

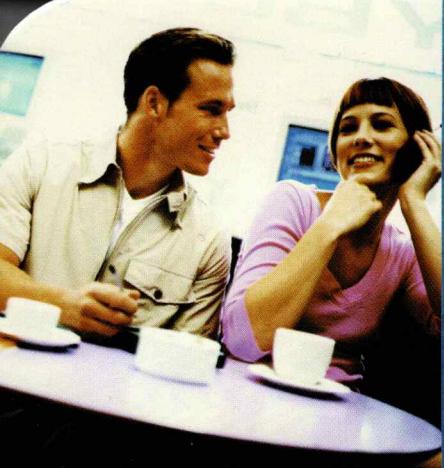
2001

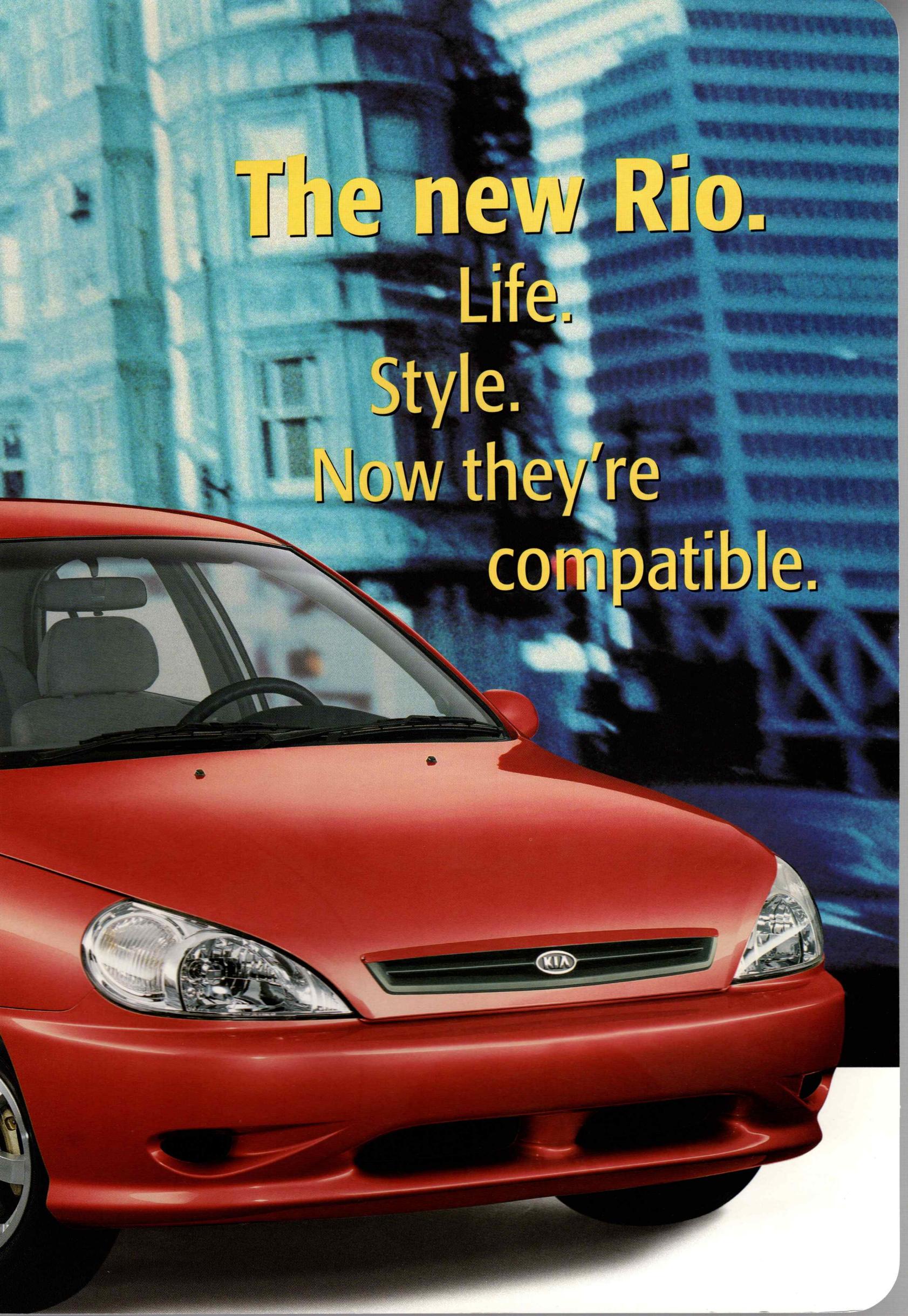
Rio



KIA

Kia Canada Inc.





