



SPECTRA



## THERE'S MORE THAN ONE NEW CAR YOU'LL LOVE

**INTRODUCING THE 2006 SPECTRA AND SPECTRA<sup>5</sup>**, poised and ready to hit the road. Whether you choose the sleek Spectra 4-door sedan or the sporty, action-loving Spectra<sup>5</sup>, you'll get great-looking style, a hefty level of standard features and a 5-year/100,000 kilometre Total Care Ownership Coverage\* that blows away the competition. The Spectra sedan was crowned "Best New Economy Car" in 2005 by the

Automobile Journalists Association of Canada. Both models give you a roomy interior with an AM/FM/CD/MP3 audio system. Power windows and door locks with remote keyless entry. We have designed a range of quality vehicles with more features, more fun and more peace of mind for a lot less money than the competition. So check out this year's Spectra models. They're two cars you can afford to love.

Spectra EX and Spectra<sup>5</sup> EX Sport featured throughout brochure and photos may include optional accessories. \*See back cover for warranty details.





KIA IS NOW THE FASTEST GROWING AUTOMAKER IN THE WORLD WITH OVER HALF A CENTURY OF ENGINEERING EXPERTISE. WE HAVE SOLD OVER 100,000 VEHICLES IN OUR FIRST 5 YEARS IN CANADA. THAT'S FASTER THAN BMW, MERCEDES, TOYOTA AND MAZDA, ACCORDING TO WARD'S AUTOMOTIVE YEARBOOK. AND TODAY, WE HAVE OVER 150 DEALERS ACROSS CANADA, PLUS A BRAND-NEW, STATE-OF-THE-ART 90,000 SQ. FT. NORTH AMERICAN DESIGN AND TECHNICAL CENTRE IN CALIFORNIA. WITH ALL THIS UNDER OUR BELT, IT'S EASY TO SEE WHY THERE ARE MORE THAN 150,000 HAPPY KIA DRIVERS IN CANADA. AND ONE EXPERIENCED COMPANY TRAVELING RIGHT ALONG WITH THEM.



BUYING A CAR IS A LOT EASIER WITH THE RIGHT CONNECTIONS. SO LOG ONTO OUR WEBSITE [WWW.KIA.CA](http://WWW.KIA.CA) AND GET ALL THE INFORMATION YOU NEED, LIKE PERFORMANCE DETAILS, FEATURES, WARRANTY DETAILS, PRICING AND THE DEALER NEAREST YOU. YOU CAN EVEN CHECK OUT THE 360° VIEWS OF OUR VEHICLES, THE LATEST OFFERS AND CALCULATE YOUR POTENTIAL MONTHLY PAYMENT. OR CALL 1-877-542-2886 AND GET THE SAME INFORMATION BY PHONE.



DESIGNED TO MAKE YOU LOOK GOOD





**NOW YOU CAN PULL UP TO THE PARTY WITH CONFIDENCE.** The Spectra has all the style and substance to make any new owner proud. Its sleek curves and sporty details give it a distinct personality from every angle. With clear-lens halogen headlights, front fog lights and stylish front grille, you'll make a great

first impression. 15" tires with available alloy wheels, dual body-colour heated power mirrors, bold fender design and body-colour door handles create an attractive side view. And with its body-colour rear garnish with chrome accent and available rear spoiler\*, you'll look as good leaving as you did arriving.

Spectra EX and Spectra<sup>5</sup> EX Sport described throughout brochure. Some features may not be available on other trims. \*Dealer installed accessory.

A photograph of the rear interior of a car. The back seat is upholstered in a light-colored, possibly leather or leatherette, material with vertical stitching. The seat is positioned on the left side of the frame. To the right, the rear door is open, revealing the interior door panel which has a light-colored upper section and a dark lower section with a door handle. Through the open door, a bright, sunlit ocean scene is visible, with the sun low on the horizon creating a strong lens flare effect. The overall atmosphere is one of spaciousness and comfort.

## MORE SPACE. ALL OVER THE PLACE.

**SETTLE IN AND MAKE YOURSELF AT HOME.** The Spectra's ultra-roomy, ultra-inviting interior lets you stretch out with 2,748 litres of interior volume. That's more spacious than the Toyota Corolla, Honda Civic or Ford Focus.\*

Soft, high-quality seats provide both style and comfort and include a multi-adjustable driver's seat.

