

SPECTRA

YOU CAN LOVE ONE THIS MUCH

SURE, LOOKS ARE IMPORTANT. BUT WE ALL KNOW IT'S WHAT'S INSIDE THAT COUNTS.
AND, LOVE AT FIRST SIGHT IS NICE. BUT FINDING OUT YOU'RE STILL IN LOVE AFTER
YOU TRAVEL DOWN A FEW OF LIFE'S ROADS IS EVEN BETTER.



THE 2005 KIA SPECTRA



LIFE IS WHAT YOU MAKE OF IT

AND WHAT YOU TAKE WITH YOU. LIFE'S ABOUT MAKING THE MOST OF WHAT YOU HAVE.
AND MAKING SURE THERE'S ROOM TO BRING EVERYTHING AND EVERYONE YOU LOVE ALONG FOR THE RIDE.



Spectra5

You're a person on the move. And you have needs. We all have needs. That's why the sport hatch was invented. For people on the go. Some have bikes. Some have boards. Some change apartments like they change socks. So we've introduced the brand new Spectra5. It has European styling and a sporty drive so you always look good on the outside. And, the hatchback opens a whole world of cargo possibilities. Plus it comes with standard features like 6 airbags, air conditioning, power windows and locks, AM/FM/CD stereo and Canada's Best Ownership Coverage including a 5-year bumper to bumper warranty and free oil changes for life.*

People think you're too picky. You think a comfortable, sweet-looking ride that won't break the bank is not too much to ask for. We think you're right. That's the whole idea behind the completely redesigned 2005 Kia Spectra. It comes in two models and four trim levels so you have loads of options. Spectra's the only car in its class to have 6 standard airbags and it comes with Canada's Best Ownership Coverage.* And then there's the sporty good looks and the reliable value you've come to expect from Kia. In short, the whole package.



Spectra EX

For those who appreciate creature comforts, smooth ride and a quiet running engine, the Spectra 4-door will make you feel right at home. Like its sporty cousin, the Spectra 4-door has 6 standard airbags and Canada's Best Ownership Coverage.* It also comes loaded with other standard features such as AM/FM/CD stereo with 6 speakers, independent front and rear suspension, front and rear height-adjustable headrest, and has a style all its own.

AT KIA, WE KNOW HOW TO BUILD AN AUTOMOBILE YOU CAN COUNT ON. WITH MORE THAN HALF A CENTURY OF ENGINEERING UNDER OUR BELT, WE USE OUR EXPERTISE TO DESIGN EVERYTHING FROM SUVs AND MINIVANS TO FULL-SIZE LUXURY SEDANS AND SPORTY COMPACTS. AT PRESENT, WE'VE SOLD OVER 2 MILLION KIAs WORLDWIDE - OVER 100,000 OF WHICH YOU'LL FIND DRIVING AROUND CANADA AT THIS VERY MOMENT. IN FACT, KIA HAS MORE THAN 150 DEALERSHIPS ACROSS CANADA, AND IF YOU SHOULD HAPPEN TO BE STANDING IN ONE RIGHT NOW, WE'RE WILLING TO BET THERE'S A KIA THERE WITH YOUR NAME ON IT.



*See back of brochure for further details regarding Canada's Best Ownership Coverage.



LOOKING FOR THAT SPECIAL KIA BUT NOT READY TO CHANGE OUT OF YOUR PYJAMAS? VISIT WWW.KIA.CA. YOU'LL FIND ALL THE INFO YOU NEED, INCLUDING PERFORMANCE DETAILS OF THE VEHICLES YOU'RE INTERESTED IN. YOU CAN ALSO FIND THE DEALER NEAREST YOU AND CALCULATE YOUR POTENTIAL MONTHLY PAYMENT. WOW, AND YOU HAVEN'T EVEN LEFT THE HOUSE YET!



The Spectra5 is all about getting out there. The 5-door sport hatch design makes packing up and moving out a breeze. With 518 L (18.3 cubic feet) of trunk space and 1,494 L (52.8 cubic feet) with the seats folded down, you can fill the Spectra5 with all your gear and the kitchen sink. In addition, the 2.0 L DOHC engine with the sporty feel of the 4-wheel independent sport-tuned suspension, larger front and rear stabilizer bars ensure that you will have all the right moves. You'll be stepping out and looking good with standard tinted glass, fog lamps, alloy wheels and body-coloured mouldings and mirrors.





