

EVERY RELATIONSHIP HAS ISSUES, THIS IS OURS

# KLiK

*Making sense of it all.*

Special  
Relationship  
ISSUE

2002 Kia Full-Line

## THE TEST DRIVE

*If only people were like cars*

**GET THE  
BODY  
YOU'VE ALWAYS  
WANTED**

**Looks or  
personality?**

*Turns out everyone has both*

2002 KIA FULL-LINE



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CANADIAN EDITION

*How commitment sets you free*

**KIA**

Kia Canada Inc.

# Quick, smart and OPEN-MINDED

Not for the timid, the Rio offers the excitement of a highly responsive 96 horsepower, 1.5 litre, 16 valve DOHC engine. All this in a body that looks like it works out twice a day. Luckily it can control its quick wit thanks to the independent MacPherson strut suspension, vented disc brakes and available power steering. But the Rio definitely has its practical side as shown by its excellent fuel economy (City: 8.8 l, Hwy: 6.7 l / 100 km). And there's a choice of either manual or automatic transmission depending on just how manipulative you want to be in this relationship.

## Getting Closer

Getting to know the Rio, you'll uncover many fine qualities such as adjustable headrests, dual cup holders, dual vanity mirrors and available central power door locks, power windows and tachometer. You can even have air conditioning and a CD player too, if you want. And since the Rio isn't afraid to snuggle, there's standard driver's lumbar support. But this car is very independent of spirit so when you need your personal space, it understands. Especially the roomy 5-door RX-V with its 60/40 split folding rear seats and retractable cargo cover.

## Split Personality

The five-door Rio can be whoever you want it to be. The RX-V package provides air conditioning, power doors, locks and mirrors and a roof rack to carry your emotional baggage. The RX-V Sport package gives you a CD player, distinctive alloy wheels and an aggressive-looking rear wing. Either way, be ready for a relationship that defies convention and makes fun a priority. In other words, if you prefer Scrabble to snowboarding, the Rio may shake up your world. And stuff snow down your sweater.

## Special Qualities

- Energy absorbing bumpers
- Steel beams in all doors
- Rear child seat tether anchors
- Dual airbags that deploy only as required, depending on intensity of impact
- Anti-bacterial coating on the steering wheel, gear shift and brake lever



Rio RX-V interior shown

- 1.5 L DOHC, iron block and aluminum head engine
- 96 hp @ 5,800 RPM
- 98 lb.ft. @ 4,500 RPM
- 5-speed manual transmission
- Optional 4-speed automatic with electronic overdrive (RS, RX-V, RX-V Sport)
- Tachometer (RX-V, RX-V Sport)
- 60/40 split folding rear seat (RX-V, RX-V Sport)
- Full cloth seating
- Map lamps with sunglass case (RX-V, RX-V Sport)
- Centre console
- Cup holders (front & rear)
- Dual vanity mirrors with cover
- Central locking door locks (RX-V)
- Driver's seat lumbar support
- Tinted glass
- Height-adjustable seat belt anchors
- 14" aluminium wheels (RX-V Sport)
- Full wheel covers (RS, RX-V)
- Power windows (RX-V)
- Tilt steering column (RS, RX-V, RX-V Sport)
- AM/FM/cassette stereo (RS, RX-V)
- AM/FM/CD stereo (RX-V Sport)
- 4-speaker sound system
- Low profile roof rack (RX-V)
- Rear lip spoiler (RS)
- Rear wing spoiler (RX-V Sport)



Napa Green (G)



Mayan Gold (B)



Total Eclipse (G)



Hawaiian Stream (G)



Jungle Mist (G)



Volcano Blast (G)

Rio Base, RS



Rainforest (G)



Santiago Yellow (G)



Whistler White (G)



Total Eclipse (G)



Hawaiian Stream (G)



Jungle Mist (G)



Volcano Blast (G)

Rio RX-V, Sport



Grey interior (G)



Beige interior (B)

# RIO

Rio RX-V Sport shown in Santiago Yellow, RS shown in Hawaiian Stream



## CHARACTER REFERENCES

Those who know the Rio say the fun never fades, the party never ends and the conga line never stops dancing. And while it will be the truest of true friends, your lampshades will never be safe.

