

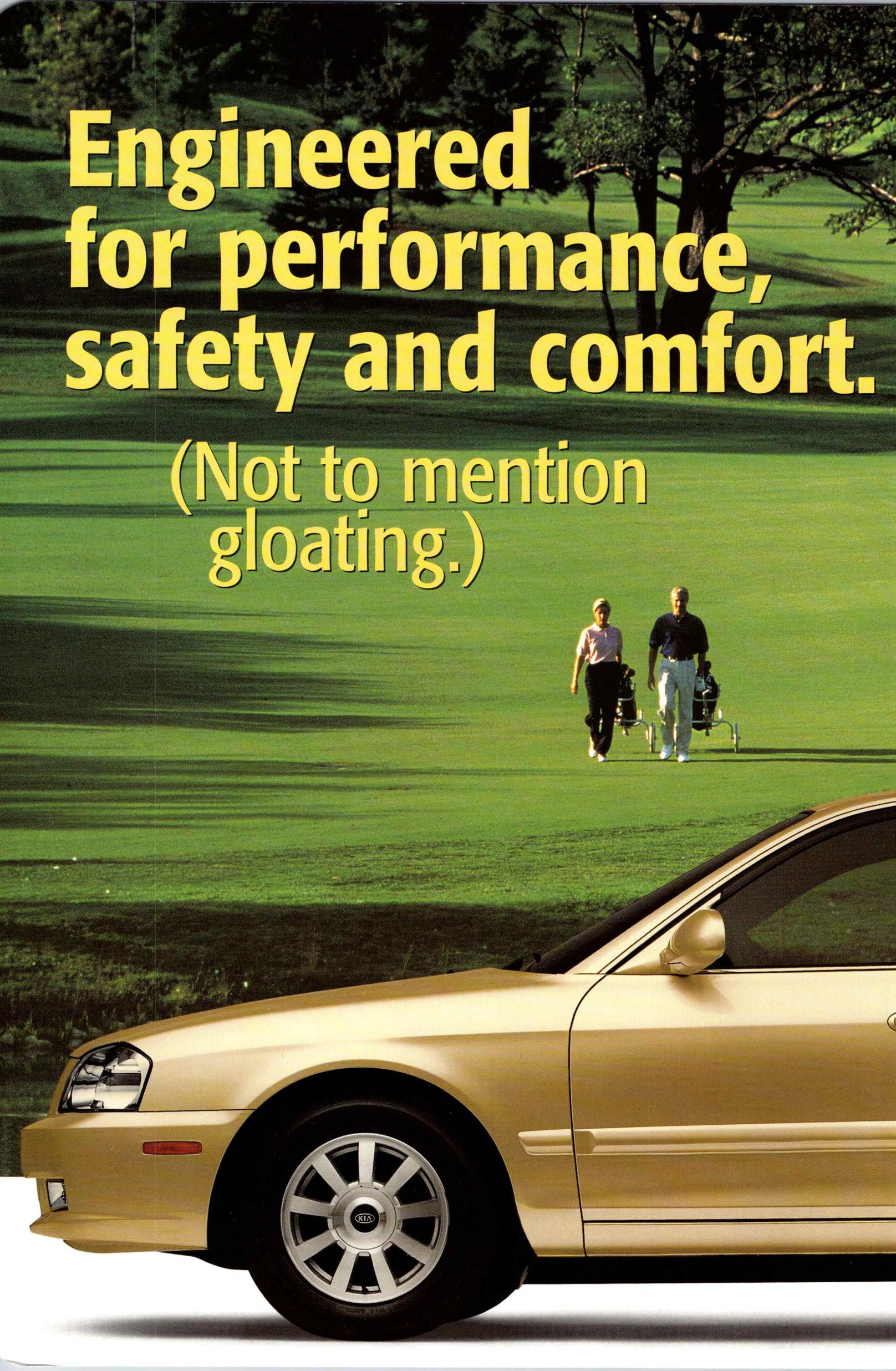


2001

Magentis



Kia Canada Inc.



