

2020

**RIO. BECAUSE
SMALL CAN DO
BIG THINGS.**



MADE FOR BOSTON PARKING LOTS, AND OTHER TIGHT PARKING SPOTS.

MADE TO STAND OUT AND FIT IN.



AMERICA'S BUSIEST RUSH HOUR.

Boston, MA, is known for many things — baked beans, its world-famous marathon, and rush-hour traffic. Commuters who travel to and from work during the busiest times of day “lose” 164 hours a year to congestion — more than New York, Washington, D.C., and even Los Angeles. Luckily, the Rio is perfect for efficiently bobbing and weaving through this popular city, or whichever city you call home.



THE RIO

In a big, bustling city such as Boston, size can be as important as style and substance. So the 4-door Rio delivers on all fronts — with sculpted, modern looks, a roomy interior, advanced features, and great handling to help you smoothly maneuver through traffic. All while being compact enough to score the best parking spots in town.



THE RIO 5-DOOR

Perhaps you're more the throw-it-in-and-go type. That works, too — because the Rio 5-door gives you all the great things about Rio, plus the easy-in, easy-out versatility of a hatchback and split-folding rear seats, ready to whisk you to your destination and give you quick access to your stuff when you get there.

Cover and this page: RIO S/RIO 5-DOOR WITH TECH PACKAGES SHOWN

NOW IT'S TIME TO ZERO IN
ON THE DETAILS.



LX (sedan only)

all the essentials,
and then some

DRIVING

1.6L multi-port injection
4-cylinder engine
120 hp @ 6,300 rpm
Intelligent Variable Transmission
15" steel wheels
Auto-On/Off Headlights

Power heated outside mirrors

TECHNOLOGY

Apple CarPlay®¹ & Android Auto™²
AM/FM/MP3 audio system
w/7" touch screen³
6 speakers

Bluetooth® wireless technology⁴
Steering wheel-mounted
audio controls³
USB charge port

Rear View Monitor
w/Parking Guidance⁵

INTERIOR

Cloth-trimmed seats

Air conditioning
Power door locks
Power windows w/driver's
one-touch auto-down

S

offers more tech
and amenities,
inside and out

1.6L multi-port injection
4-cylinder engine
120 hp @ 6,300 rpm
Intelligent Variable Transmission
15" steel wheels
Auto-On/Off Headlights
LED headlights*
LED Positioning Lights*
Power heated outside mirrors

UVO eServices^{6*}

Apple CarPlay®¹ & Android Auto™²
AM/FM/MP3 audio system
w/7" touch screen³
6 speakers

SiriusXM®^{7*}

Supervision meter cluster*

Bluetooth® wireless technology⁴
Steering wheel-mounted
audio controls³

USB charge ports
Cruise control

Rear View Monitor
w/Parking Guidance⁵

Forward Collision Warning^{5*}

Forward Collision-Avoidance Assist^{5*}

***OPTIONAL FEATURE** AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 1-7 See inside back cover for endnotes. RIO S WITH TECH PACKAGE SHOWN

SENSES, ALERTS, AND HELPS STOP.

Even the best drivers can use a little help. So we created Kia Drive Wise,* our available advanced driver-assistance technologies that are designed to help keep you alert and aware of changes in the flow of traffic ahead of you — and even help you brake in certain situations.⁵

FORWARD COLLISION WARNING^{5*} DW

This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close

FORWARD COLLISION-AVOIDANCE ASSIST^{5*} DW

This system is designed to help detect and alert you of a potential forward collision with a preceding vehicle and even automatically apply the brakes in some cases

BRAKE ASSIST SYSTEM

If you suddenly slam on your brakes, it's designed to sense the urgency and apply full braking power, which can help shorten your braking distance

ELECTRONIC BRAKE-FORCE DISTRIBUTION

Based on the vehicle's weight distribution, it helps adjust the balance of braking power accordingly



*Optional feature available only on certain trims. See kia.com for details. ⁵ See inside back cover for endnote. Image shown for illustration only. RIO S WITH TECH PACKAGE SHOWN



IT LOOKS GREAT FROM THE BACK BUT IT SEES EVEN BETTER.

Rio's Rear View Monitor with Parking Guidance⁵ is a feature you'll use daily because it is designed to help you see things behind you that you might miss by simply using your mirrors or looking over your shoulder.



