



All-new

CERATO



The Power to Surprise

RESTART THE MAGIC WITH EVERY DRIVE

Take the wheel of the stylish new Kia Cerato and start your day feeling invigorated, relaxed and capable of anything. This remarkable compact sedan delivers inspiring performance, along with the latest driver assistance and entertainment technologies. Life just got more interesting.

All-new **CERATO**





A PERFECT BALANCE FUN AND FUNCTION

The enticing silhouette of the Cerato extends from its long hood, under which its power is generated, to the spacious cabin, where there is ample legroom and headroom thanks to the gentle sweep of the roofline. Every day you will find new possibilities to explore in a sedan that is built to go beyond.



BUILT FOR MOTION STUNNING AT REST

The Cerato has the best of both worlds—a sporty character grounded in a nimble suspension and responsive drivetrain, coupled with the allure of a spacious, welcoming interior. Aerodynamic contours draw the eye from front to back, while its daring stance signals that it's up for anything.

EYE-CATCHING FROM ANY ANGLE

There are a number of stunning details you'll notice every time you return to your Cerato. The boldly shaped, complex headlamp housings. The intersection of the side contour and the front grille. And how the tail lamps seamlessly blend with the rear trunk lid spoiler. Every line on the Cerato contributes to its winning personality.





MODERN SIMPLICITY PRACTICAL LUXURY

Simplicity is the key to the luxuriousness of the Cerato dashboard. The look is clean throughout, with driver information appearing sparingly on the instrument cluster and floating center monitor. Metallic trim gives a sporty yet sophisticated touch, while sleek lines connect the turbine-inspired air vents at either side.



ASSESS

4.2-inch supervision cluster Get crucial vehicle and driving information from this multi-tasking, multi-language screen positioned between the tachometer and the speedometer.



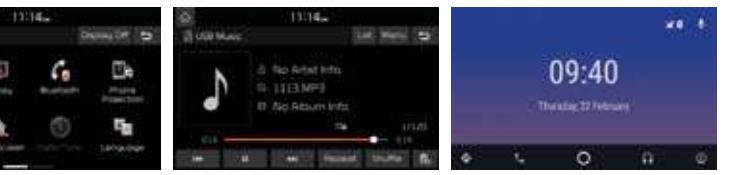
ENGAGED AND FOCUSED

The technology at your fingertips is designed to encourage attentive driving habits. The extensive audio system features, for example, can be operated with just a few taps on the large touchscreen or steering-wheel controls. Wireless charging means that your mobile devices stay close by, but out of mind.



INTERFACE

8-inch display audio system Refreshingly easy to read and operate, the vivid 8" color LCD touchscreen controls the audio system, while giving you access to a wide-range of vehicle information. It is also linked to the rearview camera and features dynamic guidelines for easier reverse parking.



RECHARGE

Console box & front tray USB chargers The console box allows you to keep personal items close at hand yet out of view, while handy USB chargers let you recharge devices on the go.

Wireless smartphone charger Charge a compatible mobile phone wirelessly on the pad at the front of the center console. An orange light indicates charging in progress; a green light indicates a full charge.





COMFORT ZONE WHEREVER YOU GO

Inside the roomy cabin of the Cerato you will find clean lines, supportive seats and surfaces that are pleasing to the touch. All models feature seat bolsters front and rear, while the rear seats offer ample space for two or three passengers to sit comfortably and stretch out.

Sunroof

Experience the refreshing sensation of open-top driving with the tilting and sliding, one-touch power sunroof. It opens and closes fully with one simple press of a finger.

SMALL TOUCHES THAT ADD UP

The appeal of the Cerato goes far beyond just style and comfort. Everywhere you look, you'll notice details that are mindful of real-life situations. From the ease of getting in and out of the vehicle to the ergonomic controls at your fingertips, the Cerato helps you enjoy modern life to the fullest.



