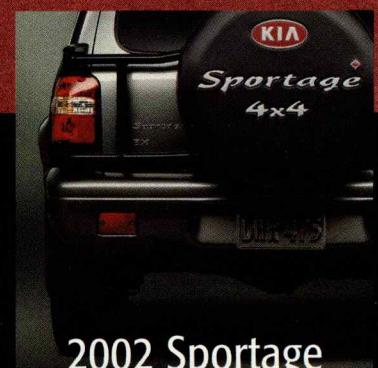


PLAYING DIRTY - ALL IS FAIR IN MUD AND WAR

KiK  
Making sense of it all.



2002 Sportage



GET THAT  
HANDSOME,  
RUGGED LOOK

*Don't shave. Don't bathe. Sleep in the truck.*

**Nature Calls**

When you've gotta go,  
go somewhere interesting

**THE  
4x4  
QUESTION**

Apparently the answer is 16

2002 KIA SPORTAGE



*City Slicker - Than What?*



Kia Canada Inc.



# SPORTAGE EX

Shown in Redwood/Pewter

# SPORAGE EX

Shown in Highland Green/Sand Dune



EUROPE BOUND  
TRAVEL OUTFITTERS

# THE GREAT INDOORS



Sportage EX interior shown

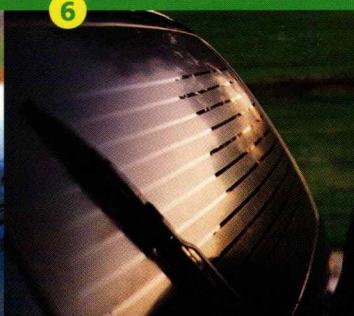
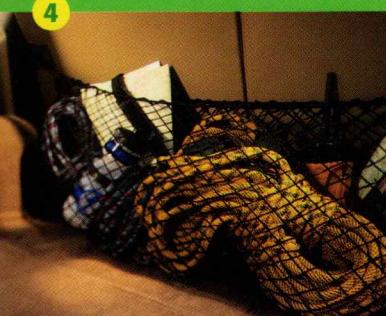
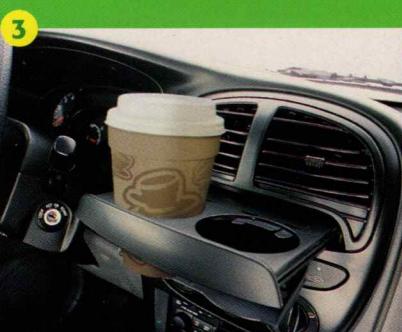
there's bugs out there! Why not **STAY IN AND PLAY WITH THE BUTTONS?**

## ESSENTIAL GEAR FOR WILDERNESS SURVIVAL

And don't forget the sunscreen

1. 4-wheel drive
2. Ergonomically designed instruments and controls
3. Dual cup holders
4. Baggage net (You think trout are hard to land?  
Try getting a mildew-infested hockey bag to  
stop wriggling!)
5. Roof rack
6. Rear wiper
7. Full-size spare tire (You don't want the park rangers  
giggling at a puny spare, do you?)

Sure Canada boasts one of the largest unspoiled wilderness frontiers in the world. But the Sportage offers an expansive 3,557 litres of interior room and nothing furry that will mistake you for an appetizer. So get comfy and enjoy the standard air conditioning, power windows, mirrors and door locks. Set your cappuccinos in the dual cup holder, adjust the tilt steering, put down the 50/50 split folding rear seat-backs and relax in your own private nature reserve. However, should you venture out to use the open-air facilities, you'll be glad to know there's a power lock for keyless opening of the tailgate, too. Just in case some icky beast hastens your return.