GET CARRIED AWAY

MILK. EGGS. BUTTER. ANOTHER CHANCE TO HOP IN THE CAR, DRIVE RIGHT PAST THE LOCAL CONVENIENCE STORE, HIT THE HIGHWAY AND SEARCH FOR ADVENTURE. AND PERISHABLES.

YOU KNOW YOU WANT IT

YOU NOW KNOW YOU WANT COMFORT WITHOUT COMPROMISE. THERE IS SUCH A THING AS STYLE WITH SUBSTANCE.
AND PEACE OF MIND IS STANDARD.





So, you want to look good and feel better. The all-new Kia Spectra makes it easy. Redesigned from the ground up to exceed your every expectation, the Spectra boasts a sleek, new European styling and a host of impressive standard features. Your comfort is the utmost priority for Spectra with the roomiest interior in its class, smooth ride and quiet running engine. Plus class-leading safety features like 6 standard airbags and 4-wheel disc brakes,* independent front and rear suspension and even an emergency trunk release handle. One look and you'll see, Spectra has all the qualities you love in a new car, without the hefty price tag.

OF ALL THE TESTING WE CONDUCT ON OUR VEHICLES, PERHAPS THE MOST INTERESTING ARE OUR WIND TUNNEL TESTS. OUR FULL-SCALE AEROACOUSTIC WIND TUNNEL PRODUCES WIND SPEEDS OF UP TO 200 KPH, ALLOWING US TO FURTHER IMPROVE FUEL EFFICIENCY AS WELL AS COMFORT, CONVENIENCE AND QUALITY IN ALL OUR VEHICLES. JUST ASK ANY OF OUR KIA ENGINEERS WITH THE MESSY HAIR, AND THEY'LL TELL YOU ALL ABOUT IT.



*Except LX.



SETTLE IN AND MAKE YOURSELF AT HOME

YOU SPEND A LOT OF TIME IN YOUR CAR. IT'S YOUR OFFICE. YOUR RETREAT. YOUR DINING ROOM. YOUR LIVING ROOM. HECK, YOU ENTERTAIN HERE. YOU'D BEST MAKE SURE IT'S COMFORTABLE.



The Spectra's welcoming interior has everything you need. Generous room for you and your friends to spread out. Comfy, adjustable seats. And plenty of storage space for a clutter-free commute or a weekend road trip. Both the Spectra 4-door and the Spectra5 have driver's seat height adjuster and an automatic lumbar support giving you the comfort that you've always wanted. Height-adjustable front seat belt anchors ensure your seat belt stays where you intended. And tilt steering lets your knees enjoy the drive as much as you. At home you have closets. In the Spectra you have map pockets, a centre console with dual storage areas, cup holders and a coin tray for loose change. Then there's the 60/40 split rear seat to increase cargo space. There's even an overhead compartment for your sunglasses.



SMART SPACE



VERSATILE STORAGE

A detailed view of the interior of a Kia car, showing the steering wheel with the Kia logo and 'SRS AIRBAG' text, the instrument cluster with a speedometer and tachometer, the center console with a radio and climate controls, and the gear shift. The car is parked on a sandy surface, visible through the windows.

SO YOU LIKE TO BE IN CONTROL

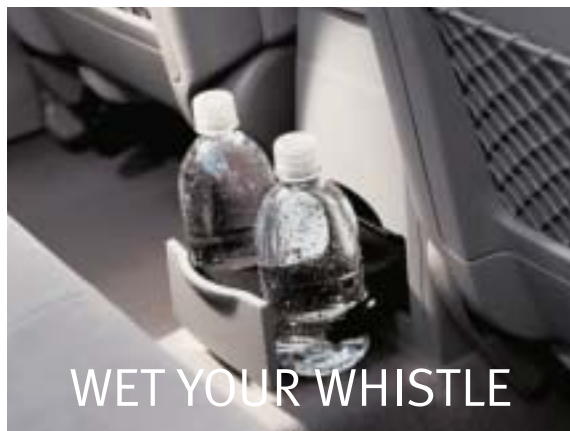
BUT IT'S NOT ALL ABOUT YOU. SURE, YOU LIKE YOUR MUSIC PLAYING. AND YOU LIKE TO MAKE THE CALL ON WHETHER IT'S TOO WARM OR TOO COOL. WAIT. IS THERE SUCH A THING AS TOO COOL?