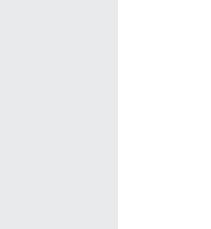
Smart trunk

Shopping and transporting large items have never been easier thanks to the Smart Trunk. When your hands are full of bags, luggage or sporting gear, the trunk lid can be set so that it unlocks and opens automatically when the smart key is in the detection area for at least three seconds.



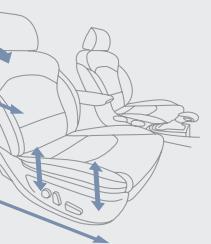
Smart key

The smart key fob allows you to not only remotely unlock the doors and trunk, but also start the engine of your Cerato with a simple push of a button on the dashboard.



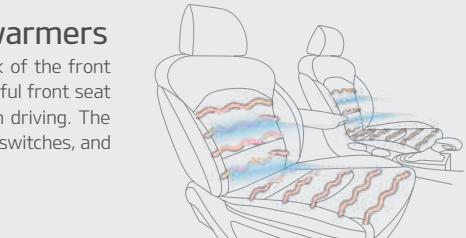
Power seats & lumbar support

The 10-way power-assisted driver's seat electrically adjusts so you can easily find your ideal driving position and store your setting using the integrated memory system (IMS). Power lumbar-support controls let you further fine-tune the seating position for additional comfort and fatigue-free driving.



Air-ventilated front seats & seat warmers

Subtle perforations in both the cushion and the seatback of the front seats promote cool, soothing airflow. On cold days, powerful front seat warmers activate quickly, so you can relax and focus on driving. The front seat warmers are activated using console-mounted switches, and can begin heating as soon as the ignition is turned on.



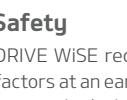
Integrated Memory System (IMS)

IMS lets you save two different, personalized presets. Each one includes the driver's seating position as well as the cluster display information.



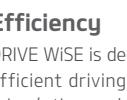
WATCHFUL EYES THAT NEVER BLINK

DRIVE WiSE is Kia's ADAS (Advanced Driver Assistance System) technology initiative that aims to improve driving pleasure and safety by taking over the tedious tasks of everyday driving. Advanced sensor and processing technology are helping to make driving as safe, easy and efficient as possible.



Safety

DRIVE WiSE recognizes surrounding risk factors at an early stage. Its intrinsic alarm system is designed to improve safety by pre-emptively reducing the risk of accidents through timely interventions.



Efficiency

DRIVE WiSE is dedicated to supporting more efficient driving in ways that respect the driver's time and economic interests.



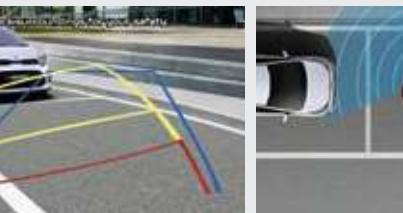
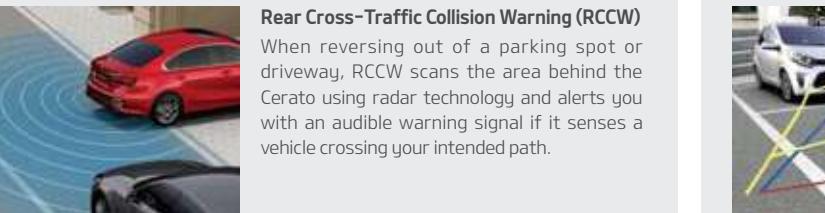
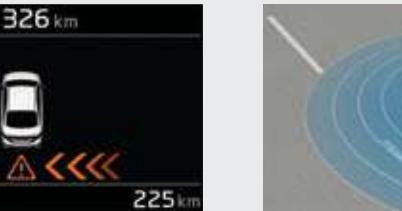
Convenience

DRIVE WiSE provides customized information based on analysis of surroundings and the driver's actions. The goal is to prevent undesirable operation, guarantee the driver's autonomy and maximize convenience.