# SEDONA



Sedona EX with Luxury Package shown in Dazzling Diamond/Platinum

## CHARACTER REFERENCES

Sedona fans say it's like being in a castle with thick walls and high towers to protect you. And you can go out and chase dragons around any time you want.



Shimmering Silver (G)



Antique Amber (B)



Elegant Emerald (B)



Sparkling Sapphire (G)



Radiant Ruby (G)



Dazzling Diamond (B)

Sedona LX



Sparkling Sapphire/Antique Amber (G)



Radiant Ruby/Platinum (G)



Dazzling Diamond/Platinum (G)



Elegant Emerald/Antique Amber (B)



Shimmering Silver/Platinum (G)

Sedona EX



Grey interior (G)



Beige interior (B)

# Strong, PROTECTIVE AND FEARLESS

## PERSONALITY PROFILE



Sedona EX shown with Luxury Package

- 3.5 L DOHC V6 engine
- 195 hp @ 5,500 RPM
- Cruise control (EX)
- Two-turn central locking system
- Remote keyless entry (EX)
- Dual sliding doors
- Two-tone cladding (EX)
- Black roof rack (EX)
- Front fog lamps (EX)
- Body-coloured rear spoiler (EX)
- Alloy wheels (EX)
- Dark tint side and rear windows
- 4-wheel ABS (EX)
- Power remote heated body-coloured mirrors
- Power windows
- Dual airbags
- Power sunroof (optional on EX)
- P215/70R 15 all season tires
- Driver's seat lumbar support
- Two passenger 2<sup>nd</sup> row folding bench (LX)
- Two 2<sup>nd</sup> row captain's chairs (EX)
- Removable 2<sup>nd</sup> row with wheels
- 50/50 split folding 3<sup>rd</sup> row seat
- Centre console with storage
- Child-proof sliding door locks
- Air Quality System (EX)
- AM/FM/CD stereo
- AM/FM/CD/cassette stereo (EX)
- Air conditioning, front & rear, 4-speed electronic
- Leather-wrapped steering wheel & gear selector (EX)
- Leather seats (optional on EX)
- Tilt steering column
- Rear wiper and washer

To invite a Sedona into your life is to understand the meaning of total trust. You know it will provide outstanding protection against impact on the driver's side, passenger's side and front-on. You can rest assured that its masterful 195 horsepower, 3.5 litre V6 engine is ready to whisk you away to safety at a milli-moment's notice. You

have complete confidence in the gas-filled shock absorbers, MacPherson strut front suspension, available ABS brakes and the only 5-speed automatic transmission offered in its class. And just to make sure this relationship is going where you want it to, the Sedona is equipped with engine speed-sensing power steering and available cruise control.

### Getting Closer

While the Sedona never really lets down its guard, those it cares for can learn many inner secrets. Of course, the available keyless entry makes that pretty easy. Inside you'll discover the tilt steering column and 8 cup holders. You'll learn of the power windows, mirrors and door locks, seating for 7 and available rear captain's chairs with arm rests. But are the separate controls for front and rear air conditioning merely a desperate attempt to be loved? Do the dark tinted middle and rear windows that protect against solar heating make the Sedona seem over-protective? Well, it can't just stop caring. But sometimes it cares too much.

### Special Qualities

- Windshield de-icer and rear defroster with timer
- Rain-sensing wipers (EX)
- Power rear quarter windows (EX)
- Energy absorbing bumpers
- Steel impact beams in all doors



## Alluring and ADVENTUROUS

Be prepared for a lot of spice in your life when you hook up with a Spectra. Don't think for a minute it will attempt to disguise the 1.8 litre, 125 horsepower DOHC engine that purrs beneath the hood. Just hold on tight and let it hug the road with a MacPherson strut suspension and gas-filled shock absorbers while the power steering takes you places you've only imagined. Are you aggressive? Choose the 5-speed manual transmission. Are you more of a trusting partner? Let the electronic automatic transmission take care of everything for you. And never worry that the Spectra will somehow get out of hand. In fact, it's so responsible, it's been designated an Ultra Low Emission Vehicle.