Engineered
for performance,
safety and comfort.

(Not to mention
gloating.)





Around the world, Kia has impressed the mid-size luxury car market with innovative engineering and attention to detail. So it is with great pride that we now introduce the Magentis to Canada. We know that drivers in this country consider safety foremost, but desire a high level of comfort and performance. Here is Kia's answer. Its array of standard features is impressive by anyone's standards. And the satisfaction of owning a Magentis will be matched only by the twisted joy of making friends jealous. While it's not our goal to promote petty rivalry, we can live with it.

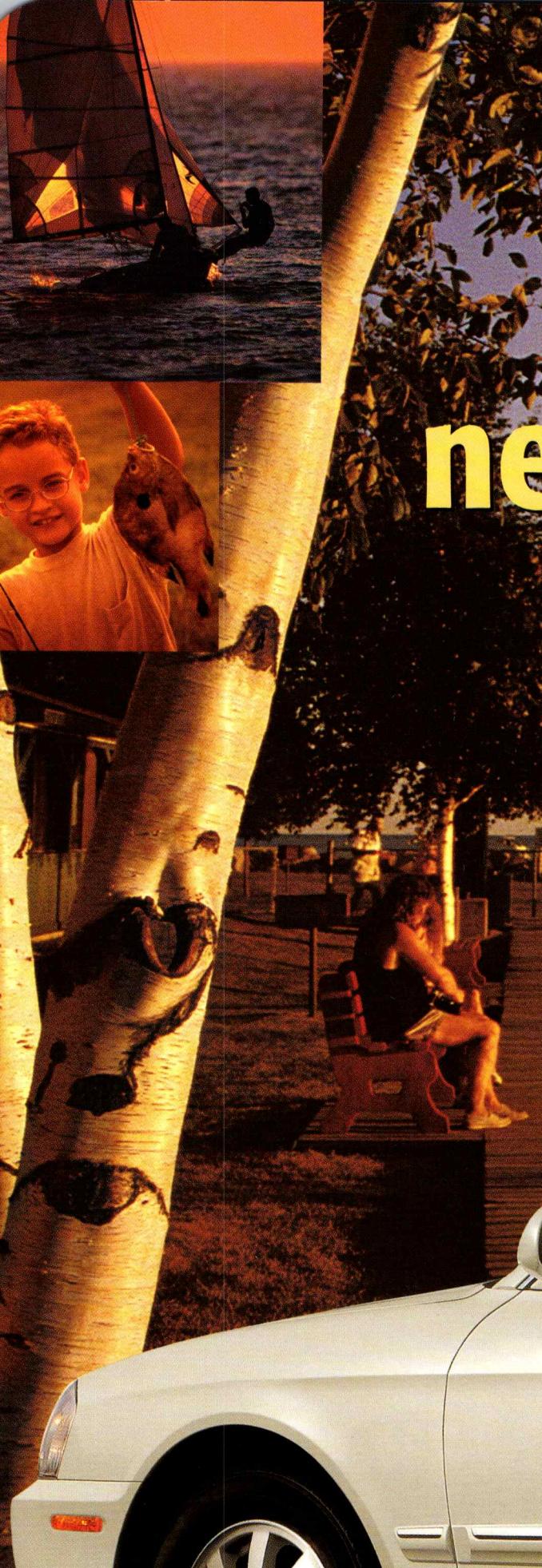




Everyone will know you've arrived.

Especially if you
lean on the horn.





Discover
new horizons.
Or at least
new leg room



Isn't it time you enjoyed the wide open spaces of a larger vehicle? Imagine having enough leg room to practice your ballroom dancing moves. Or stretch your arms in a big yawn without hitting your knuckles on the passenger window. All surrounded by tasteful woodgrain accents on the dash, centre console and door inserts. The spacious Magentis gives you a sense of freedom and roominess similar to being at home on your own couch. Except there's no arguing over the TV remote.