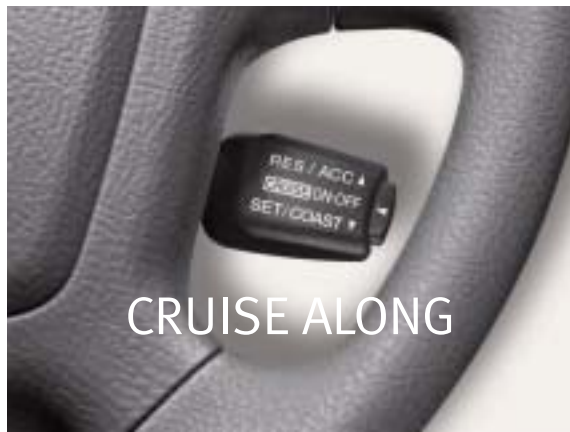
POWER TO SPARE



KEEP IT COOL



WET YOUR WHISTLE



CRUISE ALONG



UP AND AWAY

It's all here. Everything you need to make every ride the ride of your life. Both the Spectra5 and the Spectra 4-door have a great sounding AM/FM/CD stereo with 6 speakers, including 2 door-mounted tweeters to make your tunes sing. And with air conditioning you'll keep yourself and your passengers feeling as cool as you look*. Cruise control treats you to pedal-free driving and lets you give your feet a break with the touch of a button*. Then there are all sorts of spaces and compartments for maps, drinks, your phone and even your sunglasses. And, of course, there's a digital clock, dual visor vanity mirrors and remote keyless entry* to get you where you're going on time and still looking good. That is, if you don't decide you are happier just rolling along.

*Not available on Spectra LX.



Of course, the most important feature of the all-new Kia Spectra is the peace of mind you get knowing safety is our main priority. Spectra is the only vehicle in its class to offer 6 standard airbags to help protect you in the event of a collision. Front and rear side-curtain airbags, front seat-mounted side airbags and dual advanced driver and passenger front airbags. Spectra also comes equipped with anti-lock brakes* which provide better vehicle control when stopping in difficult conditions like wet or slick roads. Reinforced doors and side-impact beams help protect you in the event of a side collision. And, front and rear crumple zones offer protection against collisions from the front or rear. There are also height-adjustable front seat belt anchors for a better seat belt fit and front seat belt pretensioners with load limiters that tighten in frontal impacts to hold you more securely. For improved visibility, the Spectra is equipped with fog lamps,** a rear window defroster and variable intermittent front wipers. All this with the security of Canada's Best Ownership Coverage including a 5-year bumper to bumper warranty, 5-year 24/7 roadside assistance and free oil and filter changes for life.†



*Available on Spectra5 with package 1 and Spectra EX. **Available on Spectra5 and Spectra EX.
†See back of brochure for further details regarding Canada's Best Ownership Coverage.



A FEELING OF SECURITY COMES STANDARD

YOU WANT RELIABLE. YOU WANT DEPENDABLE. YOU WANT TO KNOW THAT ALL THE LATEST TECHNOLOGY YOU CAN JAM IN IS WORKING HARD 24/7 TO MAKE SURE YOU'RE SAFE. YOU GOT IT.

AT KIA, OUR VEHICLES UNDERGO A LONG LIST OF IMPORTANT SAFETY TESTS BEFORE THEY EVER REACH THE DEALERSHIP. OUR PROVING GROUNDS ALLOW US TO TEST A WIDE RANGE OF PERFORMANCE AND SAFETY ASPECTS, FROM HIGH-SPEED DURABILITY TO CORNERING STABILITY AND BRAKING TESTS. OUR FAVOURITE, HOWEVER, IS THE ROAD SURFACE TEST, WHERE WE THOROUGHLY TEST OUR VEHICLES ON MUD, PEBBLE, SAND AND POTHOLE-LADEN ROADS. IT'S NOT ONLY FOR YOUR SAFETY, IT'S JUST PLAIN FUN.