## Getting Closer

Time spent with the Spectra will reveal delightful surprises like a dual compartment folding armrest and 60/40 split folding rear seats that fold down flat to be exceptionally accommodating. There's a delayed-fade interior lamp as well as available power windows, mirrors and central door locks. For the style conscious, there's even a leather-wrapped steering wheel on the GSX model. You'll find the Spectra can be very protective and nurturing as well. Whenever air pollution is detected, the Air Quality System automatically closes the vents to shield you from the outside world. You don't get treated to old-fashioned chivalry like that very often.

## Special Qualities

- Pretensioning seat belts
- 3 child seat tether anchors
- Energy absorbing bumpers
- Steel impact beams in all doors
- Dual airbags that deploy only as required, depending on intensity of impact
- Windshield sun band



Spectra LS interior shown

- 1.8 L DOHC, iron block and aluminum head engine
- 125 hp @ 6,000 RPM
- Ultra Low Emission Vehicle
- 5-speed manual transmission
- Optional 4-speed automatic with electronic overdrive & shift lock
- Front & rear anti-roll bar
- Engine speed-sensing power rack-and-pinion steering
- 185/65 R14 all season tires
- Alloy wheels (GSX)
- Power remote heated mirrors (LS, GSX)
- Clear halogen headlamps
- Fog lamps (LS, GSX)
- Tinted windows
- Body-coloured mirrors
- Air Quality System (LS, GSX)
- Air conditioning (optional on Base, standard on LS, GSX)
- Dual front airbags
- Map lamps with sunglass case
- Power door locks (LS, GSX)
- Cruise control (LS, GSX)
- Full cloth seating
- Driver's seat lumbar support and height adjuster
- 60/40 split folding seat with armrest
- Tilt steering column (LS, GSX)
- Dual vanity mirrors with cover
- Glow-in-the-dark emergency trunk release handle (Base, LS)
- AM/FM/CD stereo (LS, GSX)
- 6-speaker sound system (LS, GSX)
- Variable intermittent wipers (LS, GSX)



Mediterranean Blue (G)



Highland Green (B)



Sand Dune (B)



Summer Rain (G)



Black Orchid (G)



Redwood (G)

Spectra Base, LS



Mediterranean Blue (G)



Highland Green (G)



Summer Rain (G)



Black Orchid (G)



Volcano Blast (G)

Spectra GSX



Grey interior (G)



Beige interior (B)

# SPECTRA



GSX shown in Volcano Blast, LS shown in Summer Rain

## CHARACTER REFERENCES

Those attracted to the Spectra say it's like seeing Mr. or Ms. Right across the room at a crowded night club and just knowing they're made for you. Of course, your car has your license plates on it, so it's even easier to know exactly which one was made for you.

# MAGENTIS

Magentis SE shown in Midnight Forest

## CHARACTER REFERENCES

Admirers of the Magentis say it's the perfect life companion, providing every imaginable luxury and comfort. But the excitement never dwindles. Every once in a while it comes home with a dozen roses and a deluxe pizza.



Blue Suede (G)



Midnight Forest (B)



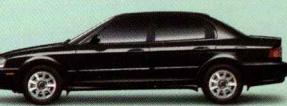
Desert Sand (B)



Bordeaux (G)



Crystal Silver (G)



Black Orchid (G)



Pearl White (B)

Magentis LX, LX-V6, SE-V6



Grey interior (G)



Beige interior (B)

# Powerful and SOPHISTICATED



Magentis SE interior shown

- 2.4 L DOHC 4-cylinder engine (LX)
- 2.7 L DOHC V6 engine (LX-V6, SE-V6)
- 149 hp @ 6,000 RPM (LX)
- 178 hp @ 6,000 RPM (LX-V6, SE-V6)
- 4-wheel disc brakes (LX-V6, SE-V6)
- Low Emission Vehicle
- RPM-sensing power steering (LX, LX-V6)
- Vehicle speed-sensing power steering (LX-V6 Sport, SE-V6)
- Fog lamps (Sport Packages, SE-V6)
- Cruise control
- Central door locks
- Remote keyless entry (all but LX)
- Tilt steering column
- Power windows with driver auto-down feature
- Power remote mirrors
- Power remote heated mirrors (SE-V6)
- Tinted windows
- Alloy wheels (all but LX)
- Air conditioning (LX, LX-V6)
- Air Quality System with pollution sensor (SE-V6)
- Tachometer
- Pretensioning front seat belts
- Side impact airbags (LX-V6 Sport, SE-V6)
- Driver's seat height adjustment
- Driver's seat lumbar support
- Leather-wrapped steering wheel & gear selector (all but LX)
- Woodgrain interior accents (all but LX, LX Sport)
- Overhead console with storage
- Dual illuminated vanity mirrors with covers
- 60/40 split folding rear seat
- AM/FM/CD stereo (LX-V6 Sport, SE-V6)
- AM/FM/CD/cassette stereo with equalizer and amplifier (LX-V6 Sport, SE-V6)
- Side sill mouldings (LX-V6 Sport, SE-V6)
- Power sliding sunroof (Sport Packages, SE-V6)