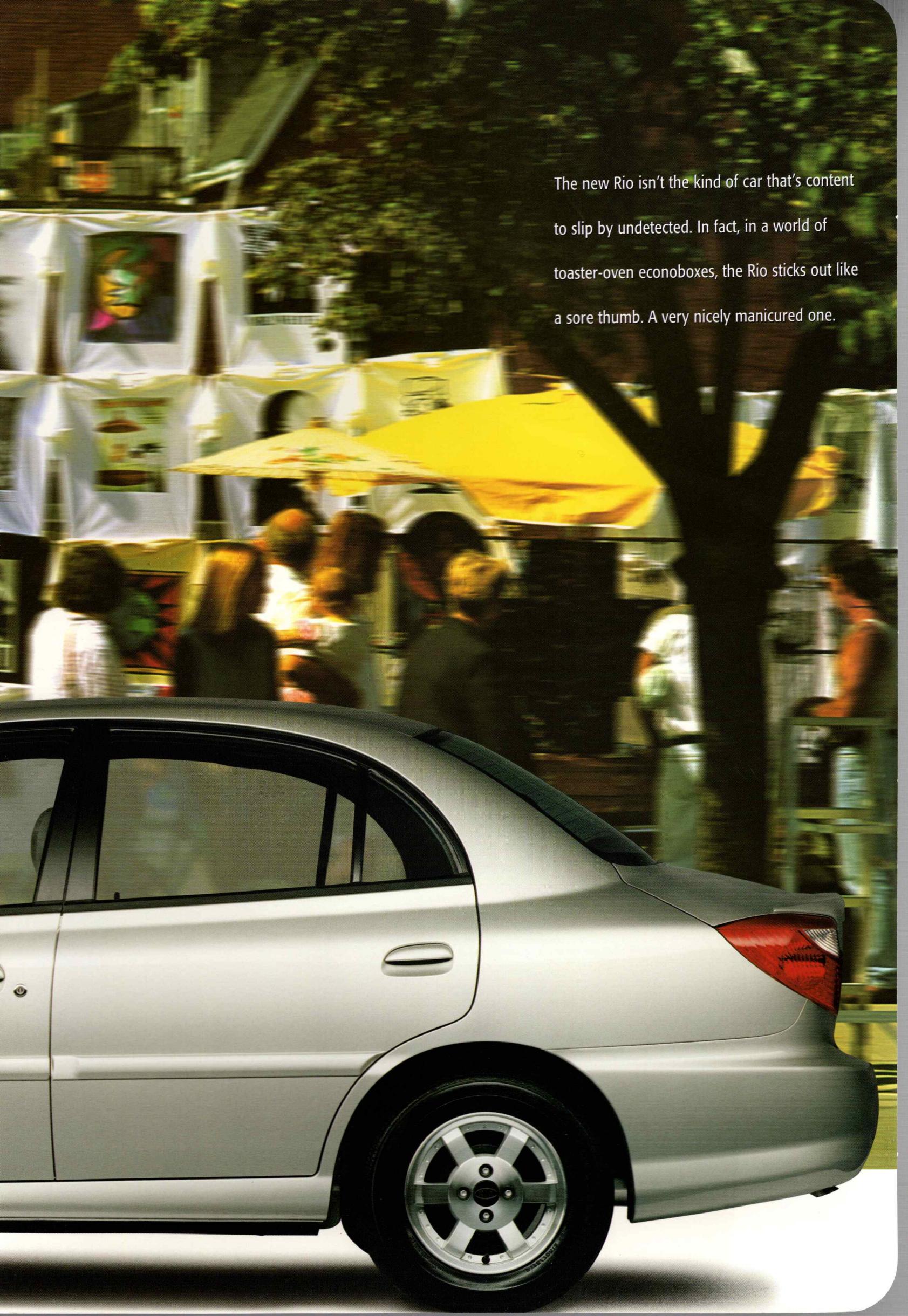
The new Rio.
Life.
Style.
Now they're
compatible.

OPEN



Try to park legally.
This car gets noticed.