\*Comparison based on MY06 models.







ALL THE RIGHT MOVES





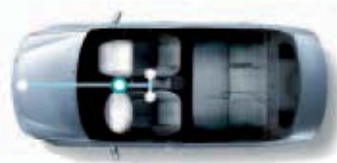
**ONCE BEHIND THE WHEEL OF YOUR NEW SPECTRA**, you'll discover it's a blast to drive. Its 2.0-litre CVVT DOHC 16-valve 4-cylinder engine puts out 138 horsepower — that's more than Toyota Corolla or Ford Focus.\* On the Spectra<sup>5</sup> EX Sport, a sport-tuned suspension provides responsive handling. 16" alloy wheels look sharp and keep the

fun rolling along. And 4-wheel power-assisted disc brakes and ABS, you can stop all that fun on a dime. Plus the power moon roof with tilt gives that extra touch of ambience you need to make every ride a pleasure.

\*Comparison based on MY06 models.

# ▶ AIRBAG AND SEAT-BELT SENSORS.

THE SPECTRAS' "SMART" AIRBAGS AND SEAT BELTS ARE CONTROLLED BY SENSORS THAT WORK IN CONJUNCTION WITH EACH OTHER. TOGETHER, THEY GAUGE THE SEVERITY OF AN IMPACT, DETECT WHETHER YOU'RE BUCKLED-UP, THEN RESPOND TO A COLLISION ACCORDINGLY.



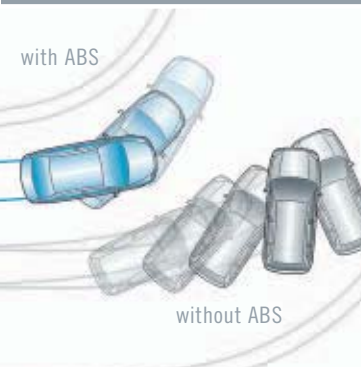
# ▼ ADVANCED AIRBAGS. ADVANCED DUAL FRONT AIRBAGS COME STANDARD ON ALL SPECTRA AND SPECTRA5 MODELS.



# ◀ FRONT FOG LIGHTS HELP CUT GLARE AND AID VISIBILITY DURING FOG AND INCLEMENT WEATHER. TOGETHER WITH THE SPECTRAS' CLEAR-LENS HALOGEN HEADLIGHTS, OUTWARD VISIBILITY AND OVERALL SAFETY ARE GREATLY IMPROVED. BESIDES THAT, FOG LIGHTS JUST PLAIN LOOK COOL.

AVAILABLE AS AN OPTION.

with ABS



without ABS

# ▲ ANTI-LOCK BRAKES PROVIDE BETTER VEHICLE CONTROL WHEN STOPPING IN DIFFICULT CONDITIONS, LIKE WET OR SLICK ROADS. SENSORS MONITOR EACH WHEEL, AND IF ONE IS ON THE VERGE OF LOCKING, THE BRAKES ARE PUMPED TO HELP YOU MAINTAIN THE ABILITY TO STEER DURING HARD BRAKING AND GIVE YOU GREATER CONTROL IN AN EMERGENCY.

AVAILABLE AS AN OPTION.



# ▲ REINFORCED DOORS & SIDE-IMPACT DOOR BEAMS HELP PROTECT YOU IN THE EVENT OF A SIDE COLLISION. FRONT & REAR CRUMPLE ZONES OFFER PROTECTION AGAINST COLLISIONS FROM THE FRONT OR REAR. MADE FROM THE STURDIEST OF MATERIALS AND CHALLENGED IN OUR TEST FACILITY, THEY HELP THE SPECTRAS PROTECT THEIR OCCUPANTS IN THE TOUGHEST SITUATIONS.



# ▶ 3-POINT SEAT BELTS IN THE FRONT ARE ENHANCED BY FRONT SEAT-BELT PRETENSIONERS WITH FORCE LIMITERS. IN THE REAR, 3-POINT SEAT BELTS ARE IN PLACE TO HOLD PASSENGERS MORE SECURELY, INCLUDING A 3-POINT CENTRE SEAT BELT — A FEATURE YOU WON'T FIND ON MOST OTHER CARS IN SPECTRAS' CLASS.