Blind-Spot Collision Warning (BCW)

Using radar technology, BCW warns you if it detects a vehicle approaching from behind or in the adjacent lanes of travel. The system employs visual alerts on the side view mirror to inform the driver when it detects a vehicle in the blind spot.



Rear Cross-Traffic Collision Warning (RCCW)
When reversing out of a parking spot or driveway, RCCW scans the area behind the Cerato using radar technology and alerts you with an audible warning signal if it senses a vehicle crossing your intended path.

Parking Distance Warning-Forward (PDWF)
To help you park safely and confidently, PDWF uses ultrasonic sensors mounted on the front bumper to warn of any obstacle, helping you to position the wheels properly when maneuvering in tight spaces.

DAILY PERFORMANCE

POWERED BY INGENUITY

Rely on responsive performance from an efficient 1.6-liter diesel engine, a lively 1.6-liter gasoline engine or a more powerful 2.0-liter gasoline engine. Gasoline engines feature dual continuously Variable Valve timing (D-CVVT) and electronic fuel injection. The GT turns up the excitement with a 204-hp turbocharged 1.6-liter GDI engine.



6-speed manual transmission The durable 6-speed manual offers dynamic shift feel, enhanced fuel efficiency and easier shifting into reverse.



6-speed automatic transmission & 7-speed DCT The 6-speed automatic is silky smooth and precise while the 7-speed dual-clutch automatic allows even quicker gear changes.

Engine	Gasoline 1.6 MPi	Smart Stream D 1.6	Gasoline 2.0 MPi	Gasoline 1.6 T-GDI (GT only)
Displacement	1,591 cc	1,598 cc	1,999 cc	1,591cc
Max. power	128 ps / 6,300 rpm	136 ps / 4,000 rpm	152 ps / 6,200 rpm	204 ps / 6,000 rpm
Max. torque	15.8 kg·m / 4,850 rpm	MT: 28.6 kg·m / 1,500-3,000 rpm DCT: 32.6 kg·m / 2,000-2,250 rpm	19.6 kg·m / 4,000 rpm	27.0 kg·m / 1,500-4,500 rpm
Mated transmission	6-speed MT / 6-speed AT	6-speed MT / 7-speed DCT	6-speed MT / 6-speed AT	6-speed MT / 7-speed DCT



Drive Mode Select (DMS)
DMS lets you choose Comfort or Eco mode to suit your preferences and driving conditions, or a new Smart mode, which switches between these two modes based on how you drive.

*Sports mode is initiated when you move gear level to the Ds.

THE SCIENCE OF STAYING SAFE

Protecting people is our first priority at Kia. From its strengthened body structure to the 6-airbag system, the Cerato is dedicated to occupant protection. Powerful brakes help reduce stopping distance and time, while responsive suspension and steering systems help the driver to maneuver away from danger.



Phenomenal rigidity with smarter materials

The Cerato boasts substantial torsional rigidity thanks to strategic application of hot-stamped steel and Advanced High-Strength Steel. The body resists twisting forces, so jolts are absorbed with precision. In the event of a collision, impact forces are managed in ways that better protect the occupant space.



6 airbags

To help protect occupants and potentially reduce injuries in the event of a collision, the Cerato includes driver and front passenger airbags, two front-side airbags and available side-curtain airbags running the length of the interior on each side.



Electronic Stability Control (ESC) Optimal braking performance and directional control are ensured by automatically delivering the right amount of braking force to each wheel based on evaluation of engine torque and driving circumstances.

Anti-lock Braking System (ABS) By continuously sensing wheel speeds, ABS detects when a wheel is going to lock, then modulates brake pressure to the wheel to help maintain control.

Hill-Start Assist Control (HAC) When you're stopped on an incline, HAC can help prevent you from dangerously rolling backwards. When you take your foot off the brake, HAC will maintain braking for two or more seconds before you press the accelerator, which disengages the HAC.

