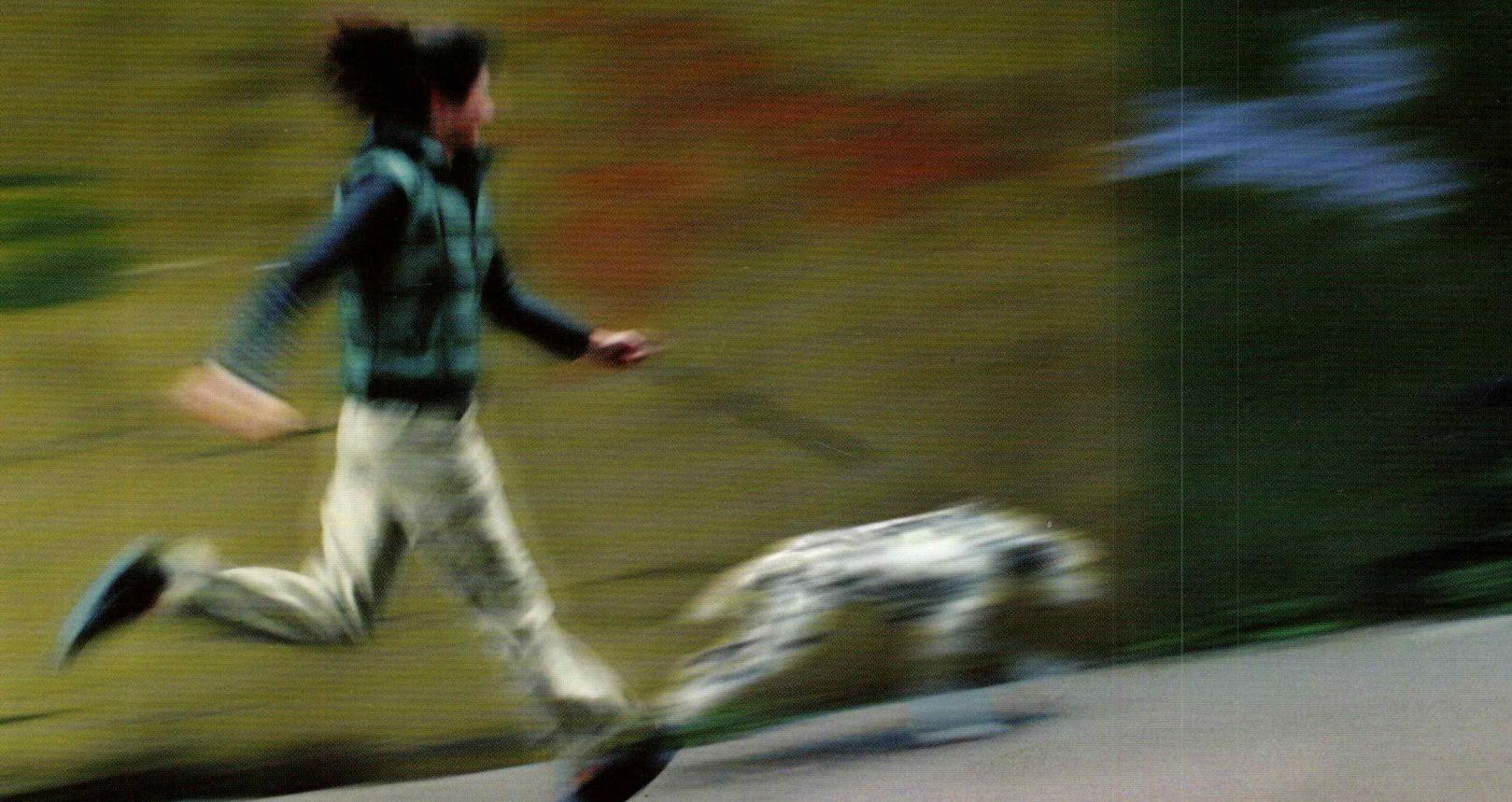




2001

SEPHIA

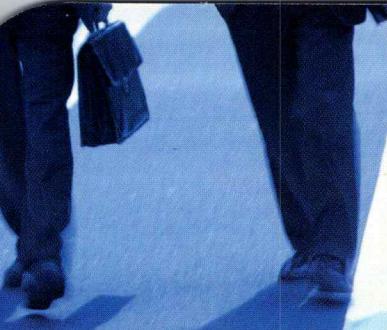


Kia Canada Inc.