# ▶ HEATED MIRRORS. DESIGNED FOR SAFETY AND CONVENIENCE, THE HEAT/POWER FEATURE OF THE SIDE MIRRORS HELPS KEEP THEM FOG-FREE IN COLD OR FROSTY WEATHER, WHILE PUSH-BUTTON POWER CONTROLS LET YOU ADJUST BOTH TO ACHIEVE MAXIMUM VISIBILITY.

AVAILABLE AS AN OPTION.





ALL SPECTRAS PUT SAFETY FIRST\* • Advanced driver and passenger front airbags • Front 3-point seat belts with pretensioners and force limiters • Height-adjustable front seat-belt anchors • 3-point seat belts for all seating positions • Power-assisted 4-wheel disc brakes • 4-sensor, 4-channel anti-lock brakes • Front and rear crumple zones • Reinforced doors and side-impact door beams • Impact-absorbing steering column • Front fog lights • Dual body-coloured heated power mirrors • Rear-window defroster • Variable intermittent windshield wipers • LATCH system child-safety seat anchors and tethers • Internal emergency trunk release • Rear child-safety door locks • And, of course, peace of mind.

\*Some features are available only as optional equipment. See Features page for details.



ALL SET AND  
READY FOR ADVENTURE

**THE SPECTRA<sup>5</sup> HAS GOT IT ALL** — cool looks, sporty performance, loads of standard features and the versatility to take you from one adventure to the next. The responsive 2.0-litre CVT DOHC 16-valve 4-cylinder engine delivers more horsepower than Toyota Matrix or Ford Focus,\* with your choice of a 5-speed manual transmission or available



SPECTRA5



4-speed automatic transmission with overdrive. The sport-tuned independent suspension with front and rear stabilizer bars gives you tight handling and an exhilarating ride. And to make sure you look the part, the Spectra5 EX Sport comes standard with fog lights, roof-mounted micro antenna and those must-have 16" alloy wheels.

\*Comparison based on MY06 models.





## THERE ARE GOOD TIMES BEHIND EVERY DOOR

**GO AHEAD — THROW IT ALL IN.** The Spectra5's ready-for-anything design gives you easy access so you can load and unload whatever you're bringing with you. Its roomy interior not only provides ample cargo space, it also gives you and your friends a remarkably comfortable ride, with high-quality

sport-cloth seats, a multi-adjustable driver's seat, a centre console with padded armrest and dual storage, dual front and rear cup holders, plus cruise control for those spur-of-the-moment road trips and welcome stretches of open highway — leading to someplace fun, we expect.





**THE VERSATILITY OF A 5<sup>TH</sup> DOOR.** ONCE YOU'VE EXPERIENCED THE CONVENIENCE OF THE SPECTRA5'S DESIGN, YOU'LL BE HOOKED. SIMPLY THROW OPEN THE BACK, AND YOU'LL BE GREETED BY 2,779 LITRES OF INTERIOR VOLUME FOR AN ENDLESS VARIETY OF STORAGE OPTIONS. THE 60/40 SPLIT-FOLDING REAR SEAT IS PERFECT FOR STOWING LONG OR BULKY ITEMS. OR, KEEP THE SEATS UP AND BRING YOUR FRIENDS ALONG — THERE WILL STILL BE PLENTY OF EASY-TO-REACH ROOM IN THE BACK.

SPECTRA5

All cargo should be evenly distributed and secured and never piled higher than the seatbacks.



IT'S WHAT'S INSIDE  
THAT COUNTS

(LEFT PAGE) SPECTRA<sup>5</sup> EX SPORT DASH SHOWN. (RIGHT PAGE) BOTH SPECTRA AND SPECTRA<sup>5</sup> FEATURES SHOWN.



► **AIR CONDITIONING.** KEEP YOURSELF AND YOUR PASSENGERS FEELING AS COOL AS YOU LOOK WITH AIR CONDITIONING. LOCATED WITHIN EASY REACH ON THE SPECTRAS' ERGONOMICALLY DESIGNED INSTRUMENT PANELS, WITH MULTIPLE SETTINGS TO GIVE YOU THE ULTIMATE IN CLIMATE CONTROL.

AVAILABLE AS AN OPTION.