# SPORTAGE

Shown in Sand Dune





TAKING ON THE FORCES OF NATURE

be prepared for snow, mud,  
**AND POKY DRIVERS**

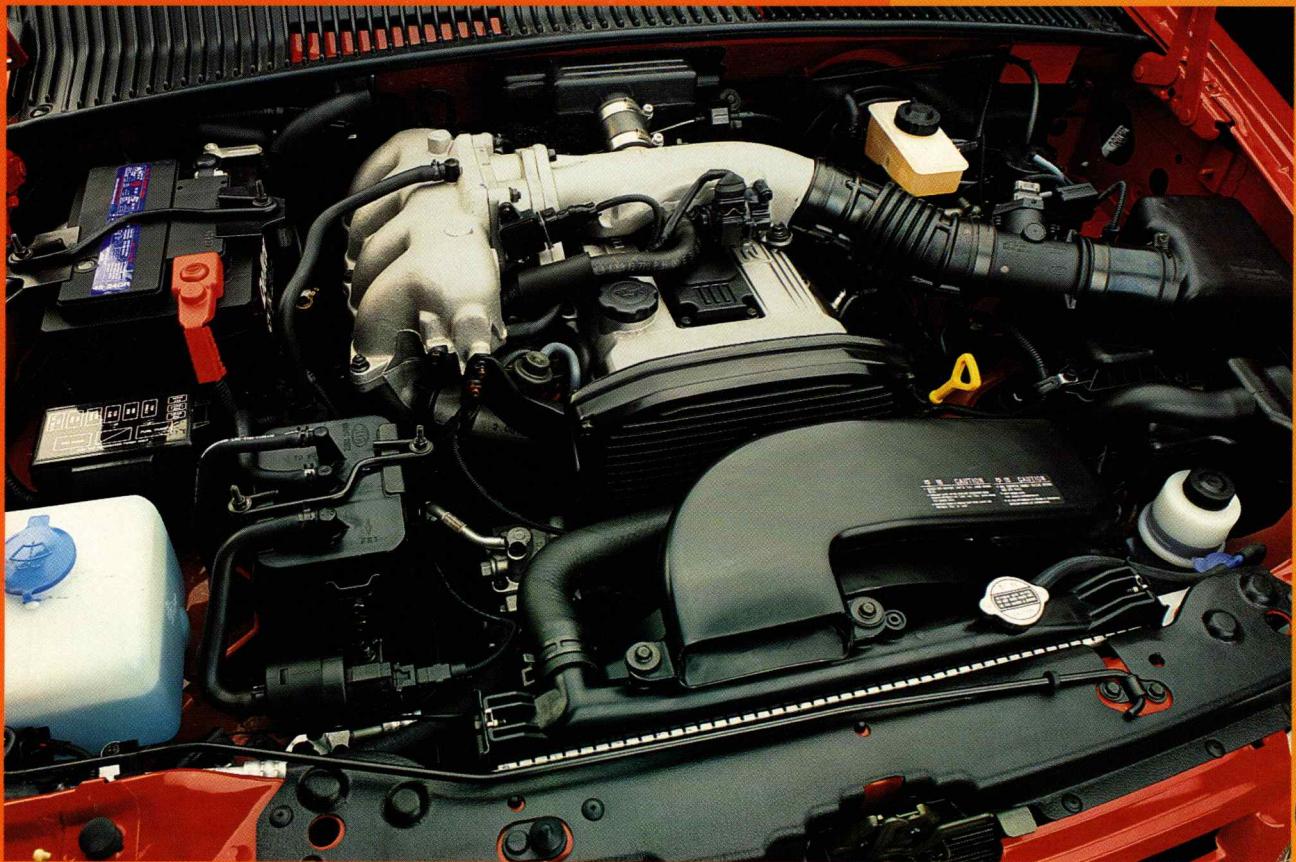
Tornadoes, flash floods, mud slides. They're nature's way of putting us in our place. But the Sportage is Kia's way of putting us in the place we'd rather be. So it's sturdy, with a truck-style ladder-frame construction. It's powerful, with a 16-valve DOHC, 130 horsepower engine. And it's agile, with 4-wheel drive and over 20 cm of ground clearance and short front and rear overhangs. It's determined, too, and can haul over 900\* kilograms of your mountaineering gear and volcanic eruption detection equipment. Or two grossly overfed golden retrievers and their kibble.



Sportage EX shown in Summer Rain/Pewter

\*907 kilograms tongue weight with trailer brakes. 454 kilograms tongue weight without trailer brakes. Trailer, golden retrievers and kibble sold separately.