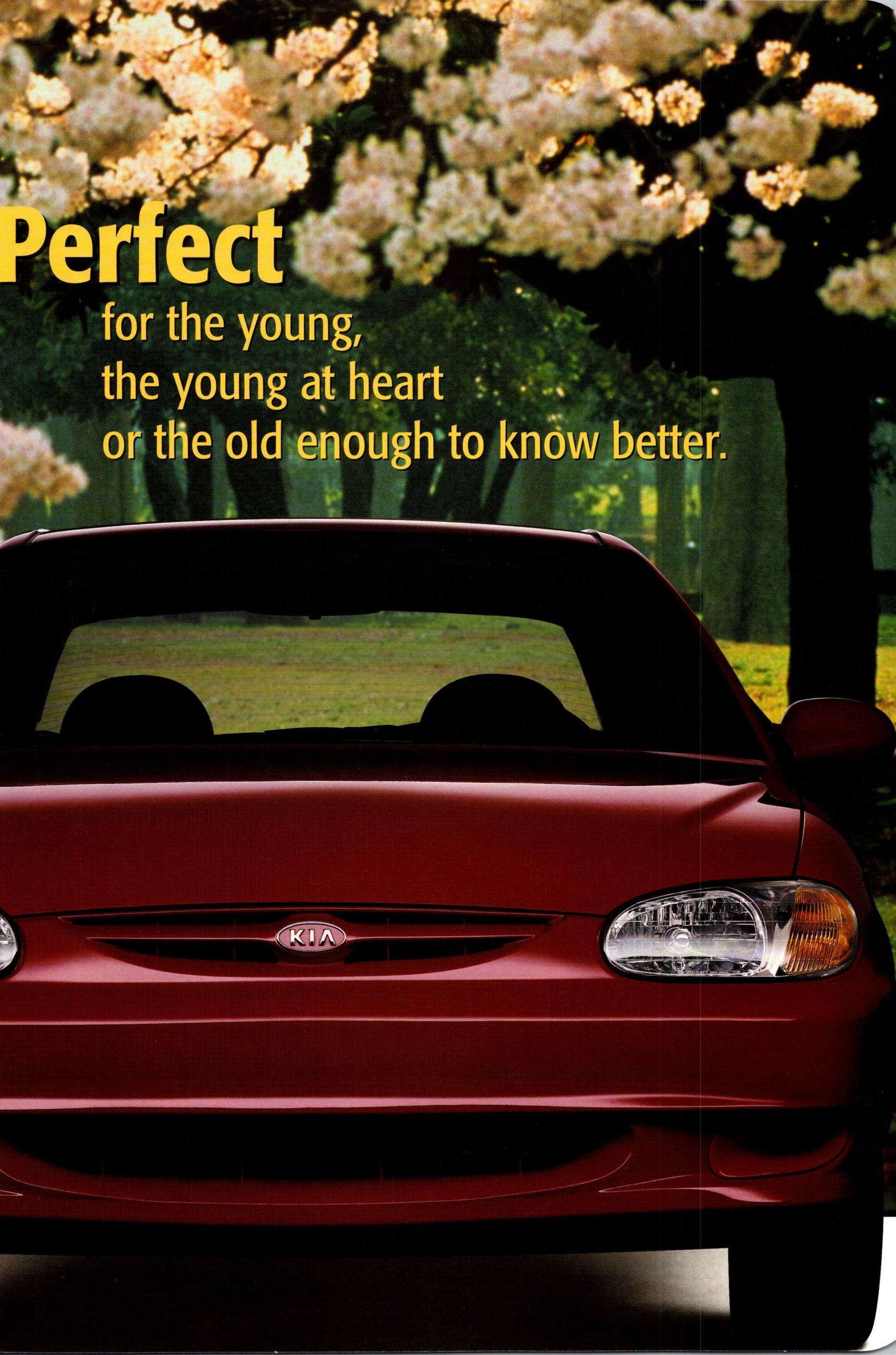


When
the highway
calls, give it a
clever answer.