◄ **DUAL MAP LIGHTS WITH SUNGLASSES HOLDER.** IT'S ALL IN THE DETAILS. THE SPECTRAS' TWO MAP LIGHTS ARE READY TO HELP YOU FIND THOSE WAYWARD ITEMS IN THE DARK. AND WITH THE CONVENIENTLY BUILT-IN SUNGLASSES HOLDER, YOU'LL NEVER SIT ON YOUR SHADES AGAIN.



◄ **CENTRE CONSOLE WITH PADDED ARMREST AND DUAL STORAGE AREA** ADDS COMFORT AND CONVENIENCE TO YOUR DRIVE WITH AN EASILY ACCESSIBLE "CATCH-ALL" AREA FOR YOUR PHONE, SNACKS AND OTHER NECESSITIES. AND, OF COURSE, WE DID NOT FORGET TO INCLUDE **DUAL FRONT AND REAR CUP HOLDERS** TO HOLD YOUR BEVERAGES SECURELY IN PLACE. ►



◄ **CRUISE CONTROL.** GIVE YOUR FEET A BREAK. WITH THE PUSH OF A BUTTON, THE SPECTRAS LET YOU ENJOY PEDAL-FREE DRIVING WITH CRUISE CONTROL — A GREAT FEATURE TO HAVE ON HAND FOR LONG TRIPS OR THOSE WELCOME STRETCHES OF OPEN ROAD.

AVAILABLE AS AN OPTION.



◄ **AM/FM/CD/MP3 AUDIO SYSTEM.** ► THE SPECTRAS' STANDARD STEREO SYSTEMS COME COMPLETE WITH MP3 CAPABILITY. AND THE FRONT-LOADING CD PLAYER LETS YOU EASILY CHANGE THE MUSIC WHENEVER THE MOOD STRIKES YOU. DOOR MOUNTED TWEETER SPEAKERS COME STANDARD WITH SPECTRA EX AND SPECTRA<sup>5</sup> EX SPORT.



► **POWER WINDOWS, DOOR LOCKS AND HEATED MIRRORS.** YOU WILL NEVER HAVE TO CRANK ANOTHER WINDOW AGAIN. THE SPECTRAS COME WITH PUSH-BUTTON POWER WINDOWS, DOOR LOCKS AND HEATED MIRRORS — A FEATURE YOUR ARMS WILL UNDOUBTEDLY THANK YOU FOR.

AVAILABLE AS AN OPTION.



◄ **REMOTE KEYLESS ENTRY.** A STANDARD FEATURE THAT PROVIDES BOTH SAFETY AND CONVENIENCE, REMOTE KEYLESS ENTRY GIVES YOU QUICK, EASY ACCESS TO YOUR VEHICLE, WITH THE ADDED SECURITY OF A PUSH-BUTTON PANIC ALARM.

AVAILABLE AS AN OPTION.



◄ **60/40 SPLIT-FOLDING REAR SEAT.** PERFECT FOR STORING A RANGE OF LONG ITEMS FROM SKIS TO BEACH UMBRELLAS, THE SPECTRA'S SPLIT-FOLDING REAR SEAT IS MADE EVEN MORE CONVENIENT WITH THE ADDED FEATURE OF AN IN-TRUNK SEAT-BACK RELEASE, WHICH MAKES LOADING THOSE ITEMS FROM THE REAR OF THE VEHICLE EASY.

## ACCESSORIES

PLEASE ASK YOUR LOCAL DEALER ABOUT THE FULL LINE OF GENUINE KIA ACCESSORIES.



**REAR SPOILER.** GIVES YOUR SPECTRA THAT SPORTY LOOK.



**METAL PEDALS.** ENHANCE THE SPORTY LOOK OF YOUR SPECTRA'S INTERIOR.



**SPORT VISORS.** FOR FRESH AIR IN ALL KINDS OF WEATHER.



**HOOD PROTECTOR.** PROTECTS YOUR HOOD FROM FLYING DEBRIS.

FRONT SKIRT AND GRILLE ARE ACCESSORIES.

