

Very sleek.



Very accommodating.

Introducing the Magentis from Kia. Welcome to our mid-size luxury sedan. Do step in and prepare to be pampered by a whole new level of engineering, safety and performance. As driving experiences go, it's as smooth as a day at the spa, but with the added excitement of a playoff game in overtime. Opulent appointments abound or, in layman's terms, there's lots of stuff. The leather-wrapped steering wheel and gearshift welcome your touch. The luxurious heated leather seats with eight-way power adjustments accommodate your every whim (although not your whim to rule the universe). The power sunroof caters to your desire for fresh air and a clear view of the Mir space station re-entry. And the AC's Air Quality Control System ensures that you'll enjoy your drive out in nature without having to actually inhale all that natural pollen, dust and tractor exhaust.



Very, very safe.

Because safety is at the forefront of our engineering efforts, every Magentis comes complete with 3-point seat belts, even in the rear middle position. So the back seat is perfect for three children. Or, if sibling rivalry is an issue, just two children separated by a large referee. And in the front, 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 are also available as are ABS and four-wheel disc brakes. Which means if the back seat rivalry does escalate, you can safely stop the car and deliver the appropriate lecture. Integrated fog lamps, heated mirrors, energy-absorbing bumpers and steel door beams ensure that you reach your destination with complete peace of mind. Depending on how well the lecture went over.



From \$20,995

\$21,445 including freight

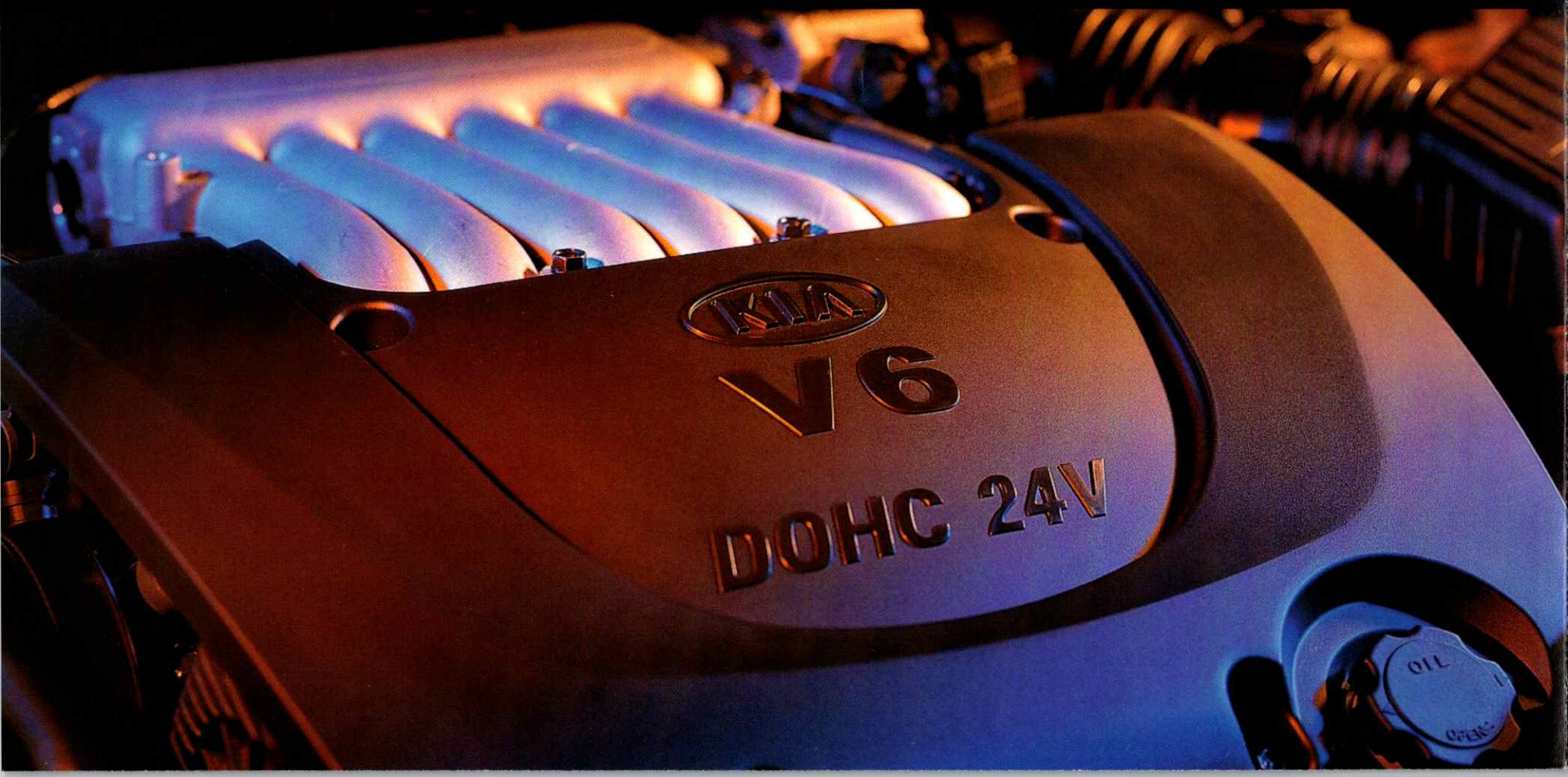
Very surprising.