REAR VIEW MONITOR⁵

Just put Rio in reverse and the rear view is designed to automatically pop up on the bright, high-contrast floating media monitor



PARKING GUIDANCE⁵

Guidelines on the Rear View Monitor help you see what's behind your vehicle and adjust to follow the direction you're turning

**IF YOU'RE LEFT-BRAINED,
YOU'RE READING ABOUT THE
FEATURES RIGHT NOW.**

AIR CONDITIONING
but of course

REMOTE KEYLESS ENTRY*
no more fumbling around
for keys

**POWER WINDOWS &
DOOR LOCKS**
for push-button convenience

**STEERING WHEEL-
MOUNTED CONTROLS³**
for your audio and
available cruise control*

**SUPERVISION
METER CLUSTER***
displays info in easy-to-read,
high-contrast graphics



**APPLE CarPlay^{®1*}
& ANDROID AUTO^{™2*}**
sync with your compatible
smartphone to let you
make calls, send texts,
or play voicemails
via voice command³

SiriusXM^{®7*}
lets you hear your favorite
music, sports, comedy,
news, and more

**BLUETOOTH[®] WIRELESS
TECHNOLOGY⁴**
gives you hands-free calling

FLOATING MEDIA MONITOR
with a 7" touch screen³
at your command

**60/40 SPLIT-FOLDING
REAR SEATS***
fits your friends and their
overstuffed luggage⁶

**IF YOU'RE RIGHT-BRAINED,
YOU'RE ALREADY PLANNING
A ROAD TRIP.**

*Optional feature available only on certain trims. See kia.com for details. 1-4, 7, 8 See inside back cover for endnotes. Simulated screen shown. RIO S WITH TECH PACKAGE SHOWN

IT CONNECTS, FINDS, REMINDS. MEET UVO, YOUR NEW ASSISTANT.

Kia's UVO eServices^{6*} smart telematics lets you integrate your compatible smartphone with your Rio to stay connected with a range of helpful features (see a few of our favorites below). All you have to do is activate UVO eServices^{6*} and download the UVO eServices^{6*} app from the App Store^{®1} or Google Play^{™2} Store. The best part is, there are no subscription fees for five years.

911 CONNECT^{9*}

will attempt to call 911 and give emergency responders your location if your airbags deploy

ROADSIDE ASSISTANCE^{10*}

connects you with our call center for 24/7 assistance

VEHICLE DIAGNOSTICS^{11*}

helps you monitor the condition of your Rio and even schedule service if needed

PARKING MINDER^{12*}

keeps track of where you parked and even sets reminders for your parking meter

MY CAR ZONE^{13*}

will let you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed or curfew

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR^{*}

can sync your favorite POIs from your compatible smartphone

 | eServices



 **GO TO OWNERS.KIA.COM OR DOWNLOAD THE UVO eSERVICES APP TO ACTIVATE**

*Optional feature available only on certain trims. See kia.com for details. 1, 2, 6, 9-13 See inside back cover for endnotes. Image shown for illustration only. RIO S WITH TECH PACKAGE SHOWN

BECAUSE DRIVING AND SMILING SHOULD HAPPEN SIMULTANEOUSLY.

Rio is flat-out fun to drive. From the responsive 1.6L multi-port injection engine to an Intelligent Variable Transmission with adaptive-style shift logic for smoother acceleration, Rio delivers smile-inducing performance whether you're maneuvering around town or hitting the open road.



RIO 5-DOOR S WITH TECH PACKAGE SHOWN

**WHEN LIFE THROWS YOU A CURVE,
HERE'S HOW TO STAY ON TRACK.**



**ELECTRONIC STABILITY
CONTROL (ESC)[†]**

In certain difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability

**VEHICLE STABILITY
MANAGEMENT (VSM)[†]**

VSM is designed to intervene to help enhance stability and steering responses when driving on some slippery roads

TRACTION CONTROL SYSTEM (TCS)[†]

When TCS senses wheelspin during acceleration, it uses a combination of engine power and brake force to help transfer power to the wheel that has more traction

ANTI-LOCK BRAKING SYSTEM (ABS)[†]

The cornerstone of active safety features, ABS helps provide greater control when stopping in difficult conditions like wet or slippery roads

[†]No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. Image shown for illustration only.

SAFETY NEVER TAKES A DAY OFF.

At Kia, the priority is always on improving all aspects of safety. Advanced sensor systems, strategically placed airbags, and breakthroughs in materials and design that have led to strong body construction are just a few of the ways we never stop working to increase your protection.[†]



INSURANCE INSTITUTE
FOR HIGHWAY SAFETY

FOR 2019 RIO
when equipped with optional
Forward Collision-Avoidance
Assist and LED headlights.

ADVANCED AIRBAG SYSTEM¹⁴

includes dual front, front seat-mounted side, and full-length side curtain airbags to help protect driver and passengers

AIRBAG & SEAT-BELT SENSORS¹⁴

monitor the severity of certain impacts and seat-belt use, then help to control airbag inflation accordingly

FRONT SEAT-BELT PRETENSIONERS

tighten driver and front-passenger seat belts in certain collisions to help reduce injuries

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

let you adjust the front seat belts for a more customized fit to help improve effectiveness

REINFORCED BODY CAGE

helps absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions



[†]No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. ¹⁴ See inside back cover for endnote. Inflated airbags shown for illustration only. RIO S WITH TECH PACKAGE SHOWN

WHICH COLOR IS YOUR PERFECT MATCH?