## FEATURES

### SPECTRA FEATURES

#### LX

- ◆ Dual front airbags
- ◆ Front seat belt pretensioners
- ◆ Height-adjustable front seat belts
- ◆ Emergency trunk release handle
- ◆ 2.0 L DOHC 4-cylinder CVVT engine, 138 HP
- ◆ 5-speed manual transmission
- ◆ Available 4-speed automatic transmission
- ◆ Independent front and rear suspension
- ◆ Front and rear stabilizer bars
- ◆ Front and rear gas-charged shocks
- ◆ Anti-theft engine immobilizer
- ◆ Power steering with tilt steering column
- ◆ 15" wheels with full wheel covers
- ◆ AM/FM/CD/MP3 stereo with 4 speakers
- ◆ Tachometer
- ◆ Front and rear height-adjustable headrests
- ◆ 60/40 split-folding rear seat
- ◆ Driver's seat height adjuster and lumbar support
- ◆ Full cloth seats
- ◆ Dual vanity mirrors with covers
- ◆ Remote trunk and fuel door release
- ◆ Map lamps with sunglass holder
- ◆ Centre console with armrest
- ◆ Front door pockets
- ◆ Front seat cup holders
- ◆ Tinted glass
- ◆ Body-coloured door handles and mirrors
- ◆ Body-coloured body side mouldings
- ◆ Dual manual remote mirrors
- ◆ Variable intermittent wipers
- ◆ Front and rear mudguards

#### LX CONVENIENCE

##### (IN ADDITION TO LX FEATURES)

- ◆ Air conditioning
- ◆ Cruise control
- ◆ Remote keyless entry with alarm
- ◆ Power windows and door locks
- ◆ Heated power mirrors

#### EX

##### (IN ADDITION TO OR IN PLACE OF LX CONVENIENCE FEATURES)

- ◆ 4-wheel anti-lock brakes (ABS)
- ◆ 4-wheel disc brakes
- ◆ 4-speed automatic transmission
- ◆ 15" alloy wheels
- ◆ Leather-wrapped steering wheel and gear shift knob
- ◆ Fog lamps
- ◆ Front seatback pockets
- ◆ Deluxe seatback panels

### SPECTRA<sup>5</sup> FEATURES

#### EX

- ◆ Independent front and rear sport suspension
- ◆ Front and rear sport stabilizer bars
- ◆ Front and rear sport gas-charged shocks
- ◆ Roof-mount micro antenna
- ◆ Full sport cloth seats
- ◆ Rear wiper/washer
- ◆ Dual front airbags
- ◆ Height-adjustable front seat belts with pretensioners
- ◆ Emergency trunk release handle
- ◆ 2.0 L DOHC 4-cylinder CVVT engine, 138 HP
- ◆ 5-speed manual transmission
- ◆ Optional 4-speed automatic transmission
- ◆ Anti-theft engine immobilizer
- ◆ Power steering with tilt steering column
- ◆ 15" wheels with full wheel covers
- ◆ AM/FM/CD/MP3 stereo with 4 speakers
- ◆ Tachometer
- ◆ Front and rear height-adjustable headrests
- ◆ 60/40 split-folding rear seat
- ◆ Driver's seat height adjuster and lumbar support
- ◆ Dual vanity mirrors with covers
- ◆ Map lamps with sunglass holder
- ◆ Centre console with armrest
- ◆ Front door pockets
- ◆ Front seat cup holders
- ◆ Tinted glass
- ◆ Body-coloured door handles, mirrors and body side mouldings
- ◆ Variable intermittent wipers
- ◆ Front and rear mudguards

#### EX CONVENIENCE

##### (IN ADDITION TO SPECTRA<sup>5</sup> EX FEATURES)

- ◆ Air conditioning
- ◆ Cruise control
- ◆ Remote keyless entry with alarm
- ◆ Power windows and door locks
- ◆ Heated power mirrors

#### EX SPORT PACKAGE

##### (IN ADDITION TO OR IN PLACE OF SPECTRA<sup>5</sup> EX CONVENIENCE FEATURES)

- ◆ Power sunroof
- ◆ Leather-wrapped steering wheel and gear shift knob
- ◆ 16" alloy wheels
- ◆ 4-wheel disc brakes
- ◆ 4-wheel anti-lock brakes (ABS)
- ◆ Fog lamps
- ◆ Metal grain interior accents
- ◆ Front tweeter speakers