Let's face it, getting this much car for this price is kind of surprising. But not like finding out your spouse signed up for tango lessons with the paper boy. Still, it is a shock that \$20,995 (\$21,445 including freight) gets you a great Magentis with standard AC, automatic transmission and a smooth 4-cylinder engine. At the \$23,995 (\$24,445 including freight) level, you'll enjoy our 170 horsepower V6 and many more of the luxury features mentioned here. And the very top-of-the-line Magentis, priced at \$29,495 (\$29,945 including freight) offers features and amenities far beyond what you'd expect for the price. We're sure you'll agree that surprises like this are quite welcome. Much more than the ones you get when Revenue Canada checks your arithmetic.



Very va-va-va-voom.

Exactly how va-va-va-voom, you might ask? Well, the Magentis offers you a choice of engines, including a 2.5 litre V6 that serves up a stirring 170 hp. So you can be running late for the opera and still make it in time for the overture. (Or just go for a spin and avoid all that incessant yelling.) And you can choose either automatic transmission or semi-automatic with selectable Steptronic Sports Mode for more spirited performance. Combine that with our available Traction Control System and speed-sensing power steering and you'll be in complete command. Of the road, anyway. You'll still have to sit through all those encores at the opera.



The all-new Kia Magentis.



Pearl White



Crystal Silver



Blue Suede



Bordeaux



Desert Sand



Midnight Forest



Ebony Black

- 2.4-litre DOHC 4-cylinder engine (LX)
- 2.5-litre DOHC aluminum alloy V6 (LX-V6, SE-V6)
- 170 hp @ 6,000 rpm (LX-V6, SE-V6)
- 169 lb.ft. @ 4,000 rpm (LX-V6, SE-V6)
- 4-speed automatic transmission with overdrive (LX)
- 4-speed Steptronic transmission with overdrive (LX-V6, SE-V6)
- 4-wheel ABS (SE-V6, LX-V6 Sport)
- P195/70 R14 tires (LX)
- P205/60 R15 tires (LX-V6, SE-V6)
- Alloy wheels (All but LX)
- Fog lamps (Sport Packages, SE-V6)
- Chrome insert bodyside mouldings (SE-V6)
- Tachometer
- Sunroof with inner sunshade (Sport Packages, SE-V6)
- Leather seats (SE-V6: optional)
- Leather-wrapped steering wheel (Sport Packages, SE-V6)
- Power door locks, windows and mirrors
- Cruise control
- Air conditioning
- Wood trim (LX-V6, SE-V6)
- AM/FM/cassette stereo (LX)
- AM/FM/CD (LX-V6)
- Premium AM/FM/CD/cassette stereo (SE-V6, LX-V6 Sport)
- 8-way power adjustable driver's seat (SE-V6)
- Height adjustable driver's seat
- Split-folding rear seat
- Keyless entry system with alarm (SE-V6)

Very impressive warranty.



Your spanking new Magentis maintains its youthful lustre 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. And we even offer free service adjustments for the first 12 months or 20,000 kilometres.

That covers just about everything, with the possible exception of scraping out any mementos your polo ponies might have left in the tire tread. Add to this our network of over 120 dealers from Victoria to St. John's and our 17,000 North American 24 Hour Roadside Assistance providers and you have every reason to feel very, very confident. Unless, of course, you've spent all the money you saved on caviar, in which case you probably have questionable breath.

Many of the features mentioned are available as options, or only on specific models. The information in this brochure is believed to be accurate at time of printing. Availability, specifications, materials, colour and prices are subject to change without notice. In addition, our lawyers wanted us to mention they think the new Magentis is, in their words, "Um, like, sorta sexy." It's a young law firm.

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