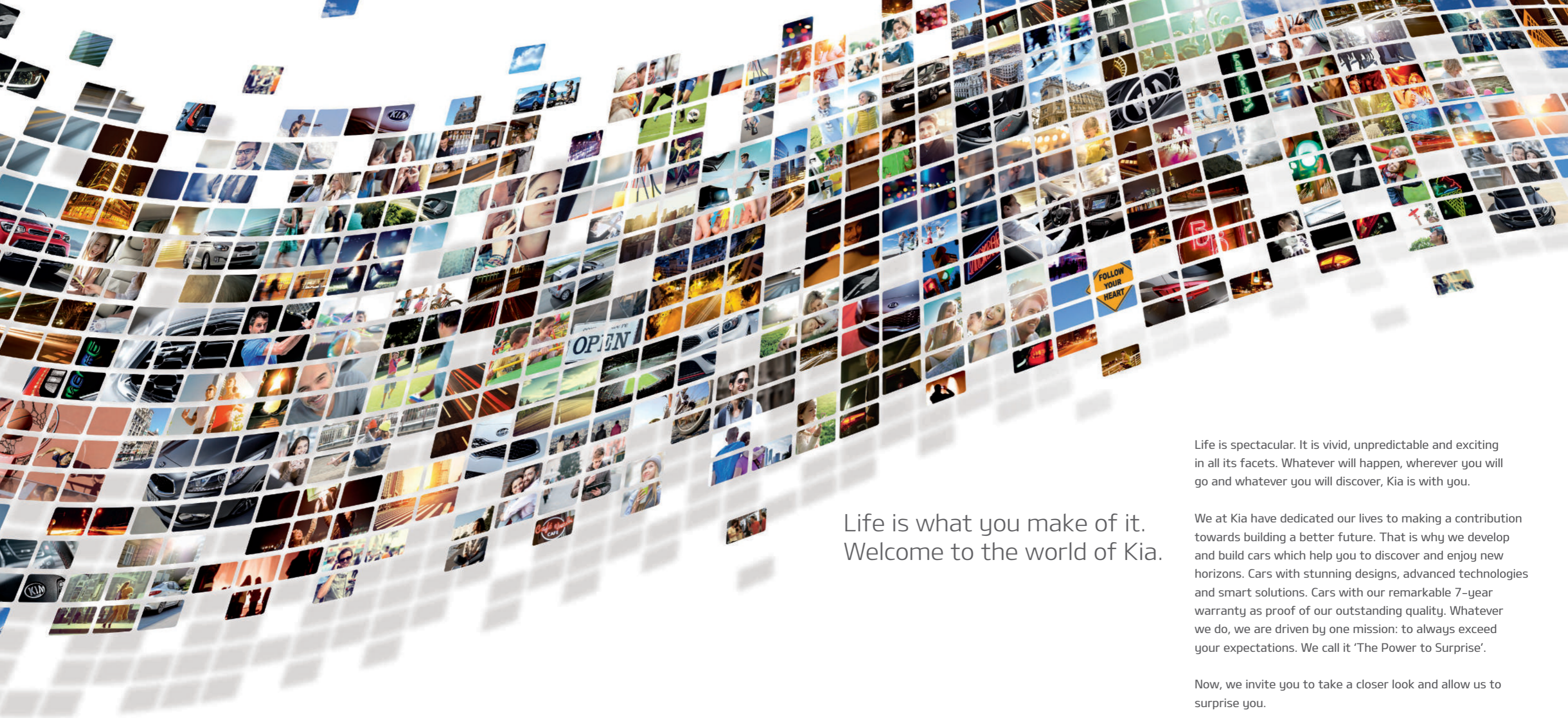


The new Kia  
**pro\_ceed'd**



The Power to Surprise



Life is what you make of it.  
Welcome to the world of Kia.

Life is spectacular. It is vivid, unpredictable and exciting in all its facets. Whatever will happen, wherever you will go and whatever you will discover, Kia is with you.

We at Kia have dedicated our lives to making a contribution towards building a better future. That is why we develop and build cars which help you to discover and enjoy new horizons. Cars with stunning designs, advanced technologies and smart solutions. Cars with our remarkable 7-year warranty as proof of our outstanding quality. Whatever we do, we are driven by one mission: to always exceed your expectations. We call it 'The Power to Surprise'.

Now, we invite you to take a closer look and allow us to surprise you.



please localise QR!



What could be better than focussing on what you enjoy the most? How about pure fun behind the wheel of this strikingly styled hatchback? That's exactly what the new pro\_ceed is designed to deliver. A true 3-door individual, yet part of the cee'd range, it's full of new styling features, more responsive engines and the best of Kia comfort and technology. But don't take our word for it. Try it, and you'll find your perfect match.

**Instant attraction.**  
**Style you can't get enough of.**  
The new Kia pro\_ceed >>>



## Design

### ➤ Designed to electrify, even at a standstill

#### Shaped to make you go “wow”

“A car you want to drive, not just own.” It’s how Peter Schreyer, head of corporate design, describes the award-winning appeal of the pro\_ceed. Among the key ingredients, note the dynamic silhouette with a distinctive narrowing side window, and the bold LED rear lights connecting the muscular rear with the striking side profile. But that’s only the beginning.

