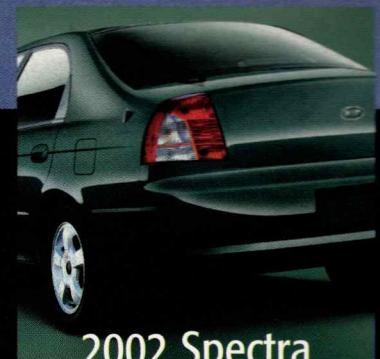


STOP AND SMELL THE ROSES – THEN BURN SOME SERIOUS RUBBER

KLiK

Making sense of it all.



2002 Spectra

FIND THE FUN YOU'VE BEEN MISSING

It could be in the glove box

**HOW TO
ALWAYS
LOOK
YOUR BEST**

Stay inside the car



Take Our Style Test

If you like this car, you pass!

2002 KIA SPECTRA



1 1234567 0
CANADIAN EDITION

Handling Life's Twists and Turns



SPECTRA GSX

Shown in Black Orchid





SPECTRA GSX



Shown in Volcano Blast



Spectra LS interior shown

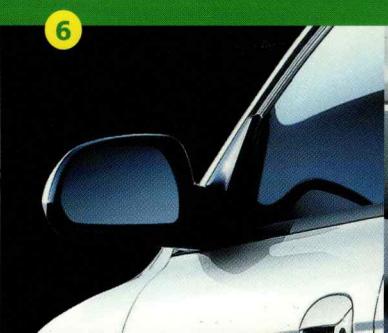
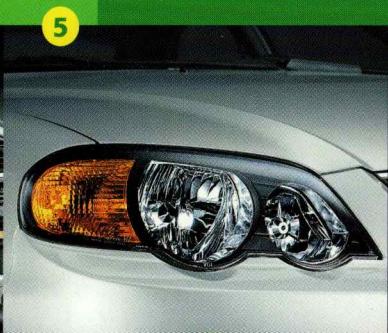
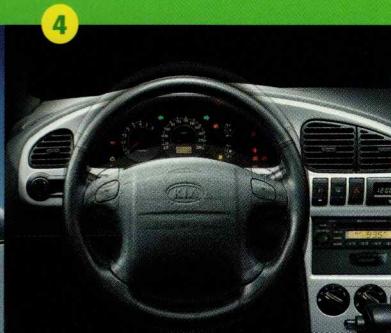
or bring some **PASSENGERS ALONG**

7 THINGS TO LOOK FOR IN A PARTNER

Not everybody's got them, but you can

1. Ergonomically designed instruments and controls (You know which buttons to push.)
2. AM/FM/CD Stereo (Because you only hear what you want to hear.)
3. High mounted stop light
4. Tilt steering
5. Clear halogen headlamps
6. Heated mirrors (Never look back in anger.)
7. Alloy wheels

The new Spectra caters to your every whim. Whim #1 ("I want to be comfy") is achieved by the dual height seat adjustment, lumbar support and tilt steering column. Whim #2 ("I want my own space") is handled by the dual compartment folding armrest and the 60/40 split folding rear seats that fold down flat to accommodate more cargo. Whim #3 ("I want to be pampered") is a doozy. For this we offer an Air Quality System that automatically closes the vents when pollution is detected, a delayed-fade interior lamp and available power windows, mirrors and central door locks. For Whim #4 ("I want to be respected for who I really am") we offer a leather-wrapped steering wheel on the GSX model. Hey, it's worth a try.





SP
E
C
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A
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S



Shown in Redwood

RUSH ORDER

enjoy life now –
DO YOUR LAUNDRY LATER



Spectra LS shown in Summer Rain

Live every minute like it was only sixty seconds long! Surge along life's highway in a 1.8 litre, 125 horsepower Spectra! Hug the curves with a MacPerson strut suspension and gas-filled shock absorbers! Let the power steering and 5-speed manual or electronic automatic transmission whisk you to the place you truly belong! Do it now! Feel the rush! Then later, when you're sorting your socks, notice how good it feels to know the Spectra is so clean it's designated an Ultra Low Emission Vehicle. Don't you wish you could be equally proud of your laundry room?