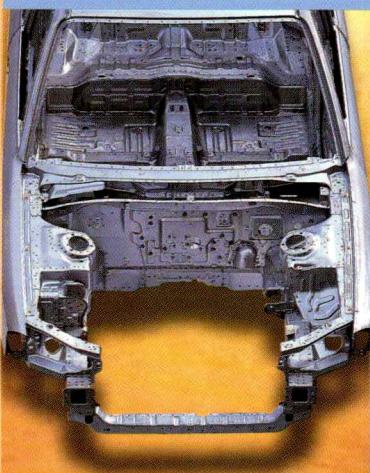


Perhaps power corrupts. But horsepower just kind of tickles.

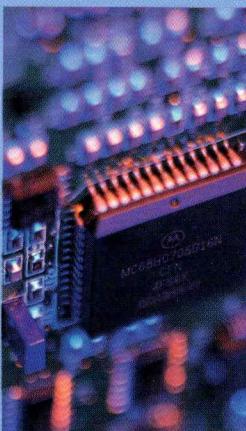
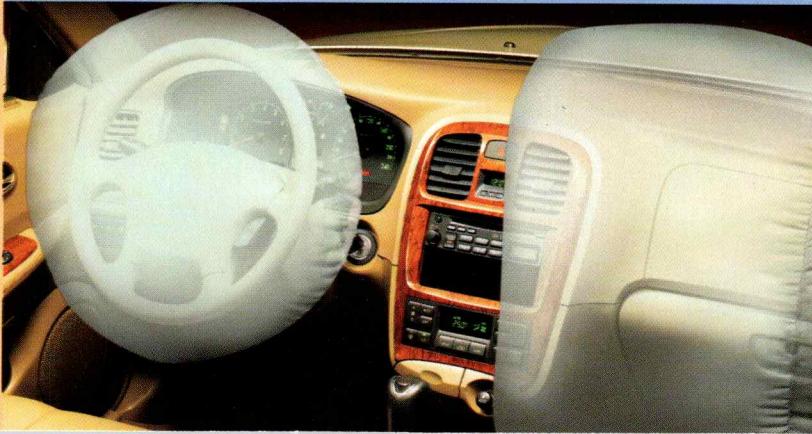
With the Magentis you can wield power wisely or wildly. You have a choice of engines, including a 2.5 litre V6 that serves up a stirring 170 hp while maintaining our proud status as a Low Emission Vehicle. And you can choose either automatic transmission or semi-automatic with selectable Steptronic Sports Mode for more spirited performance. Combined with our available Traction Control System and speed-sensing power steering, you'll be in complete command. Unless of course the whole experience just makes you giddy and you collapse in a fit of giggles.