CLEAR WHITE
(LX, S)

YOU ARE OPEN TO EXPLORING
ENDLESS POSSIBILITIES. YOUR
GLASS IS ALWAYS HALF-FULL.



SILKY SILVER
(LX, S)

YOU NOTICE THE SUBTLE IRONIES
IN LIFE. NOTHING IS EVER
BLACK AND WHITE TO YOU.



PHANTOM GRAY
(S)

YOU ARE CALM BEFORE, DURING,
AND AFTER THE STORM AND EXCEL
AT PLAYING HIDE-AND-SEEK.



AURORA BLACK
(LX, S)

YOU ARE A NIGHT PERSON WHO
ENJOYS EATING LICORICE WHILE
WATCHING FILM NOIR.



DEEP-SEA BLUE
(S)

YOU ARE DRAWN TO THE WATER
AND YOUR SOUL RUNS DEEP.
DOLPHINS GRAVITATE TOWARD YOU.



CURRENT RED
(S)

YOU SEEK ADVENTURE AND ARE
THE LIFE OF THE PARTY. NO CHILI
PEPPER IS OFF LIMITS TO YOU.

Actual colors may vary from printed brochure. See kia.com/rio for interior combinations.

A FEW EXTRAS TO CAP IT ALL OFF.

TECH PACKAGE

(S ONLY)

Forward Collision Warning⁵

Forward Collision-Avoidance Assist⁵

LED headlights

LED Positioning Lights

UVO eServices⁶

SiriusXM^{®7}

Supervision meter cluster w/3.5" LCD



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5, 6, 7 See inside back cover for endnotes. RIO S WITH TECH PACKAGE SHOWN

RESEARCHING WHOSE POWERTRAIN WARRANTY IS TOP OF THE LINE?

Kia	10-year/100,000-mile
Subaru	5-year/60,000-mile
Toyota	5-year/60,000-mile
Honda	5-year/60,000-mile
Ford	5-year/60,000-mile
Mazda	5-year/60,000-mile
Mercedes	4-year/50,000-mile
BMW	4-year/50,000-mile
Volvo	4-year/50,000-mile
Audi	4-year/50,000-mile



(let us give you a hint)

INDUSTRY-LEADING WARRANTY PROGRAM¹⁵

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance

ENDNOTES 1. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. 2. Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android™ 5.0 Lollipop or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. 3. Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. 4. The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG Inc., and any use of such marks by Kia is under license. A compatible *Bluetooth*®-enabled cell phone is required to use *Bluetooth*® wireless technology. 5. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. 6. Purchase/lease of a new 2020 Kia Rio vehicle with UVO eServices includes a complimentary 5-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 5-year UVO eServices subscription expires, your access to UVO eServices will immediately terminate. Use of UVO eServices is subject to agreement to the UVO Privacy Policy (available at owners.kia.com/us/en/privacy-policy.html) and Terms of Service (available at owners.kia.com/us/en/terms-of-service.html). UVO eServices is transferable to subsequent owners during the original UVO eServices service term. Only use UVO eServices when safe to do so. UVO eServices app is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO eServices at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage is required to use most features. UVO eServices features may vary by model, model year, and trim level. Features and specifications are subject to change. For more on details and limitations, visit owners.kia.com or your authorized Kia dealer. Google and logos are trademarks of Google, Inc. App Store is a service mark of Apple, Inc. 7. SiriusXM® audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your 3-month All Access trial subscription, which is included with your newly purchased or leased vehicle, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets. See siriusxm.com/traffic for details.** Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. 8. Cargo volume: 13.7 cu. ft. (4-door rear seats upright), 17.4/32.8 cu. ft. (5-door rear seats upright/folded). 9. 911 Connect must be enabled on head unit, and activates after airbag deployment. Requires a compatible smartphone connected via *Bluetooth*® wireless technology and cellular coverage. Cellular service rates apply. 10. 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires a compatible smartphone connected via *Bluetooth*® wireless technology and cellular coverage. Cellular service rates apply. 11. Vehicle Diagnostics is not a substitute for regularly scheduled maintenance. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and requires initial activation. See the UVO Maintenance section or Owner's Manual for maintenance schedule. 12. Parking Minder requires cellular coverage, a USB-connected compatible smartphone, and the UVO eServices app. Cellular service rates apply. 13. My Car Zone requires cellular coverage. Cellular service rates apply. Information must be manually synced in order to receive alerts. 14. For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. 15. Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.

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GIVE IT EVERYTHING 