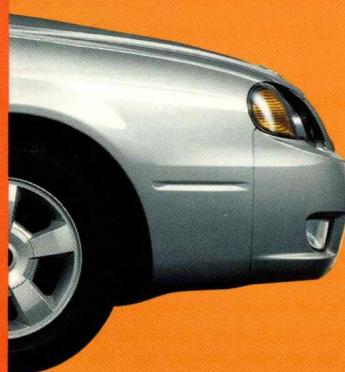
PLAYING IT SAFE



you can't get by on looks **ALONE**



Stylish curves and sporty looks aside, the Spectra is a smart machine. Beneath that slick exterior you'll find energy absorbing bumpers and steel impact beams in all doors. There are pretensioning seat belts and three factory-installed tether anchors for child seats in the rear. And you'll be comforted to know that the de-powered airbags actually detect the severity of a crash to provide only the required level of protection. Oh yes, and the windshield sun band not only improves your vision, it also prevents you from squinting which, let's face it, makes you look all puckery and spoils the effect of driving such an attractive car.



DETAILS, DETAILS...

Engine			
Type	1.8 l DOHC, iron block and aluminum head		
Displacement	1,793 cm ³		
Horsepower	125 hp @ 6,000 RPM		
Torque	108 lb.ft. @ 4,500 RPM		
Compression Ratio	9.5 : 1		
Transmission	5-speed manual		
	4-speed automatic with electronic overdrive & shift lock (optional)		
Dimensions			
Overall length	Base, LS	GSX	
Overall width	4,510 mm / 177.6 in	4,525 mm / 178.1 in	
Overall height	1,720 mm / 67.7 in	1,725 mm / 67.9 in	
Wheelbase	1,415 mm / 55.7 in	1,425 / 56.1 in	
Ground clearance	2,560 mm / 100.8 in	2,560 mm / 100.8 in	
Front head room	156 mm / 6.1 in	156 mm / 6.1 in	
Rear head room	1,005 mm / 39.6 in	1,005 mm / 39.6 in	
Front leg room	956 mm / 37.6 in	930 mm / 36.6 in	
Rear leg room	1,096 mm / 43.1 in	1,096 mm / 43.1 in	
Trunk volume - litres	873 mm / 34.4 in	873 mm / 34.4 in	
	2951	3281 / 5281 (seat folded)	
Curb Weight			
Manual transmission	Base	LS	GSX
Automatic transmission	1207 kg	1212 kg	1223 kg
	1232 kg	1237 kg	1248 kg
Mechanical			
Front engine, front wheel drive	S	S	S
Front & rear independent suspension	S	S	S
Front & rear anti-roll bar	S	S	S
MacPherson front struts	S	S	S
Multi-link rear suspension	S	S	S
Power rack-and-pinion steering	S	S	S
Engine speed-sensitive steering	S	S	S
Brakes			
front discs/rear drums	S	S	S
front & rear vacuum power assist	S	S	S
Tires 185/65 R14 all season	S	S	S
Fuel System			
Fuel tank capacity	50 l		
Fuel	Regular Unleaded		
Fuel Consumption			
	L/100 km (MPG)		
Manual transmission	City 10.0 (28)	Highway 6.8 (42)	
Automatic transmission	City 10.9 (26)	Highway 7.3 (39)	
Exterior			
Body-coloured mirrors	Base	LS	GSX
Power remote heated mirrors	-	S	S
Manual remote mirrors			
Body-coloured door handles			
Black with chrome grille			
Clear halogen headlamps			
Daytime running lights			
Fog lamps			
High mounted stop light (Rear)			
Mud guards (front & rear)			
Body-coloured bodyside mouldings			
14" x 5" steel wheels			
14" x 5" alloy wheels			
Full wheel covers			
Tinted windows			
Tinted windshield with sunband			
Fixed intermittent wipers			
Variable intermittent wipers			
Interior			
Air conditioning	O	S	S
Air Quality System	-	S	S
Tachometer	-	S	S
Dual front airbags	S	S	S
Console – folding with armrest	S	S	S
Driver's side foot rest	S	S	S
Leather-wrapped steering wheel	-	-	S
Leather-wrapped gear shift knob	-	-	S
Metal grain accent trim	-	-	S
Map lamps with sunglass case	S	S	S
Power door locks	-	S	S
Remote hood release	S	S	S
Remote fuel filler door release	S	S	S
Remote trunk release	S	S	S
Full cloth seating	S	S	S
Driver's seat height adjuster	S	S	S
Driver's lumbar support	S	S	S
60/40 split folding rear seat	S	S	S
with centre armrest	-	S	S
Tilt steering wheel	-	S	S
Dual vanity mirrors with cover	S	S	S
Child seat anchors	S	S	S
Rear child-proof locks	S	S	S
Front height-adjustable seat belts	S	S	S
Glow-in-the-dark emergency			
trunk release handle	S	S	-
Cruise control	-	S	S
AM/FM/cassette	S	-	-
AM/FM/CD player	-	S	S
4 speaker sound system	S	-	-
6 speaker sound system	-	S	S