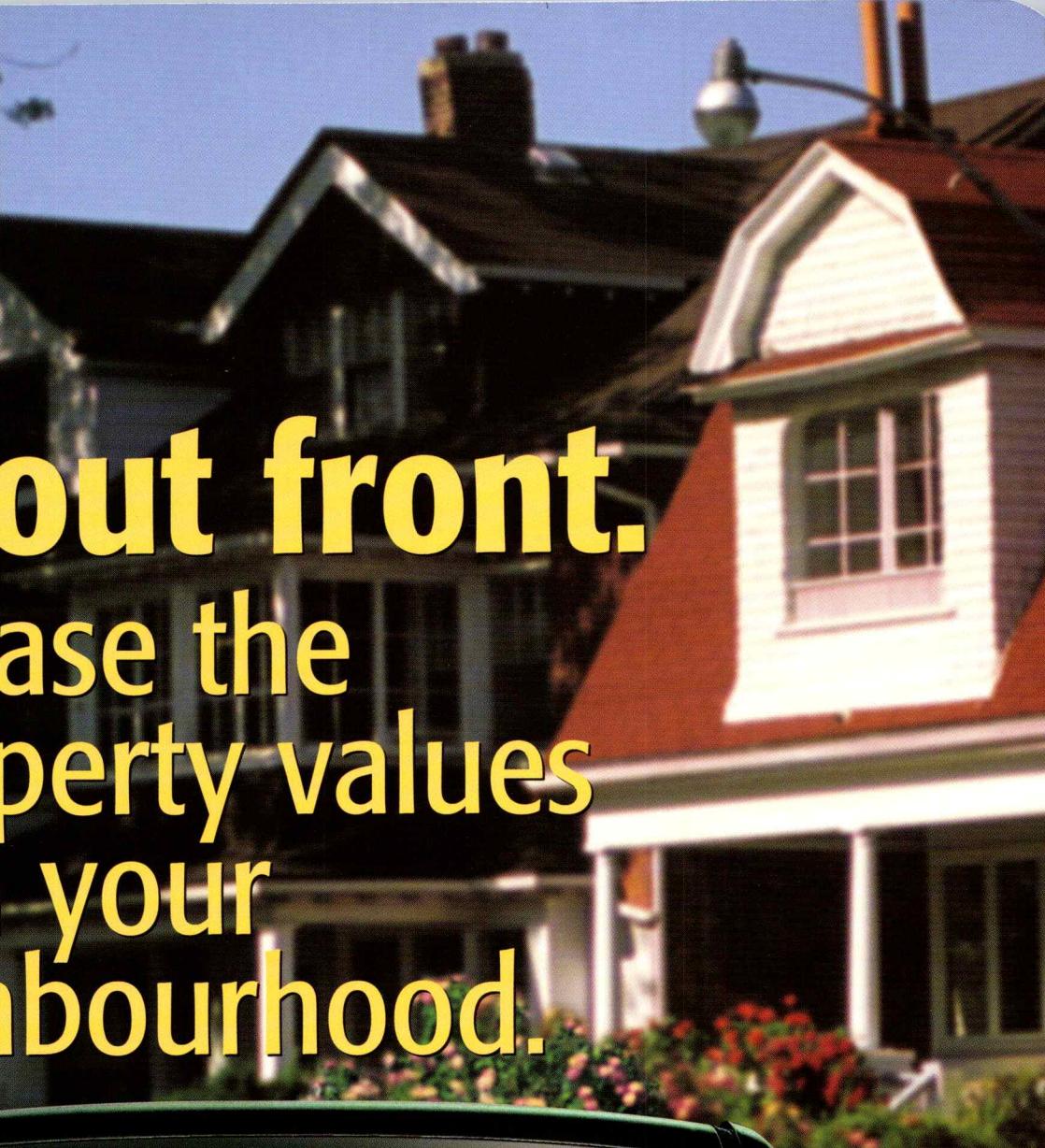
Impress your friends, your family, your insurance company.

You can keep your prize piranhas in the whirlpool if you want. But we're going to make sure at least your vehicle is a safe place to be. That's why every Magentis comes complete with pretensioning seat belts in the front, child seat anchors and 3-point belts even in the rear middle position. Our standard dual airbags feature Passenger Presence Detect which overrides the front passenger airbag when the load in the passenger seat is less than 15 kg (33 lb). Side impact airbags, ABS and four-wheel disc brakes are also



available. Of course, every Magentis features integrated fog lamps, heated power mirrors, energy-absorbing bumpers and steel door beams to ensure that you reach your destination safely and, depending on when you fed those piranhas, in one piece.





Park out front.
Increase the
property values
in your
neighbourhood.





Power sunroof with integrated wind deflector



Cargo tie-down, one of many accessories available to personalize your Magentis



Clear projection-type halogen headlights with multi-facet reflector



Available double storage bin armrest



Available AM/FM/CD/cassette stereo with equalizer and rear amplifier



Roof console with map lights and sunroof control

Not everyone deserves this degree of luxury. (Wait a minute, yes they do.)