# SPECIFICATIONS

ENGINE		SPECTRA & SPECTRA5	
Type	In-line 4-cylinder, iron block and aluminum head		
Valve gear	DOHC, four valves per cylinder, CVT		
Displacement	1,975 cc		
Compression ratio	10.1:1		
Horsepower	138 HP @ 6,000 rpm		
Torque	136 lb.-ft. @ 4,500 rpm		
Transmission	5-speed manual, overdrive		
	4-speed electronically controlled automatic, overdrive		
DIMENSIONS (EXTERIOR & INTERIOR)		SPECTRA	SPECTRA5
Wheelbase	2,610 mm (102.8 in.)	2,610 mm (102.8 in.)	
Track (front/rear)	1,495/1,485 mm (58.9/58.5 in.)	1,495/1,485 mm (58.9/58.5 in.)	
Length	4,480 mm (176.4 in.)	4,340 mm (170.9 in.)	
Width	1,735 mm (68.3 in.)	1,735 mm (68.3 in.)	
Height	1,470 mm (57.9 in.)	1,470 mm (57.9 in.)	
Ground clearance	160 mm (6.3 in.)	160 mm (6.3 in.)	
Head room (front/rear)	1,017/970 mm (40.0/38.2 in.)	1,017/985 mm (40.0/38.8 in.)	
Shoulder room (front/rear)	1,400/1,370 mm (55.1/53.9 in.)	1,400/1,370 mm (55.1/53.9 in.)	
Leg room (front/rear)	1,087/898 mm (42.8/35.4 in.)	1,087/898 mm (42.8/35.4 in.)	
Hip room (front/rear)	1,330/1,370 mm (52.4/53.9 in.)	1,330/1,370 mm (52.4/53.9 in.)	
Passenger volume	2,748 L (97.0 cu. ft.)	2,779 L (98.1 cu. ft.)	
Trunk	345 L (12.2 cu. ft.)	518 L (18.3 cu. ft.)	
Rear seat folded down	NA	1,494 L (52.8 cu. ft.)	
CURB WEIGHT		SPECTRA	SPECTRA5
5-speed manual	LX: 1,225 kg (2,701 lb.) LX Conv.: 1,282 kg (2,826 lb.)	EX: 1,303 kg (2,873 lb.) EX Conv. & EX Sport: 1,339 kg (2,952 lb.)	
4-speed automatic	LX: 1,255 kg (2,767 lb.) LX Conv. & EX: 1,312 kg (2,892 lb.)	EX: 1,327 kg (2,905 lb.) EX Conv. & EX Sport: 1,363 kg (3,005 lb.)	
BODY AND CHASSIS		SPECTRA	SPECTRA5
Layout	Front engine, front drive	Front engine, front drive	
Body type	Steel unibody	Steel unibody	
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar	Sport independent, MacPherson struts, coil springs, sport stabilizer bar	
Rear suspension	Independent, multi-link with struts, stabilizer bar	Sport independent, multi-link with struts, sport stabilizer bar	
Steering type	Power rack-and-pinion	Power rack-and-pinion	
BRAKES		SPECTRA	SPECTRA5
Type	Hydraulic, power-assisted 4-wheel anti-lock brakes (EX)	Hydraulic, power-assisted 4-wheel anti-lock brakes (EX Sport)	
Front	Vented discs	Vented discs	
Rear	Discs (Drums on LX)	Discs (Drums on EX & EX Convenience)	
TIRES		SPECTRA	SPECTRA5
Tires	P195/60 R15	P195/60 R15, P205/50 R16 (EX Sport)	
FUEL ECONOMY (CITY/HIGHWAY L/100 KM)		SPECTRA & SPECTRA5	
5-speed manual	9.5/6.6 L (30/43 mpg)		
4-speed automatic	9.3/6.2 L (30/46 mpg)		