ONE MORE DOOR SO MANY MORE POSSIBILITIES

The 5-door Cerato EX combines a compact sedan profile with the wide-opening rear hatch and storage potential of a utility vehicle. Whether you're packing sports gear, big musical instruments, or luggage for a long road trip, the 5-door EX gives you more choices without sacrificing the compact-sedan style.

CERATO 5-DOOR





GT STYLING

REVS UP THE EXCITEMENT

From the red-accented radiator grille, glossy black intakes and GT badge to side sill garnish, dual exhaust pipes and rear spoiler, bold GT styling for the 4-door and 5-door Cerato models celebrates their performance potential. Inside the cabin, the racing-inspired steering wheel, paddle shifters, alloy pedals, and sporty front seats scream fun and excitement.





THREE CONTENDERS

EACH WITH ITS OWN CHARMs

You can't go wrong with any of the Cerato lineup, from the sophisticated comfort of the 4-door EX to the sporty excitement of the 4-door GT and the road-tripping practicality of the 5-door EX. Each offers a personalized mix of sportiness and utility to satisfy a wide range of driver needs and tastes.

4-door EX

4-door GT

5-door EX

SEATING CHOICES

COMFORTABLY STYLISH

Choose from soft, durable seating options, available in attractive cloth or cloth-and-leather combinations. Each choice is designed to complement the contours and trim details of the Cerato's interior, creating an inviting and relaxing cabin environment.

Black one-tone Interior



EX
Black Leather

Black/Gray two-tone Interior



EX
Gray Leather

Red Color Package & Brown Color Package



Black & Red Leather

GT-LINE Interior



Black Leather



EX
Black Tricot Cloth



LX
Black Woven Cloth



EX
Gray Tricot Cloth



LX
Gray Woven Cloth



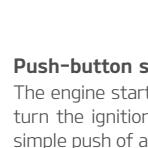
Brown Leather



Black Cloth

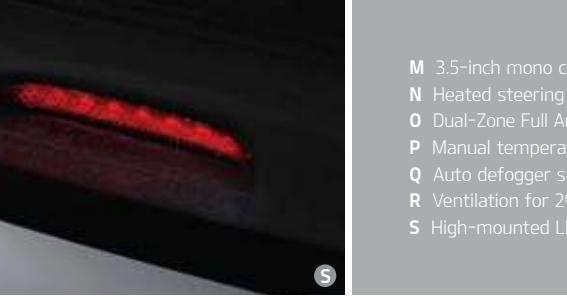
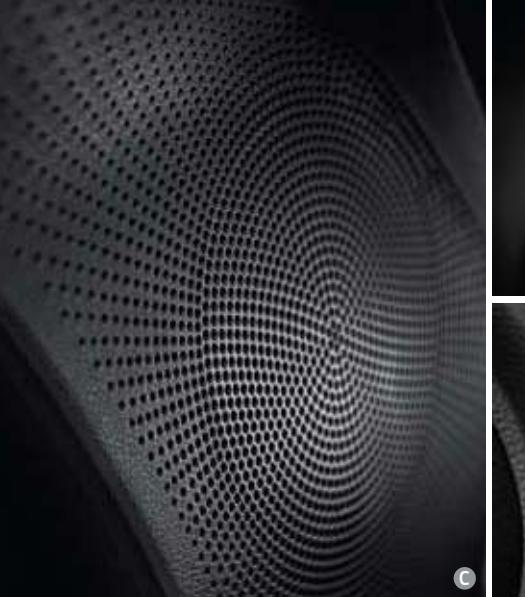
PERFECTION IS ALL UP TO YOU

Which features make the Cerato the ideal place to spend your commute? That's entirely up to you. Choose the audio, convenience and automation options that reflect your definition of perfection. Make sure every minute you spend in the Cerato is quality time.



Push-button start

The engine start/stop button lets you turn the ignition on and off with the simple push of a finger.