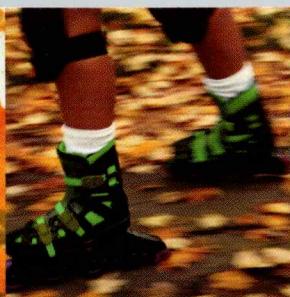
Consider the opulence of the Magentis interior where you can be cradled by luxurious fabric or optional leather seats. Both are available heated for your comfort, contoured for your lumbar and eight-way power adjustable for your height, length, and frame of mind. Why,

it feels like a day at the spa, hold the mud.

Of course, all dashboard controls are ergonomically designed to enhance your driving experience. We've even illuminated the ignition keyhole and offer keyless entry with theft-deterrent alarm, power sunroof and leather-

wrapped steering wheel and gearshift. AC is standard and you can select our available Air Quality Control System which removes pollen, pollution and even the smell of burning money emanating from those other, overpriced luxury sedans.





The road of life is long and winding. Make sure you're comfy.

Settle back and enjoy the show, surrounded by a soaring soundtrack compliments of the available AM/FM/CD/cassette stereo with equalizer and rear amplifier. In the 2.5 SE-V6's double storage bin armrest you can stow a large selection not just of CD's, but of maps. Just in case the ecstasy of driving carries you a little further than you expected.



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, breakdown, keys locked in, polo mallet stuck in the tailpipe, anything at all, wherever you are. We'll be at your side, just like a faithful valet or an overprotective Rottweiler.



Pearl White



Crystal Silver



Blue Suede



Bordeaux



Desert Sand



Midnight Forest



Ebony Black

A WARRANTY BUILT TO LAST

Your new Magentis maintains its aristocratic composure long after 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, but we even offer free service adjustments for the first 12 months or 20,000 kilometres. Unfortunately, this does not include removal of caviar stains from leather seats.



Colours
that shimmer
like jewels.
Or Jell-O.®*

All that glitters is not gold.
It can also be Bordeaux,
the perfect colour to
complement gray flannel.
Or faded blue jeans, for
you dotcom tycoons.

* Jell-O is a registered trademark of Kraft. And a fun way to liven up any black tie dinner.

The substance behind the style

2.4 Engine

Type	Inline 4-cylinder, iron block, aluminum head, 16 valve DOHC
Displacement	2,351 cc.
Horsepower	149 HP @ 6,000 RPM
Torque	159 lb.ft. @ 4,500 RPM
Compression Ratio	10:1
Emissions	Low Emission Vehicle

Dimensions	mm / inches
Overall length	4,720 / 185.8
Overall width	1,815 / 71.5
Overall height	1,410 / 55.5
Wheelbase	2,700 / 106.3
Ground clearance	155 / 6.1
Front head room	990 / 38.9
Rear head room	955 / 37.6
Front leg room	1,100 / 43.7
Rear leg room	920 / 36.2
Trunk volume	386 litres / 13.6 cu. ft.

Frame and Suspension

Layout	Front engine, front wheel drive
Construction type	Steel unibody
Front suspension	Independent, double wishbone with gas shock absorbers and stabilizer bar
Rear suspension	Independent, multi-link with gas shock absorbers and stabilizer bar

2.5 Engine

Type	All aluminum V6, 24 valve DOHC
Displacement	2,493 cc.
Horsepower	170 HP @ 6,000 RPM
Torque	169 lb.ft. @ 4,000 RPM
Compression Ratio	10:1
Emissions	Low Emission Vehicle

Curb Weight	kg / lbs
2.4 LX	1,490 / 3,284
2.5 LX	1,896 / 4,179
2.5 SE	1,891 / 4,168

GVWR (Gross Vehicle Weight Rating)

Fuel system

Fuel tank capacity	65 litres
Fuel	Unleaded (87 octane or higher)

Fuel consumption

L/100 km / MPG
2.4 LX
city 11.8 / 23.9
highway 8.1 / 34.8
2.5V6 LX/SE
city 12.3 / 22.9
highway 8.6 / 32.8