Sharing one's life with a Magentis is a journey of discovery, for both of you. You'll learn what an available 178 horsepower, 2.7 litre V6 engine does for excitement, how its mastery of the road fulfills a deep need to succeed. On the other hand, that enthusiastic engine will learn just how late you sleep on the day of the big golf tournament. You'll

experience the instant gratification of a precisely engineered automatic transmission with available StepTronic Sports Mode. And the Magentis will come to see how its available Traction Control System and speed-sensing power steering provide the sense of purpose and security that you crave. Together, through mutual respect and admiration, you can reach a level of fulfillment most relationships can never achieve. Plus you get to drive around together.

## Getting Closer

For once you'll find that beauty is soul deep. The inner workings of the Magentis are at once complex and comforting. A leather-wrapped steering wheel and gearshift await your touch. Standard air conditioning with an available Air Quality Control System creates a positive emotional environment free of pollen, pollution, humidity and sarcasm. Premium fabric or sumptuous leather seats and an eight-way power adjustable driver's seat, contoured for your lumbar, supports you unconditionally and makes you feel all is right in the world. Yes, loving the Magentis is a many-splendoured thing.

## Special Qualities

- 3-point seat belts, including rear middle position
- Standard dual airbags with Passenger Presence Detector to override front passenger airbag when less than 15 kg (33 lb.) is present
- Side impact airbags (LX-V6 Sport, SE-V6)
- ABS brakes (LX-V6 Sport, SE-V6)
- Heated mirrors (SE-V6)
- Energy absorbing bumpers
- Steel impact beams in all doors



## PERSONALITY PROFILE

# Rugged, dependable **AND OUTGOING**

Living with a Sportage makes you feel that your feet are firmly planted on the ground. That's probably because of its 4-wheel drive and sturdy, truck-style, ladder-frame construction. Also, its over 20 cm of ground clearance and short front and rear overhangs mean it has way fewer hang-ups than most of the available partners out there in dating land. While the Sportage is no show-off, it's not afraid to flex some muscle and can haul over 900\* kilograms with its impressive 16-valve DOHC 130 horsepower engine. But watch what you say to your Sportage because it tends to take things literally. When you fantasize, "Let's sleep under the stars in the mountains" you're going to wake up with frost on your face. Or maybe a porcupine.

\*907 kilograms tongue weight with trailer brakes. 454 kilograms tongue weight without trailer brakes. Either way, it sure pulls its weight in a relationship.

## Getting Closer

You've heard of the strong, silent type? Well the Sportage will never boast about its 3,557 litres of interior room, 50/50 split folding rear seat-backs or standard air conditioning. There'll be no chest-beating about its power windows, mirrors and door locks or dual cup holders and tilt steering wheel. It's even modest about the power tailgate lock for keyless opening. However, when it comes to its theft-deterrent alarm system, the Sportage can make quite a racket. It's best to just pretend you're listening, nod in agreement and wait for the whole thing to blow over. Everyone has to vent sometime.