A 3.8-inch compact audio
B Android Auto
C Sound speaker
D Audio remote control
E Cruise control
F AUX & USB

G Electrochromic rear view mirror
H LED rear room lamp
I Sun visor illumination lamps
J LED overhead console lamp and sunglasses case
K Auto light control
L Electric outside mirror

M 3.5-inch mono cluster
N Heated steering wheel
O Dual-Zone Full Auto Temperature Control
P Manual temperature control
Q Auto defogger system
R Ventilation for 2nd row passengers
S High-mounted LED stop lamp

T 60:40 split folding seats
U Rear center armrest with cup holders
V Floor console cup holders
W Front & rear door cup holders

The Power to Surprise

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful and dynamic styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical and stylish but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) - a maker of world-class quality vehicles for the young-at-heart - was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. About 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US\$47 billion. It is the major sponsor of the Australian Open, official automotive partner of FIFA - the governing body of the FIFA World Cup™ - and official partner of the UEFA Europa League - the world's largest professional club football competition. Kia Motors Corporation's brand slogan - "The Power to Surprise" - represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.



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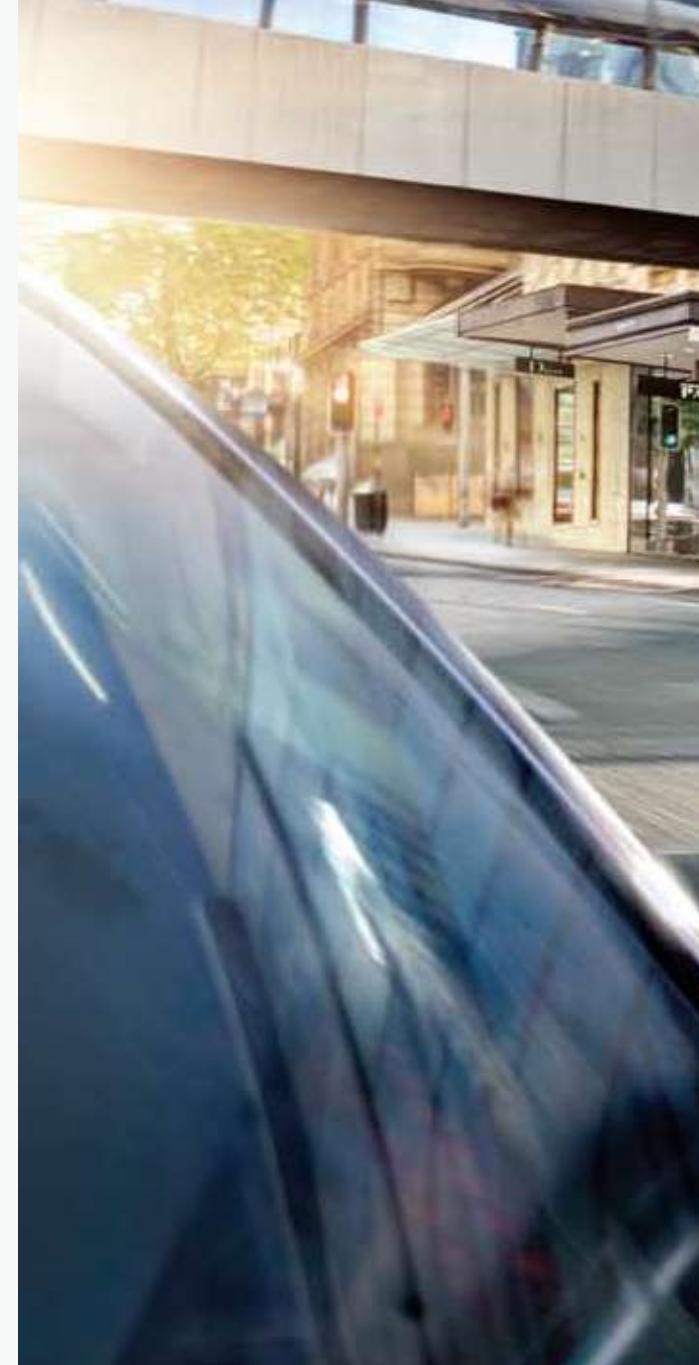


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