S	S
Dual front 12V power outlets	S	S	S	S	S	S
Cargo area lamp	S	S	S	S	S	S
Floor mats	S	S	S	S	S	S
Garment hooks	S	S	S	S	S	S
Illuminated ignition keyhole	S	S	S	S	S	S
Luggage net hooks in cargo area	S	S	S	S	S	S
Panel dimmer switch	S	S	S	S	S	S
Rubber-lined centre console bin	S	S	S	S	S	S
In-dash digital clock	S	S	S	S	S	S
Front covered vanity mirrors	S	S	S	S	S	S
Illuminated driver-side covered vanity mirror	-	-	-	-	-	S

SEATING AND TRIM

	RIO			RIO5		
	EX	EX CONV.	EX PREMIUM	EX	EX CONV.	EX SPORT
8-way adjustable driver's seat	S	S	S	S	S	S
Heated front seats	-	S	S	-	S	S
Front & rear height adjustable headrests	S	S	S	S	S	S
Front seatback pockets	S	S	S	S	S	S
Driver's seat fold-down armrest	S	S	S	S	S	S
60:40 split folding rear seats	S	S	S	S	S	S
Centre console with storage & cup holders	S	S	S	S	S	S
Front & rear door pockets	S	S	S	S	S	S
Remote trunk release	S	S	S	-	-	-
Sport cloth seating with red stitching	-	-	-	-	-	S
Leather-wrapped steering wheel	-	-	-	-	-	S
Leather-wrapped gear shift knob	-	-	-	-	-	S
Metal grain accents	-	-	-	-	-	S
Metal covered pedals	-	-	-	-	-	S

RESTRAINT AND SAFETY SYSTEMS

Dual front impact airbags	S	S	S	S	S	S
Dual front seat-mounted side impact airbags	-	-	S	-	-	S
Dual full-length side impact curtain airbags	-	-	S	-	-	S
4-wheel Anti-lock Brake System (ABS)	-	-	S	-	-	S
4-wheel disc brakes	-	-	S	-	-	S
Height adjustable front seatbelts	S	S	S	S	S	S
Front seatbelt pretensioners with force limiters	S	S	S	S	S	S
Impact absorbing steering column	S	S	S	S	S	S
Rear 3-point seatbelts	S	S	S	S	S	S
Side impact door beams	S	S	S	S	S	S
Lower Anchors & Tethers for Children (LATCH)	S	S	S	S	S	S
Rear child safety door locks	S	S	S	S	S	S
Variable intermittent windshield wipers	S	S	S	S	S	S
Rear window defroster	S	S	S	S	S	S
Rear window wiper/washer	-	-	-	S	S	S
Anti-theft engine ignition immobilizer system	S	S	S	S	S	S
Brake bulb malfunction warning indicator	S	S	S	S	S	S

S = Standard O = Optional - = Not Available A = Accessory
Conv. = Convenience

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

SPECIFICATIONS

ENGINE

RIO AND RIO5

Type	1.6 L. DOHC, iron block, aluminium head
Valve gear	DOHC, 4 valves per cylinder, Continuously Variable Valve Timing (CVVT)
Displacement	1,599 cc
Compression ratio	10.0:1
Horsepower	110 hp @ 6,000 rpm
Torque	107 lb.-ft. @ 4,500 rpm
Fuel tank capacity	45 L (11.9 gal.)
Transmission	5-speed manual
	4-speed automatic, electronically controlled