FEATURES



EX

SPECTRA FEATURES

LX FEATURES

- Dual front airbags
- Front seat side-impact airbags
- Side-curtain airbags
- Front seat belt pretensioners
- Height-adjustable front seat belts
- Emergency trunk release handle
- 2.0 L DOHC 4-cylinder engine, 138 HP
- 5-speed manual transmission
- Optional 4-speed automatic transmission
- Independent front and rear suspension
- Front and rear stabilizer bars
- Front and rear gas-charged shocks
- Immobilizer
- Power steering
- Tilt steering column
- 15" wheels with full wheelcovers
- AM/FM/CD stereo with 6 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
- Front and rear floor mats
- Remote trunk and fuel door release
- Map lamps with sunglass holder
- Centre console with armrest
- Delay-out interior lamp
- 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 FEATURES

(IN ADDITION TO OR IN PLACE OF LX FEATURES)

- Air conditioning
- Cruise control
- Rear glass-mount antenna
- 4-wheel disc brakes
- Remote keyless entry with alarm
- Power windows and door locks
- Heated power mirrors



SPECTRA5

EX FEATURES

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

- 4-wheel anti-lock brakes (ABS)
- 15" alloy wheels
- Driver's seat active headrest
- Leather-wrapped steering wheel, gear shift knob and emergency brake handle
- Front seatback pockets
- Deluxe seatback panels
- Body side skirts
- Fog lamps

SPECTRA5 FEATURES

(IN ADDITION TO OR IN PLACE OF EX FEATURES WITH THE EXCEPTION OF ABS)

- Independent front and rear sport suspension
- Front and rear sport stabilizer bars
- Front and rear sport gas-charged shocks
- 16" alloy wheels
- Goodyear tires
- Roof-mount antenna
- Full sport cloth seats
- Rear wiper/washer
- Metal grain accents

SPECTRA5 WITH PACKAGE 1 ADDS:

- 4-wheel anti-lock brakes (ABS)
- Power sunroof

SPECIFICATIONS

ENGINE

ENGINE	SPECTRA AND SPECTRA5
Type	In-line 4-cylinder, iron block and aluminium head
Valve gear	DOHC, 4 valves per cylinder
Displacement	1,975 cc
Compression ratio	10.1:1
Horsepower	138 hp @ 6,000 rpm
Torque	136 lb.-ft. @ 4,500 rpm
Fuel tank capacity	55 L (14.5 gal.)
Transmission	5-speed manual, overdrive
	4-speed electronically controlled automatic, overdrive

DIMENSIONS (EXTERIOR AND INTERIOR)

DIMENSIONS (EXTERIOR AND 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

CURB WEIGHT	SPECTRA	SPECTRA5
5-speed manual LX:	1,225 kg (2,701 lb.)	1,290 kg (2,844 lb.)
	LX Convenience & EX:	1,282 kg (2,826 lb.)
4-speed automatic LX:	1,255 kg (2,767 lb.)	1,317 kg (2,903 lb.)
	LX Convenience & EX:	1,312 kg (2,892 lb.)

BODY AND CHASSIS

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	Power rack-and-pinion	Power rack-and-pinion

BRAKES

BRAKES	SPECTRA AND SPECTRA5
Type	Hydraulic, power-assisted
	4-wheel anti-lock brakes (EX and Spectra5 with package 1 only)
Front	Vented discs
Rear	Discs (Drum on LX)

TIRES

TIRES	SPECTRA	SPECTRA5
Tires	P195/60 R15	P205/50 R16

FUEL ECONOMY (CITY/HIGHWAY L/100 KM)

FUEL ECONOMY (CITY/HIGHWAY L/100 KM)	SPECTRA AND SPECTRA5
5-speed manual	9.5/6.6 L (30/43 mpg)
4-speed automatic	9.8/6.3 L (29/45 mpg)



REAR SPOILER
Increases the aerodynamic appearance of your Spectra.



SPORT VISORS
Lets you enjoy fresh air in all kinds of weather.



HOOD DEFLECTOR
Durable acrylic that protects your hood from flying debris.

ACCESSORIES AND COLOURS

Please ask your local dealer about the full line of Genuine Kia Accessories or visit our website www.kia.ca.

A LITTLE EYE CANDY

FINISHING TOUCHES. ICING ON THE CAKE. EXTRA GOODIES. WHATEVER YOU MIGHT CALL THEM, I CALL THEM A NECESSITY.

INTERIOR CHOICES

4-DOOR



BEIGE CLOTH



GREY CLOTH

5-DOOR



GREY SPORT CLOTH

EXTERIOR COLOURS



BLACK ORCHID
(Grey interior)



CLEAR SILVER
(Grey interior)



ESPRESSO
(Grey interior)



TWILIGHT BLUE
(Grey interior)
4-door only



RADIANT RED
(Beige interior)
4-door only



SAND BEIGE
(Beige interior)
4-door only



SPORT BLUE
(Grey interior)
5-door only



VOLCANO BLAST
(Grey interior)
5-door only

NOTE — availability, specifications, materials and colours are subject to change without notice. Products may not be exactly as shown. Some models shown include dealer-installed Kia accessories. Information in the brochure is believed to be accurate at time of printing.