Model features

2.4 LX

Mechanical

4-speed automatic transmission
Rack and pinion steering with RPM-sensing power assist
Front disc, rear drum brakes
195/70R14 tires

Interior

Air conditioning
Cruise control
Central door locks with 2-turn system
Power windows with driver's auto down
Remote fuel door and electric trunk lid releases
Internal emergency trunk lid release
Front driver and passenger airbags with
Passenger Presence Detector
AM/FM/cassette stereo with six speakers
Front and rear cup holders
Rear armrest with storage and cup holders
Map lights
Illuminated ignition keyhole
Delay-out interior light
Driver's seat height adjustment
60/40 split-folding rear seat
Rear child seat anchors (3)
Height-adjustable front seat belts
with pretensioners and load limiters
3-point rear seat belts x 3
Tachometer
Tilt steering
Illuminated vanity mirrors with covers
Hidden trunk storage box

Exterior

Full wheel covers
Clear halogen headlights
Chrome radiator grille
Body-coloured door handles, mirrors and body-side moulding
Front and rear mudguards
Tinted windows with windshield shade band
Rear window defroster
Variable intermittent wipers
Power heated outside mirrors

LX-V6 Sport Package adds:

Speed-sensing power steering
ABS brakes
Seat-mounted side impact airbags
AM/FM/CD/cassette with equalizer and rear amplifier
Body-coloured side sill mouldings
Front fog lamps
Power sunroof
Sport badge
(Woodgrain interior accents deleted)

2.4 LX Sport Package adds:

15" alloy wheels
205/60R15 Michelin tires
Leather-wrapped steering wheel and gearshift
Front fog lamps
Power sunroof

2.5 LX-V6 adds to the 2.4 LX

2.5 litre V6 engine
Steptronic automatic transmission
68 AH Battery
4-wheel disc brakes
15" Alloy wheels
205/60R15 Michelin tires
Leather-wrapped steering wheel and gearshift
AM/FM/CD audio system
Woodgrain interior accents

2.5 SE-V6 adds to the LX-V6

Speed-sensing power steering
ABS brakes
Traction control system
Seat-mounted side impact airbags
AM/FM/CD/cassette with equalizer and rear amplifier
Body-coloured side sill mouldings
Front fog lamps
Power sunroof
Automatic air conditioning with Air Quality System
8-way power adjustable driver's seat
Seat warmer
Lumbar support
Power telescopic antenna
Keyless entry with theft-deterrent alarm
Chrome body-side moulding and inside door handles
Double storage bin armrest

Leather package adds to 2.5 SE-V6

Leather seats
Leather console and armrests
Leather door trim

Many of the features mentioned are available as options, or only on specific models. And while every Magentis is a fine looking automobile, the one you choose may not be exactly as shown. In fact, it will probably look even better once you're behind the driver's wheel and your golf clubs are in the trunk.

The information in this brochure is believed to be accurate at time of printing. Availability, specifications, materials and colours are subject to change without notice. (You know, we'd normally be annoyed at our lawyers for making us say all this stuff but, frankly, we sell a lot of this model to lawyers.)

Speaking of Kia.



At business luncheons, country clubs and shareholder meetings in over 170 countries, the word Kia is name-dropped relentlessly by those who understand the enduring popularity of true quality. After all, 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 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 transportation, including motorbikes, cars, trucks and minivans since way back in 1952. In fact, of the 26 cars we currently produce, almost half are luxury models, including a full-size limousine. 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 well-priced. Oh yes, and they should be fun to drive, although fun is a tough factor to quantify. But we've noticed content

little smiles appearing upon the faces of even our stuffiest customers. Still, buying a car is a 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 motoring off in your new Magentis to spend the weekend antiquing or stuffing the trunk with cases of Dijon mustard, we want you to think of it as a trusted friend. Not the kind who recommends mutual funds that invest in ferret farms.



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

www.kia.ca

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