Maybe you're so young and in love that all you care about is how stylish your car looks. Or perhaps you've been around the block a time or two and don't trust cars as far as you can throw them. Either way, the Sephia offers an outstanding list of features and incredible value with a very reassuring warranty. As to how far you could throw one, well, it's that kind of thinking that gave you a bad back in the first place.



Perfect
for the young,
the young at heart
or the old enough to know better.

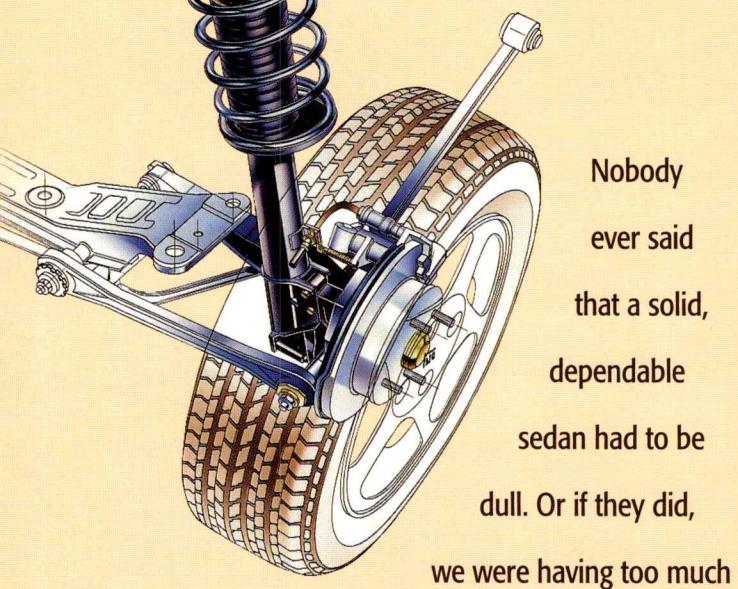
Please remain seated and keep your arms inside the ride.

It's true. A ride can be thrilling without affecting your ability to retain lunch. In fact, the Sephia handles corners as smoothly as a merry-go-round even though its engine has way more horses. Plus it has a dashboard with lots of lights, kind of like a midway game. But instead of guessing the Sephia's weight, try guessing its price. (Don't feel bad. Everyone guesses way high.)





Even if you're
going nowhere,
you'll get there
quickly.



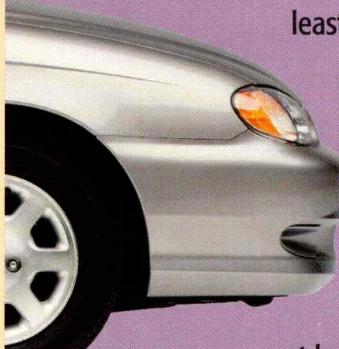
Nobody
ever said
that a solid,
dependable
sedan had to be
dull. Or if they did,
we were having too much

fun designing the Sephia to listen. We gave it an eager 125 horsepower, 1.8 litre DOHC engine, rack-and-pinion power steering and a MacPherson strut front suspension. Lots of power, responsive handling, sexy lines. You'll have to find some pretty exciting destinations to surpass the sheer joy of driving there in a Sephia. So who needs a destination?



Even serious
fun has its
serious side.

You can attempt window-ledge yoga and stick your tongue on flagpoles during thunderstorms if you want. But we're going to make sure at least your vehicle keeps you safe.

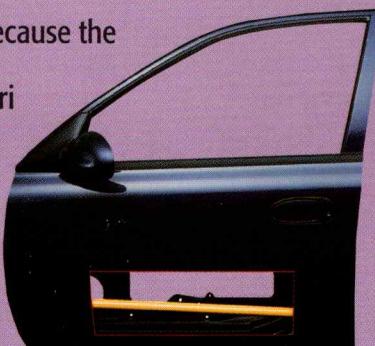


That's why every Sephia comes complete with second-generation dual airbags and height-adjustable front

seat belts. Tinted windows, intermittent wipers and a rear defroster let you see exactly where you're going while energy-absorbing bumpers and steel beams in all four doors make sure you get there safely. Even if you arrive late because the

leopard at the Safari

Park ate your car keys and you had to wait for them to reappear.