PEACE OF MIND

5 YEARS OF IT TO BE EXACT. 5 YEARS OR 100,000 KILOMETRES OF WORRY-FREE ADVENTURE. NOW THAT'S WHAT I CALL A COMMITMENT.

Kia's national dealer network is made up of over 150 locations across Canada. No matter which road you find yourself on in Canada — or anywhere in North America — you can rest assured Kia is wherever you need us to be. You have our word, our ownership coverage and our coast-to-coast representation in place to add even more value to your already sound Kia investment.



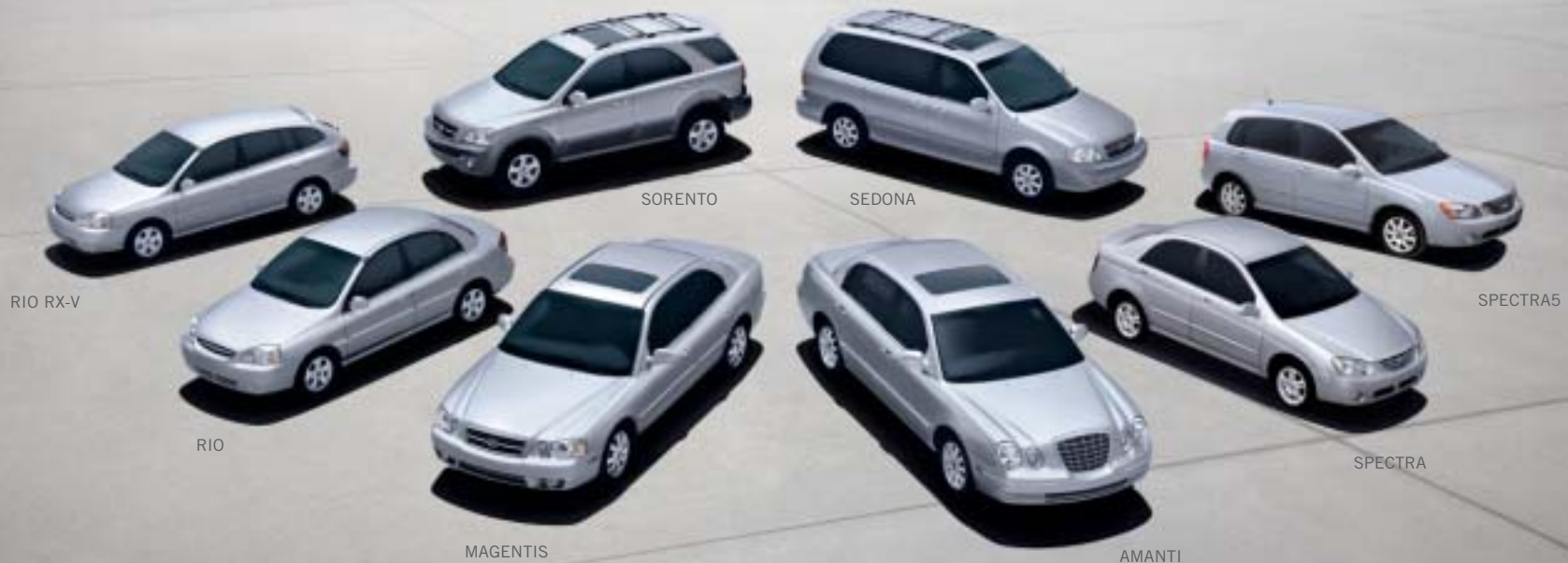
CANADA'S BEST OWNERSHIP COVERAGE

5-YEAR/100,000 KM BUMPER TO BUMPER WARRANTY

5-YEAR/100,000 KM POWERTRAIN WARRANTY

5-YEAR/100,000 KM EXTRA CARE ROADSIDE ASSISTANCE

+ FREE OIL AND FILTER CHANGES FOR LIFE*



KIA MOTORS

*Free Oil and Filter Changes for Life offer refers to a maximum of 3 engine oil, oil filter changes and related labour per 12 months of ownership. Applies to original purchaser only. Offer only valid for vehicle purchase after April 1st, 2004. Please visit kia.ca for more information.

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