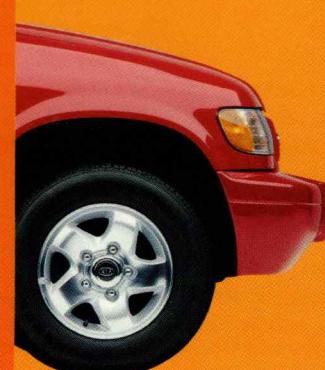
# WATCH FOR ANIMALS ON THE HIGHWAY



## some of them are really bad **DRIVERS**



While you've been planning your departure to the hinterland, we've been planning your safe arrival. Every Sportage is equipped with a driver's side knee airbag in addition to dual airbags. The front seat belts are height-adjustable. The sturdy doors have steel impact beams. There are energy absorbing bumpers and, on the EX model, ABS is standard. Of course, the 4-wheel drive traction of the Sportage is one of its greatest safety features even if you're just picking up your safari suit from the dry cleaners on a slippery night.



# DETAILS, DETAILS!!!

Powertrain		Mechanical		Sportage	Sportage EX
Displacement	1,998 cm <sup>3</sup>	2.0 litre DOHC 4-cylinder	S	S	
Engine type	2.0 l DOHC 4-cyl. iron block and aluminum head	5-speed manual	S	S	
Horsepower	130hp @ 5,500 RPM	4-speed automatic	O	O	
Torque	127 lbs. ft. @ 4,000 RPM	RPM-sensing power steering	S	S	
Compression ratio	9.2:1	4-wheel ABS	-	S	
Transmission		2-speed transfer case	S	S	
4WD system	5 speed manual, optional 4 speed automatic	P205/75 R15 all season tires	S	S	
Transfer case ratio	Part-time, shift-on-the-fly				
	High: 1.000:1				
	Low: 1.981:1				
Dimensions		Exterior		Sportage	Sportage EX
mm/inches		Alloy wheels	S	S	
Wheelbase	2,649 mm / 104.3 in.	Body-colour bumpers	S	-	
Front track	1,440 mm / 56.7 in.	Body-colour grille	S	S	
Rear track	1,440 mm / 56.7 in.	Body-colour door handles	S	S	
Length	4,125 mm / 162.4 in.	Outside swing-clear spare tire carrier	S	S	
Length with spare	4,325 mm / 170.3 in.	Soft tire cover	S	S	
Width	1,730 mm / 68.1 in.	Tinted glass	S	S	
Height	1,651 mm / 65.4 in.	Privacy glass (rear)	S	S	
Ground clearance	201 mm / 7.9 in.	Roof rack (black)	-	S	
Approach angle	36.5 degrees	Front & rear mud guards	S	S	
Departure angle	36.2 degrees	Rear window wiper with washer	S	S	
Front head room	1,006 mm / 39.6 in.	Front variable intermittent wipers	S	S	
Rear head room	960 mm / 37.8 in.	Theft-deterrent system	S	S	
Front leg room	1,130 mm / 44.5 in.	Rear window defroster	S	S	
Rear leg room	790 mm / 31.1 in.	Dual power remote black mirrors	S	-	
Total interior volume	3,557 L	Dual power remote body-colour mirrors	-	S	
Cargo, rear seat up	731 L / 25.8 cu. ft.	Two-tone bodyside cladding	-	S	
Cargo, rear seat down	1569 L / 55.4 cu. ft.	Body accent graphics	-	S	
Curb Weight		Interior		S	S
5-speed transmission	1,524 kg / 3,360 lb.	Reclining front bucket seats	S	S	
4-speed automatic	1,540 kg / 3,395 lb.	Driver's seat lumbar adjustment	S	S	
Capacities		Cloth seat trim	S	S	
Fuel	60 L	Split folding rear seats	S	S	
Towing	454 kg / 1,000 lb.	Map lamps	S	S	
With trailer brakes	907 kg / 2,000 lb.	Cargo area lamp	S	S	
GVWR	1,940 kg / 4,277 lb.	Dual slide-out cup holders	S	S	
Body and Chassis		Adjustable centre console with padded armrest and storage box	S	S	
Layout	Front engine, part-time 4WD	Woodgrain interior accents	-	S	
Body type	Steel unitized box ladder frame	Full carpeting	S	S	
Front suspension	Double wishbone strut with hydraulic shock absorbers	Leather-wrapped steering wheel	-	S	
Rear suspension	Link 4-bar, coil barrel springs with hydraulic damper	Leather-wrapped gear shift selector	-	S	
Steering	Recirculating ball with RPM-sensing power assist	Tilt steering column	S	S	
Tires	P205/75R 15 all season	Front and rear ashtrays	S	S	
Spare tire	P205/75R 15 all season	Tachometer	S	S	
Brakes		Height-adjustable front seat belts	S	S	
Type	Hydraulic, vacuum power assist	Dual airbags	S	S	
Front	Power assist, vented discs	Driver's side knee airbag	S	S	
Rear	Power assist, cast iron drum	Rear door child-proof locks	S	S	
ABS (standard on EX)	4 wheel	Rear child-seat tether anchors	S	S	
Fuel Consumption		Power windows	S	S	
Manual transmission	L/100km/MPG	Power door locks	S	S	
Automatic transmission	City 11.8/24	Remote fuel door release	S	S	
	Highway 9.7/29	Air conditioning	S	S	
	City 13.0/22	Cruise control	-	S	
	Highway 10.0/28	AM/FM/cassette	S	-	
		AM/FM/CD	-	S	
		6 speaker sound system	S	S	
		Front door map pockets	S	S	
		Carpeted floor mats	S	S	
		Dual vanity mirrors with covers	-	S	