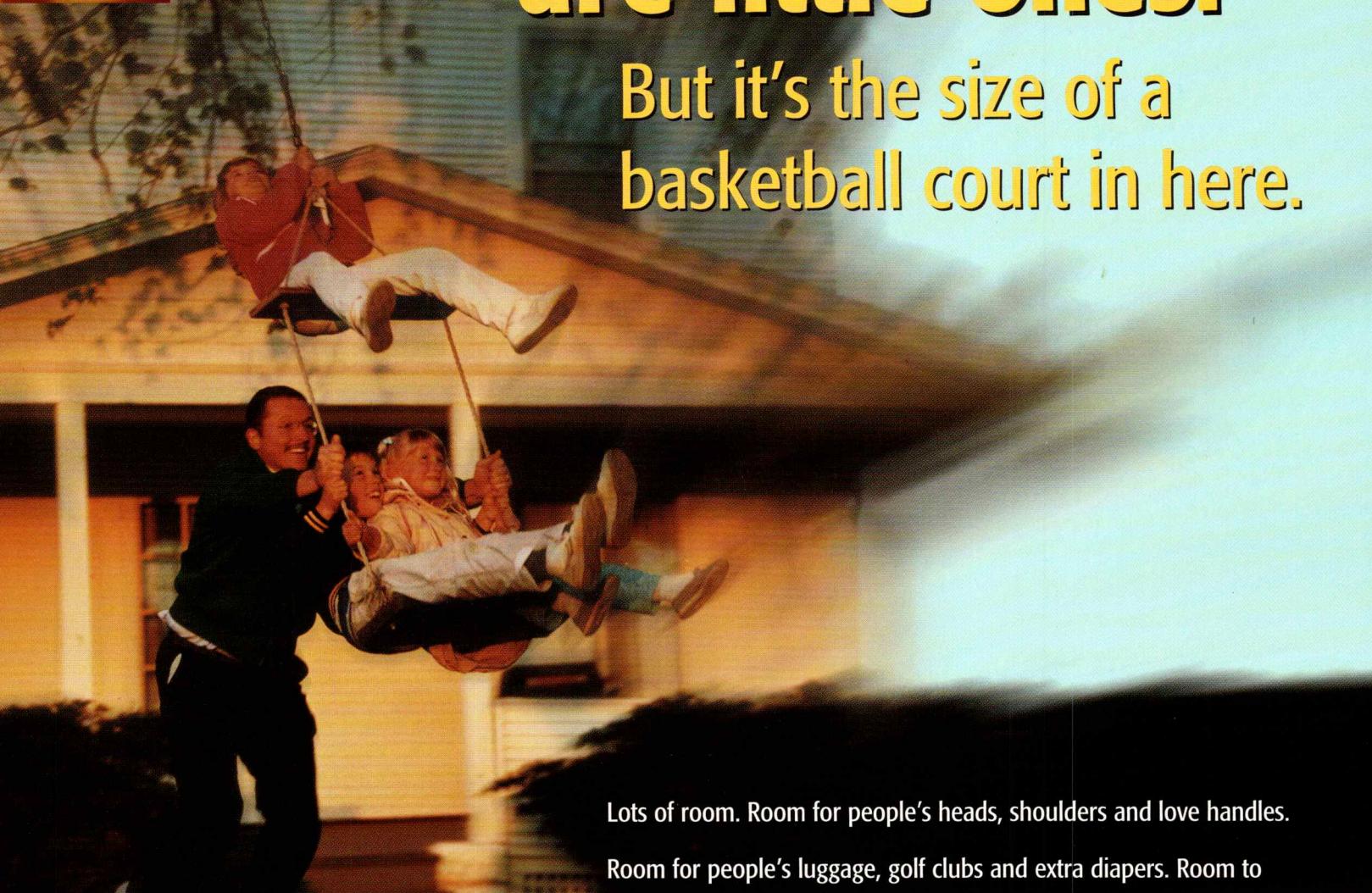


Like we said, your lifestyle is your business. But your Sephia is built to keep you safe.