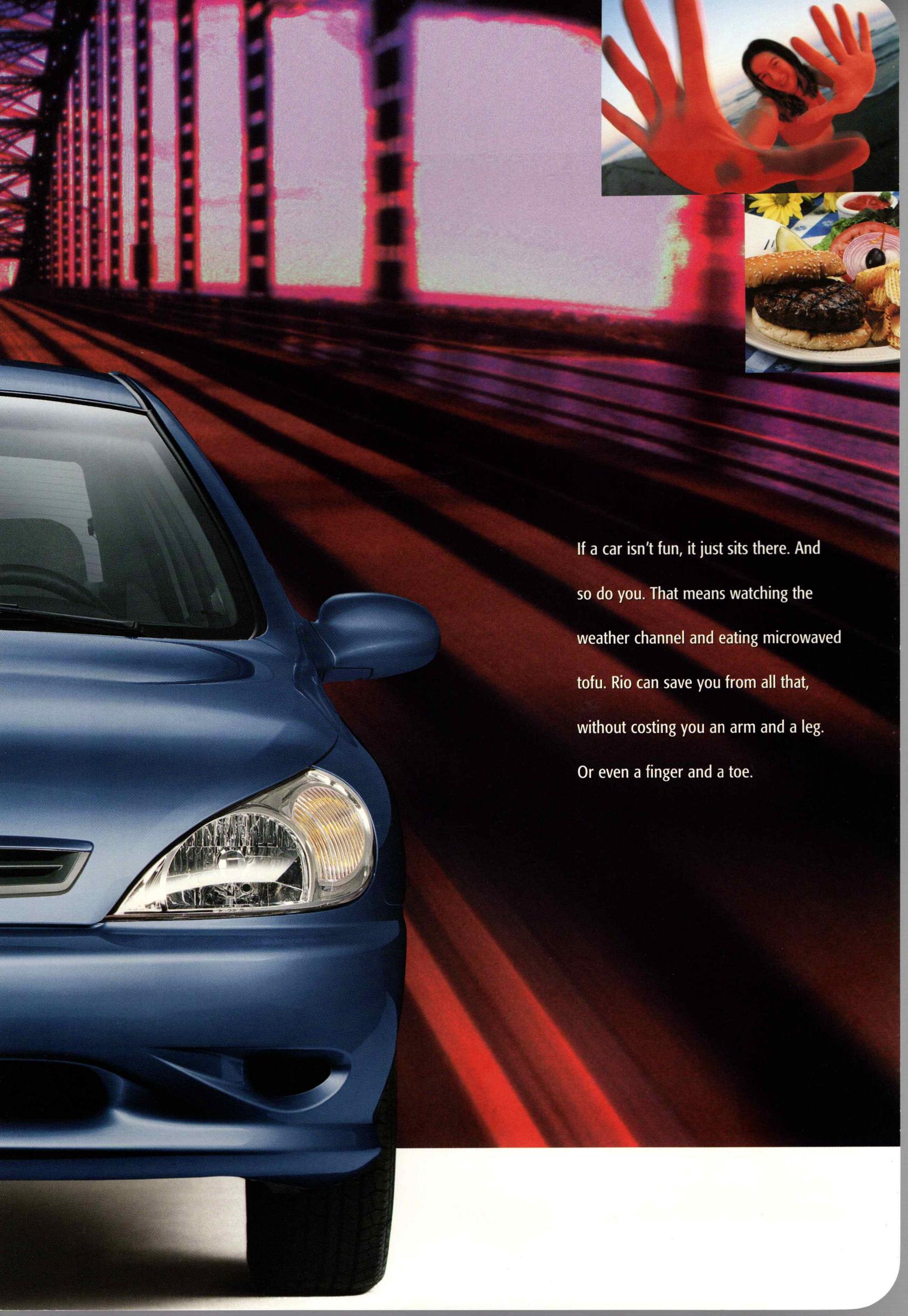


The new Rio isn't the kind of car that's content to slip by undetected. In fact, in a world of toaster-oven econoboxes, the Rio sticks out like a sore thumb. A very nicely manicured one.

Perfect for quick getaways.

(Although there's no need to rob a bank.)





If a car isn't fun, it just sits there. And so do you. That means watching the weather channel and eating microwaved tofu. Rio can save you from all that, without costing you an arm and a leg.

Or even a finger and a toe.