S – Standard O – Optional

LS Package includes: air conditioning, AM/FM/CD, power door locks, power windows, power heated mirrors, cruise control, tilt steering, tachometer, variable intermittent wipers, Air Quality System, fog lamps, windshield sunband, 2 tweeters, cloth headliner, passenger seat back pocket.

GSX Package includes: LS Package plus unique 5 door styling, 14" aluminum wheels, leather-wrapped steering wheel and gear selector and metal grain interior accents.

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, you're not in it for one thing. But just picture how good you'd look behind the wheel of a shiny new Spectra. Kind of makes you wonder why we didn't ask you to be in our brochure, doesn't it?

COMMITMENT



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's 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 Spectra. 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 popular 4-wheel drive Sportage, our engineered-for-safety Sedona minivan, our nimble, sporty Rio and the luxurious and powerful Magentis midsize sedan. But of all those choices, it appears you're considering a Spectra. Whether you chose the LS or the 5-door GSX we can guarantee you'll notice improvements in your commuting time, your social standing and your family life. Well, maybe your commuting time anyway. Unfortunately, the extra time you linger and gaze at your new Spectra in the parking lot when you arrive at work will probably make you late. So you won't get that promotion after all. Sorry about that.



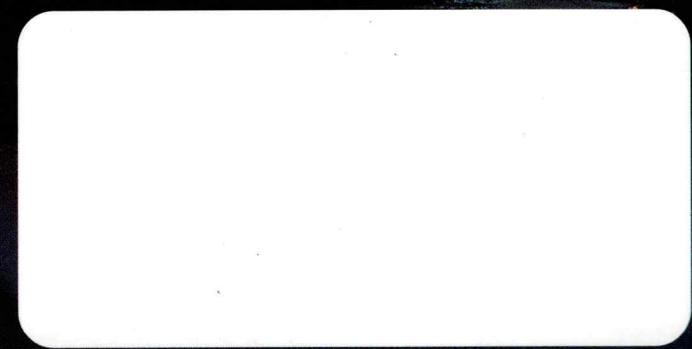
SHADES UP OR DOWN?

try on some new shades
**NO ONE WILL
RECOGNIZE YOU**

The rush lasts longer than rush hour.



To be honest, we got tired of waiting for the sunrise we had planned for this photo. It was a long night. We figured these cars look so great anyway, why not snap the picture and head indoors for some hot coffee and pie? But when you get your very own Spectra, you can leap out of bed early every morning to watch the dawning sun reflect off its gorgeous curves. We'll be asleep in the coffee shop.



www.kia.ca Kia Canada Inc., 5875 Chedworth Way, Mississauga Ontario L5R-3L9 • 1-877-542-2886



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