S – Standard O – Optional

EX Package includes: AM/FM/CD, woodgrain interior trim, body-coloured outside mirrors, 2-tone cladding, cruise control, ABS brakes, leather-wrapped steering wheel and gear shift knob, roof rack, EX stripe.

Availability, specifications, materials and colours are subject to change without notice. Information in the brochure is believed to be accurate at time of printing. Honest. Vehicle not exactly as shown because, well, usually there's quite a variety of insects plastered all over. Do you ever wonder what goes through their minds when they hit the windshield?

**COMMITMENT**



5-5-5  
Extra Care  
Warranty

RIDE ON  
KIA  
GRAD  
PROGRAM

Don't be afraid of it – **WE'RE NOT.**

Kia 5-5-5 Extra Care Warranty. We've put together the best customer care package in Canada with full five year coverage on just about everything. And we're not trying to smother you or anything, but we'll be with you 24 hours a day, every day. Kia 5 year Extra Care Roadside Assistance has thousands of North American Roadside Assistance providers to come to your rescue whenever you call. And not to be clingy, but wherever you travel in Canada you'll never be far from our coast-to-coast dealer network. But how deep does our commitment go? How about a 5 year/100,000 km powertrain warranty, 5 year anti-perforation warranty and 5 year/100,000 km comprehensive warranty. That adds up to 5 years of total confidence. We even offer free service adjustments\* for the first 12 months or 20,000 kilometres. It's not our fault we care so deeply. It's just the way we are.

\* Please see 2002 Warranty and Consumer Information Manual for details.

## Where have we been ALL YOUR LIFE?

Perhaps you're just discovering Kia. Or maybe you already know our history and collect car brochures as a hobby. Either way, we've been building all shapes and sizes of vehicles since 1952. And they're now being driven in over 170 countries around the world. So you're in very good company when you purchase a Sportage. In fact, since arriving in the U.S. in 1993 and Canada in 1999, our total number of cars sold worldwide is approaching the five million mark. This includes our nimble subcompact Rio, our stylish new Spectra, our luxurious and powerful Magentis midsize sedan and the engineered-for-safety Sedona minivan. But obviously you're more of a 4-wheel drive, Sportage type of person. You prefer to blaze new trails, explore new frontiers, find new shortcuts to the mall. At Kia, we salute your spirit. It is the spirit of Canada's early settlers who paddled canoes of birch bark, built houses of sod and ate mouthfuls of black flies with their blueberries. You should be proud to carry on this tradition. Even if you do flip on the AC every once in a while.



**IS THAT YOUR NATURAL COLOUR?**

make a statement  
**BLENDING IN IS  
FOR CHIPMUNKS**

# Drive to your weenie roast in style.



Do you have any idea how much time we spent retouching all the mosquitoes out of this photo? At first we figured wearing light colours would keep them away. Nice try. Unfortunately the photographer's after-shave was enough to attract every swarm within a hundred mile radius. It also got a passing bull moose kind of frisky, too. And that's definitely not an image we want on the back of our brochure.



It's about time everyone had a well-made car.