## Special Qualities

- Dual airbags
- Driver's side knee airbag
- Height-adjustable front seat belts
- ABS on EX model
- Energy absorbing bumpers
- Steel impact beams in all doors
- Tinted windows
- Intermittent wipers
- Rear defroster



Sportage EX interior shown



Mediterranean Blue (G)



Sand Dune (B)



Black Orchid (G)



Volcano Blast (G)



Summer Rain (G)

*Sportage*



Black Orchid/Pewter (G)



Summer Rain/Pewter (G)



Redwood/Pewter (G)



Highland Green/Sand Dune (B)

*Sportage EX*



Grey interior (G)



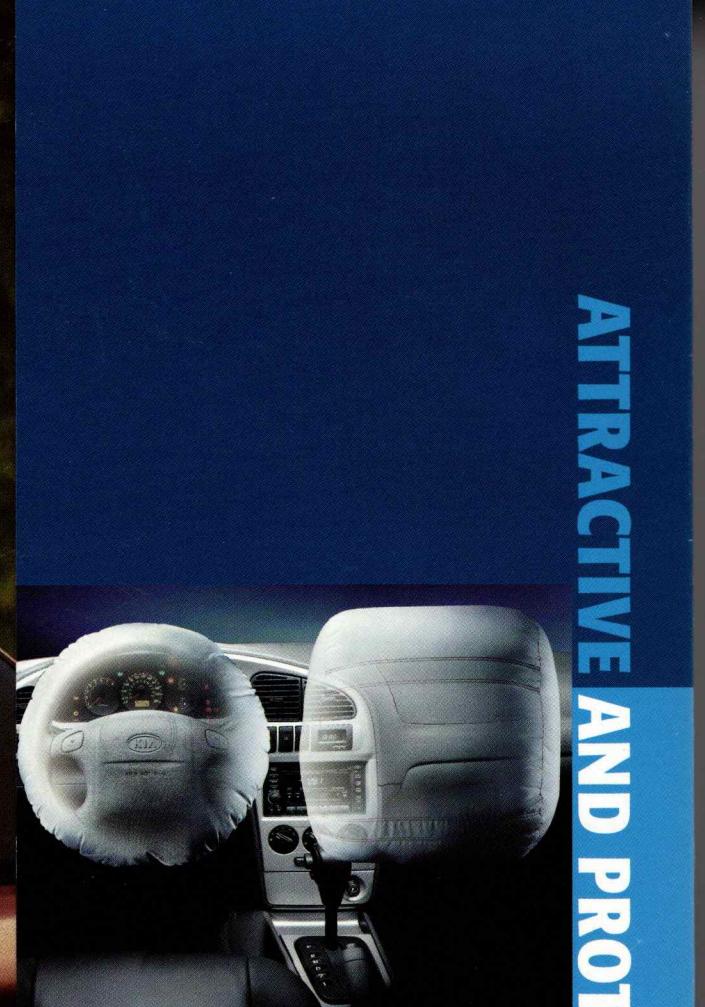
Beige interior (B)



Sportage EX shown in Redwood/Pewt

#### CHARACTER REFERENCES

Getting to know the Sportage is like having a lumberjack for a best friend. But a lumberjack who can blend in with the downtown crowd and won't challenge anyone to an axe-catching contest.



ATTRACTIVE AND PROTECTIVE

how to build  
a secure  
**RELATIONSHIP**

COMMITMENT

don't be afraid of it – WE'RE NOT.



Kia 5-5-5 Extra Care Warranty. How deep does our commitment go? Well, we've put together the best customer care package in Canada to give you five years coverage on just about everything. That includes an incredible 5 year/100,000 km comprehensive warranty, a 5 year/100,000 km powertrain warranty and even a full 5 years of Extra Care Roadside Assistance. So for that entire time we'll be just a phone call away, 24 hours a day, through our thousands of Roadside Assistance providers across North America. This all adds up to 5 years of total confidence. What's more, we provide a 5 year anti-perforation warranty and free service adjustments\* for the first 12 months or 20,000 kilometres. And not to be clingy, but wherever you travel in Canada you'll never be far from our coast-to-coast dealer network. 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 Kia. 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 nimble subcompact Rio, our stylish new Spectra, the engineered-for-safety Sedona minivan and the luxurious, powerful Magentis midsize sedan. Each vehicle has its own special traits, its own unique personality. But you can see the similarities. All offer excellent value with outstanding features included for very reasonable prices. And one way or another, each Kia is designed to bring a smile to your face. No, not one of those goofy smiles you see other drivers wearing when they're stopped at a light checking for something between their teeth. More like the kind of smile you wore when your high school yearbook picture was taken. Just before you blinked.

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