Don't kick tires, kick butt.

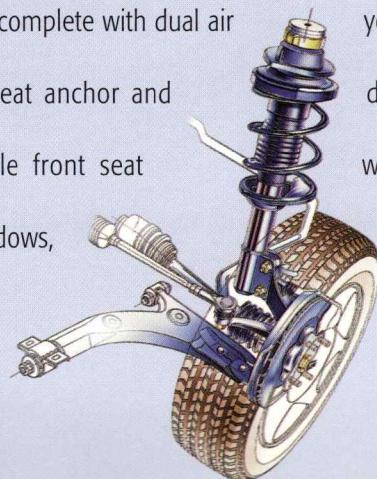


Handling, cornering, acceleration... the Rio is the kind of car that makes you want to bite off a chunk of the road and swallow it whole. Who cares that asphalt isn't one of Health Canada's five major food groups. With a 1.5 litre, 16 valve, DOHC engine that belts out 96 horsepower, this is the automotive equivalent of a great cappuccino. Quick, strong and hot. Hold the cinnamon. Of course, the independent MacPherson strut suspension, front vented disc brakes and available power steering will keep you from gulping too quickly and burning your tongue.

Even serious fun has its serious side.

You can teeter on ten-inch heels and stick out your pierced tongue during thunderstorms if you want. But we're going to make sure at least your car keeps you safe. That's

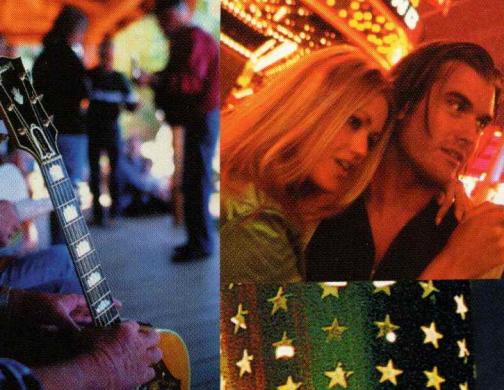
why every Rio comes complete with dual air bags, a child seat anchor and height adjustable front seat belts. Tinted windows, intermittent wipers



and 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

your white water rafting adventure ran long due to a piranha infestation. Like we said, your lifestyle is your business. But your Rio is built to keep you safe.





Sunglasses, house keys, breath mints.

They're all in there and you'll find them eventually. Along with the spare tire, the adjustable headrests and the low-fuel warning light. (Let's hope you don't come across that last one too often.)

Everything you look for in a car.





Stylish wrap-around tail lights

Swing away mirrors

Surprisingly spacious trunk

Multi facet reflector halogen headlights

Dance in the lap of luxury.

Let's face it. When driving, you spend more time inside the car than outside it. So the Rio provides interior creature comforts to comfort you and all your creatures. We've thought of everything from cup holders to double vanity mirrors to a coat hook. You can also choose air conditioning

and 4 speaker stereo with CD. But all the usual stuff is here, too, in a nicely laid out dash with easy access to knobs, switches and doohickeys. Available central power door locks, power windows and tachometer. And a cheerful chime that sounds whenever you leave the door ajar, the headlights on or your seatbelts unbuckled. Sorry, it won't warn you if there's toilet paper stuck on your shoe.



CD/AM/FM stereo in Rio LS

Ergonomically designed instruments and controls

Driver's seat height adjuster in Rio RS and LS





The car you've been looking for.

Save the world, save the whales and by all means save those little plastic bread tags.

But you shouldn't have to save every penny so you can afford a well-made car. The Rio offers you value the competition just can't come close to. And if they try, we'll sic the squirrels on them.



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 the perfect parent. Except we won't demand an explanation for what the heck you were doing there in the first place.

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 Madagascar. So never cut short your road trips on account of us.

A WARRANTY BUILT TO LAST

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

Put your
cheeks in
some colour.

Just picture yourself
sitting in one of these
bright new Rios. We've
got some great new
shades for you to try on.



Atlantic Blue
Metallic



Light Silver
Metallic



Forest Green
Metallic



Polar White



Candy Red
Metallic



Light Gold
Metallic



Black
Metallic

All there is to know about the Rio.