DIMENSIONS

RIO

RIO5

Wheelbase	2,500 mm (98.4 in.)	2,500 mm (98.4 in.)
Track (front/rear)	1,470 / 1,460 mm (57.9 / 57.5 in.)	1,470 / 1,460 mm (57.9 / 57.5 in.)
Length	4,240 mm (166.9 in.)	3,990 mm (157.1 in.)
Width	1,695 mm (66.7 in.)	1,695 mm (66.7 in.)
Height	1,470 mm (57.9 in.)	1,470 mm (57.9 in.)
Ground clearance	155 mm (6.1 in.)	155 mm (6.1 in.)
Head room (front/rear)	1,005 / 960 mm (39.6 / 37.8 in.)	1,005 / 960 mm (39.6 / 37.8 in.)
Shoulder room (front/rear)	1,360 / 1,350 mm (53.5 / 53.1 in.)	1,360 / 1,350 mm (53.5 / 53.1 in.)
Leg room (front/rear)	1,085 / 870 mm (42.7 / 34.3 in.)	1,085 / 870 mm (42.7 / 34.3 in.)
Hip room (front/rear)	1,290 / 1,270 mm (50.8 / 50.0 in.)	1,290 / 1,270 mm (50.8 / 50.0 in.)
Passenger volume	2,949 L (104.1 cu. ft.)	3,060 L (108.1 cu. ft.)
Cargo volume	337 L (11.9 cu. ft.)	448 L (15.8 cu. ft.)
Cargo volume, rear seats folded down	-	1,405 L (49.6 cu. ft.)

CURB WEIGHTS

RIO

RIO5

5-speed manual	1,049 to 1,160 kg (2312.6 to 2557.4 lb.)	1,059 to 1,170 kg (2334.7 to 2579.4 lb.)
4-speed automatic	1,071 to 1,182 kg (2361.1 to 2605.9 lb.)	1,081 to 1,192 kg (2383.2 to 2627.9 lb.)

BODY AND CHASIS

RIO AND RIO5

Layout	Front engine, front wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Torsion beam, coil springs
Steering	Power rack & pinion

BRAKES

RIO AND RIO5

Type	Hydraulic, vacuum power-assisted
Front	256 mm (10.1 in.) vented disc
Rear	203 mm (8.0 in.) drum
	262 mm (10.3 in.) disc (Rio EX-Premium / Rio5 EX-Sport)
ABS	4-wheel anti-lock brakes (Rio EX-Premium / Rio5 EX-Sport)

TIRES

RIO AND RIO5

Size	P175/70 R14
	P195/55 R15 (Rio EX-Premium / Rio5 EX-Sport)

FUEL ECONOMY

(CITY/HIGHWAY L/100KM)

RIO AND RIO5

5-speed manual	7.4 / 6.2 L (38 / 46 mpg)
4-speed automatic	8.1 / 5.7 L (35 / 50 mpg)

COLOURS

INTERIOR



Charcoal cloth



Sport cloth

Interior fabric and exterior paint combinations are indicated by: **C**= Charcoal cloth **S**= Sport cloth with red stitching (EX-Sport only) **M**= Metallic paint

EXTERIOR



Clear Silver

RIO: C (M) RIO5: C/S (M)



Copper Graphite

RIO: C (M) RIO5: C/S (M)



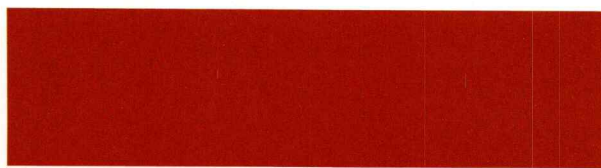
Midnight Black

RIO: C RIO5: C/S



Solar Flare

RIO: C (M) RIO5: C/S (M)



Racing Red

RIO: C (M) RIO5: C/S (M)



Sapphire

RIO: C (M) RIO5: C/S (M)



Clear White

RIO: C RIO5: C/S

Actual vehicle colours may vary from printed brochure.

THE POWER TO SURPRISE

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



Canadian Headquarters

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."

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.



THE FASTEST GROWING AUTOMAKER IN THE WORLD



Sorento



Sedona



Amanti



Magentis



Sportage



Spectra 5



Rio 5



Rio



Spectra



Rondo



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 or call 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. iPod is a trademark of Apple Computer, Inc., registered in the US and other countries. #Kia Rio/Rio 5 received the lowest number of problems per 100 vehicles among sub-compact cars in a tie in the proprietary J.D. Power and Associates 2006 U.S. Initial Quality StudySM. Study based on responses from 63,607 U.S. new-vehicle owners, measuring 251 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-April 2006. Your experiences may vary. Visit jdpower.com. © 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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The Power to SurpriseTM