**Most of life's joys
are little ones.**

**But it's the size of a
basketball court in here.**



Lots of room. Room for people's heads, shoulders and love handles.

Room for people's luggage, golf clubs and extra diapers. Room to double date with a roommate and your tag-along sister too. It all comes down to how much fun you can fit into your life. But the Sephia won't cramp your style or any other part of your anatomy.





Everything you want is at your fingertips. Except the brake and gas pedals.

It's all right there. The dual cup holder, tilt steering wheel (standard on LS), remote trunk, fuel and hood release. The available power windows, mirrors and door locks. The optional AM/FM/CD six speaker stereo. Pretty much

everything you need to be in perfect control of the driver's environment. Even rear seat heater ducts. Which warm the tootsies and relax the jangled nerves of any potential back-seat drivers.



Dealer-installed optional rear spoiler



Optional AM/FM/CD audio system,
standard with Power Package



Optional air conditioning



Rear window defroster

KIA EXTRA CARE ROADSIDE ASSISTANCE

24 hours a day, call us and one of our over 17,000 North American Roadside Assistance providers will come to the rescue. Flat tire, keys locked in trunk, breakdown, empty gas tank, anything at all, wherever you are. Just like a superhero. Except we don't wear those ridiculous tights. Well, most of us don't.

COAST-TO-COAST SERVICE

The Kia network of dealers stretches from Victoria to St. John's. And all over the U.S., Europe, Asia, and even Dubai. So never cut short your road trips on account of us.

A WARRANTY BUILT TO LAST

Your new Sephia doesn't lose its halo when it leaves the showroom thanks to our 5 year/100,000 km powertrain warranty, 5 year anti-perforation warranty and 3 year/60,000 km comprehensive warranty. That covers just about everything, however we even offer free service adjustment for the first 12 months or 20,000 kilometres.



Clear White



Evergreen
Metallic



Cool Silver
Metallic



Purplish Blue
Metallic



Pepper Red
Metallic



Stone Beige
Metallic



Ebony Black

These colours go
with anything.
But regular
unleaded is
recommended.

Some people try to match
their car with their eyes. Or
their hair. Or their wardrobe.
As long as the interior
matches your pet's fur,
everything will be just fine.

Sephia's intimate details.

Engine

Type	Inline 4-cylinder, iron block, aluminum head
Displacement	1.8 litre, DOHC
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 overdrive on/off feature

Dimensions

	mm / inches
Overall length	4,430 mm / 174.4 in
Overall width	1,699 mm / 66.9 in
Overall height	1,410 mm / 55.5 in
Wheelbase	2,560 mm / 100.8 in
Ground clearance	155 mm / 6.1 in
Front head room	1,006 mm / 39.6 in
Rear head room	958 mm / 37.7 in
Front leg room	1,100 mm / 43.3 in
Rear leg room	874 mm / 34.4 in
Trunk volume - litres	294.5 L / 10.4 cu ft

Curb Weight

	Sephia L	Sephia LS
	kg / lbs	kg / lbs
Manual transmission	1,124 / 2,478	1,157 / 2,551
Automatic transmission	1,149 / 2,534	1,182 / 2,606

Frame and Brakes

Layout	Front engine, front-wheel drive
Construction type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, with stabilizer bar
Rear suspension	Independent, double link with struts, with stabilizer bar
Steering	Rack-and-pinion with rpm-sensitive power assist
Brakes	Power-assist ventilated front disc, rear drum

Fuel System

Fuel tank capacity	50 L
Fuel	Unleaded (87 octane or higher)

Fuel Consumption

	L/100 km / MPG	
Manual transmission	city 9.8 / 29.0	highway 7.8 / 36.0
Automatic transmission	city 10.3 / 28.0	highway 7.1 / 40.0

Availability, specifications, materials and colours are subject to change without notice. Information in this brochure is believed to be accurate at time of printing. Honest.