# COLOURS

## EXTERIOR PAINTS


SPECTRA 4-DOOR PAINTS

SPECTRA5 PAINTS




RADIANT RED

B




DEEP OCEAN BLUE

G




SAND BEIGE

B




BLACK ORCHID

G




ESPRESSO

G



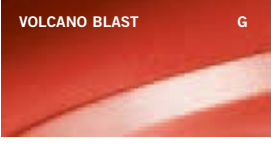
CLEAR SILVER

G



SPORT BLUE


G



VOLCANO BLAST

G

## INTERIOR CLOTH




GREY



BEIGE

## SPECTRA5 CLOTH



SPORT GREY

INTERIOR FABRIC COMBINATIONS ARE INDICATED BY:  
G = GREY INTERIOR  
B = BEIGE INTERIOR

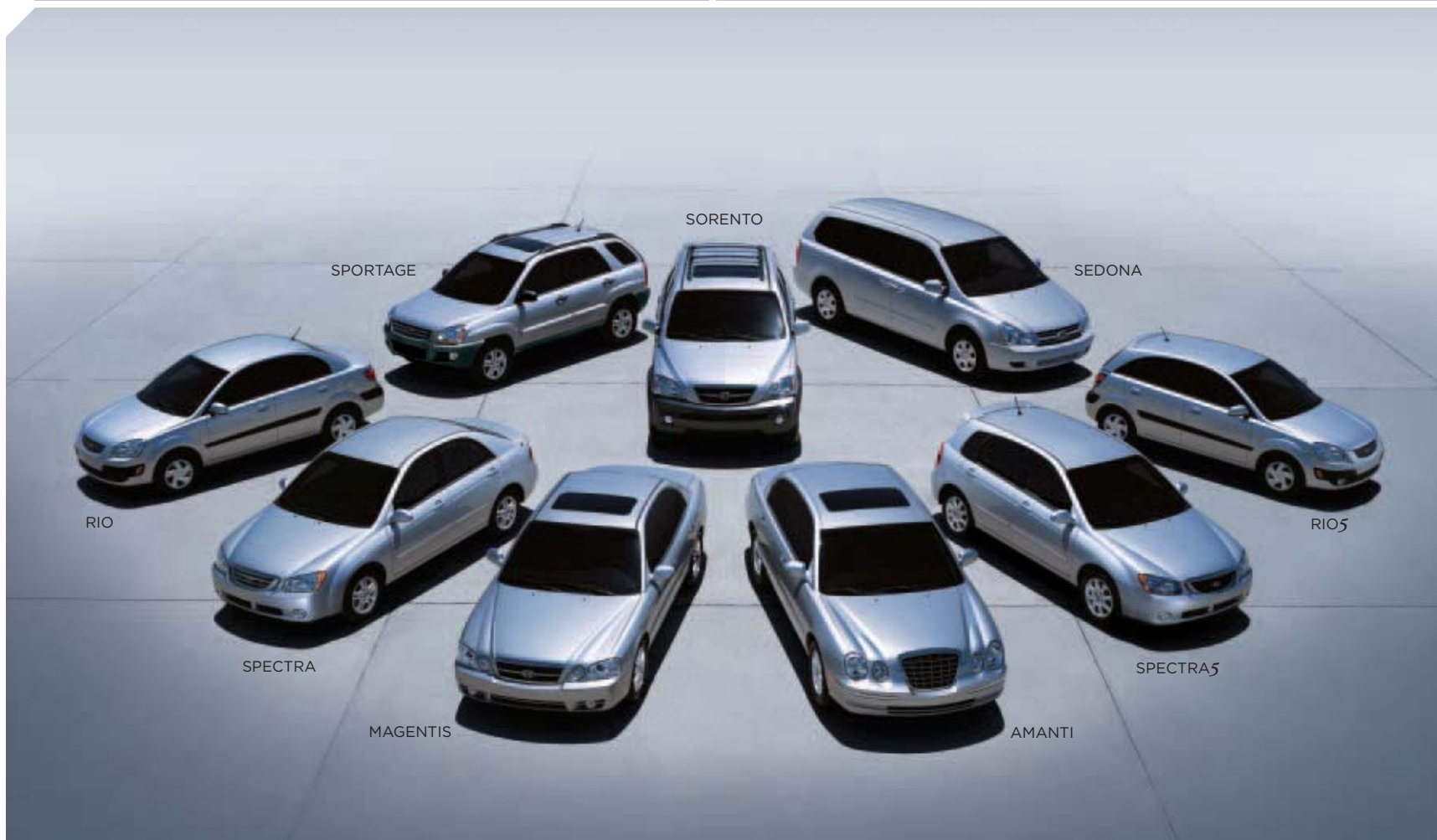


PEACE OF MIND.



## 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



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