Engine	
Type	Inline 4-cylinder, iron block, aluminum head
Displacement	1,493 cc, DOHC
Horsepower	96 HP @ 5,800 RPM
Torque	98 lb.ft. @ 4,500 RPM
Compression Ratio	9.5 : 1
Transmission	5-speed manual 4-speed automatic with overdrive (optional)

Dimensions		mm / inches
Overall length	4,215 mm / 165.9 in	
Overall width	1,675 mm / 65.9 in	
Overall height	1,440 mm / 56.7 in	
Wheelbase	2,410 mm / 94.9 in	
Ground clearance	152 mm / 6.0 in	
Front head room	1,000 mm / 39.4 in	
Rear head room	955 mm / 37.6 in	
Front leg room	1,086 mm / 42.7 in	
Rear leg room	831 mm / 32.7 in	
Trunk volume - litres	290 / 9.2 cu. ft	

Curb Weight		kg / lbs
Manual transmission	944 kg / 2,076 lbs	
Automatic transmission	970 kg / 2,134 lbs	

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	Torsion beam axle, coil springs, with stabilizer bar
Steering S	Rack and pinion
Steering RS, LS	Rack and pinion with power assist
Brakes	Power-assist ventilated front disc, rear drum

Fuel System	
Fuel tank capacity	45 L
Fuel	Unleaded (87 octane or higher)

Fuel Consumption		L/100 km / MPG
Manual transmission	city 7.7 / 36.7	highway 5.8 / 48.7
Automatic transmission	city 8.4 / 33.6	highway 5.9 / 47.9

Mechanical	Rio S	Rio RS	Rio LS
1.5 Litre DOHC 4-cylinder	S	S	S
5-speed manual	S	S	S
4-speed automatic	-	O	O
Power steering	-	S	S
Tires 175/70 R13	S	S	S

Exterior	Rio S	Rio RS	Rio LS
Full wheel covers	-	S	S
Manual remote dual mirrors	S	S	-
Body-coloured mirrors	-	S	S
Power mirrors	-	-	S
Body-colour exterior door handles	-	S	S
Rear window defroster	S	S	S
Body-colour bodyside moldings	D	S	S
3-speed intermittent front wipers	S	S	S
Black and chrome front grille	D	S	S
Front and rear mud flaps	S	S	S

Interior	Rio S	Rio RS	Rio LS
Full cloth seating	S	S	S
Cloth door inserts	S	S	S
Driver's seat height adjuster	-	S	S
Tinted glass	S	S	S
Dual airbags	S	S	S
Power windows	-	-	S
Tilt steering column	-	S	S
Power door locks	-	-	S
Front door map pockets	S	S	S
Tachometer	-	-	S
Centre console	S	S	S
Cup holder - Front	S	S	S
Height-adjustable seat belt anchors	S	S	S
Rear child seat tether anchor	S	S	S
Driver's footrest	S	S	S
Low fuel indicator	S	S	S
Dual vanity mirrors with cover	S	S	S
Air conditioning	D	D	O
Remote trunk release	-	S	S
AM/FM stereo	S	-	-
AM/FM cassette	D	S	-
AM/FM/CD audio system	D	D	S

S - Standard O - Optional D - Dealer Installed Option

RS Package includes: Power steering, tilt steering, driver's seat arm rest, driver's seat height adjuster, AM/FM stereo cassette, body-coloured mirrors, side moldings, and outside door handles, lip-spoiler, black and chrome grille, remote trunk release, and full wheel covers.

LS Package also includes: AM/FM CD, power mirrors, central door lock, power windows and tachometer.

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?

Speaking of Kia.

WELCOME

As a household word in over 170 countries, Kia gets talked about a lot. And the words used invariably include "reliable", "well-engineered" and "excellent value".

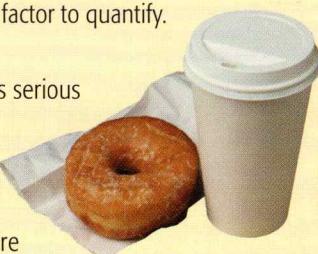
That's because we've sold over 4.5 million Kias around the world and, since arriving in the U.S. in 1993 and Canada in 1999, we've made a good impression here as well. Like when we took a Sephia for a 200,000 km endurance test from coast to coast to prove its durability. And we successfully completed 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 Rio to race down to a day-old donut sale or to go ice-fishing with your uncle



in Nunavut, we want you to think of it as a trusted friend. Not the kind who still owes you five bucks from high school graduation.



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

www.kia.ca

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