Vehicle not exactly as shown. But it's pretty darned close. I mean, you get four tires and all. Five if you count the spare. But some of the appeal may be due to the accessories shown. After all, doesn't everyone get gussied up when they're trying to make a good first impression?

Mechanical

1.8 litre DOHC 4-cylinder	S	S
5-speed manual	S	S
4-speed automatic	O	O
Power steering	S	S
Tires 185/65 R14 all season	S	S

Sephia L

Sephia LS

Exterior

Full wheel covers	S	S
Manual remote body-colour mirrors	S	S
Body-colour exterior door handles	S	S
Rear window defroster	S	S
Body-colour bodyside moldings	S	S
2-speed intermittent front wipers	S	S
Variable intermittent front wipers	-	O, P/P
Body-colour front grille	S	S
Mud flaps	S	S

Interior

Deluxe cloth seating	S	S
Cloth door inserts	S	S
Adjustable-height driver's seat	-	S
Tinted glass	S	S
Dual airbags	S	S
Power windows	-	O, P/P
Tilt steering column	-	S
Power door locks	-	O, P/P
Front door map pockets	S	S
Cruise control	-	O, P/P
Tachometer	-	O, P/P
Centre console with armrest	S	S
Dual cup holder	S	S
60/40 split rear seat	-	S
Height-adjustable seat belt anchors	S	S
Driver's footrest	S	S
Rear heater ducts	S	S
Low fuel indicator	S	S
Dual vanity mirrors	S	S
Air conditioning	D	S
Hood/fuel remote release	S	S
AM/FM cassette	S	S
AM/FM/CD audio system	D	O, P/P
Carpeted floor mats	S	S

S - Standard O - Optional P/P - Power Package D - Dealer-Installed Option

LS Package includes: air conditioning, upgraded stereo, 60/40 split fold rear seats, tilt steering, adjustable-height driver's seat.

Power Package includes: CD, power door locks, power windows, power mirrors, cruise control, tachometer and variable intermittent wipers.



Before you commit, you really should play the field.

We're the first to admit that there are some fine cars out there competing for your dollar. But just how many more dollars do you need to spend? At Kia, we pride ourselves on building solid, dependable cars with a long list of highly desirable features. Now we could go and spoil it all by charging thousands more like the others. But we don't. Lots of people find that appealing. Like a come-hither smile or parents with a summer cottage.



Speaking of Kia.



In over 170 countries, Kia is a word that's on everyone's lips. At least when those lips aren't kissing or blowing bubbles. Other words that accompany it include "reliable", "well-engineered" and "excellent value." That's because we've sold over 4.5 million Kias around the world and, since arriving in the U.S. in 1993 and Canada in 1999, we've made a good impression here as well. Like when we took a Sephia for a 200,000 km endurance test from coast to coast to prove its durability to



Canadians. And when we successfully completed the Paris-Dakar-Cairo 2000 Rally in a Sportage. (Not to mention the dozens of other off-road rallies we've won over the years.) Of course, we've been building reliable vehicles since 1952 starting with bicycles, then motorbikes, then cars, trucks and minivans. So we've built a sturdy yet stylish reputation that just gets stronger with every new car we introduce. And we've also developed a bit of an attitude. Not arrogance, mind you. But a radical point of view that says cars should be both well-made and priced well below the competitive models in their class. Oh yes, and they should be fun to drive, although fun is a tough factor to quantify. But we figure we'd measure somewhere about 9.7 on a funometer. Still, buying a car



is serious business, which is why we offer such comprehensive warranties. Because we want you to be every bit as confident in your Kia as we are in building it. And whether you're jumping into your new Sephia to speed to



the maternity ward or taking your grandkids to the all-you-can-eat chili drive-thru, we want you to think of it as a trusted friend. Not the kind who disappears with the winning ticket from your lottery pool.



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

www.kia.ca

Kia Canada Inc., 5875 Chedworth Way, Mississauga, Ontario L5R 3L9 • 1 877 KIA AUTO