The pro\_ceed feels as good as it looks. In fact, this striking hatchback is so well built that we confidently offer it with our industry-leading 7-year warranty. We can guarantee this great coverage because the pro\_ceed is built to the highest standards at our state-of-the-art factory in Slovakia and has been tested rigorously for reliability and durability. So chances are, you will never need to make use of this exceptional bumper-to-bumper guarantee. The warranty is even fully transferable to any subsequent owner while still valid, letting you maximise your car’s resale value if you come to sell it.

**The Kia 7-year warranty:** 7-year/150,000 km new car warranty. Valid in all EU member states (plus Norway, Switzerland, Iceland and Gibraltar), subject to local terms and conditions



Let the game begin.  
The new Kia pro\_ceed can't wait to  
show you what it's made of



Progressive pro\_ceed:  
dynamic through and through

Design

## > Savour every corner

**Want to make your mark? Join the new Kia pro\_ceed**

The refreshed front with the iconic Kia grille is framed by dynamic LED daytime running lights and redesigned fog lamp surrounds. New 17" alloy wheels add street appeal, and for a fitting finale, the bold rear features LED taillights.



Comfort & quality

## > Where excitement takes the lead

### Looking for a stylish place to hang out? It's right here.

The pro\_ceed interior instantly draws you in with its premium finish and many meticulously crafted details. Chrome elements throughout the cabin, sporty three-dial instruments and ambient lights on the console add to the stylish atmosphere.

Both front seats are ergonomically designed for your comfort and feature a walk-in device for easy access to the rear. Both the driver and the passenger seats can be heated – with three levels to set your preferred temperature. During the hotter months, manual or optional dual-zone automatic air conditioning comes into play. And if you can't get enough fresh air, choose the optional sunroof to brighten up the cabin.

### Air conditioning:

For even greater comfort, choose automatic dual-zone air conditioning





#### Driver ergonomics

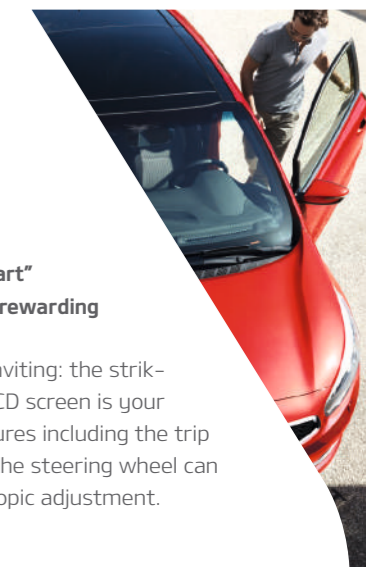
### ➤ Start and you'll never want to stop

**There's no ignition key to turn, just a "start" button to press: the beginning of a truly rewarding experience.**

The pro\_ceed cockpit couldn't be more inviting: the striking instrument cluster with colour TFT LCD screen is your mission control for many intelligent features including the trip computer. Great for cold winter nights: the steering wheel can be heated and comes with tilt and telescopic adjustment.

#### **Engine start/stop button and smart key:**

Why search for keys when you can carry the smart key in your pocket? It's recognised by the car as you approach it. To unlock the door, simply push the button on the door handle. To start the car, press the optional engine start/stop button.



> Meet your co-pilot

Checking when the next fuel stop is due, manoeuvring into tight parking spots, applying the parking brake – why not let smart technology take care of it?

The instrument cluster with colour TFT screen offers plenty of useful features, from the trip computer to turn-by-turn navigation instructions. The electronic parking brake can be activated at the touch of a button, and the Smart Parking Assist System does the parking for you – in both parallel and 90° bays. The system detects a suitable parallel or 90° parking space, and completes all the steering manoeuvres. All you need to do is adjust the speed and change gears as instructed. It can even steer the car out of a parallel parking space.

1. The electronic parking brake:

For more comfort, press the button instead of pulling a lever

2. Smart Parking Assist System:

Parking the easy way: the system finds the right space and steers the car into it

3. Trip computer:

Essential data: the computer displays distance to empty, time travelled, fuel usage and a speed indicator. It also monitors the tyre pressure, displays the Lane Departure Warning System and, as shown here, the rear parking sensors

4. Trip computer/steering mode:

Comfort, Normal or Sport: when you choose Flex Steer, the cluster shows you which steering mode you're in

5. Trip computer/shift indicator:

The trip computer advises which gear to choose to help save fuel and reduce emissions

6. Trip computer/turn-by-turn instructions:

The information cluster even shows you navigation instructions

7. Trip computer/Speed Limit

Information Function:

Powered by a camera located on the windscreen, it recognises speed limit signs and displays the information in the cluster as seen here, and on the navigation screen





### Connectivity

## ➤ Turn it up a notch

For the perfect sound on every journey: the pro\_ceed gives you plenty of audio options

### The new world of pro\_ceed multitasking

Just turn on the sound system with the new Digital Audio Broadcasting (DAB) radio, CD player and six speakers. Or opt for the audio system with a 4.3" TFT LCD display and rear-view camera. If you want effortless navigation paired with DAB, choose our brand-new 7" touch-screen full-map navigation system with free 7 year map update\*. It also includes a text-to-speech function which indicates street names as you drive and displays rear-view camera images to help you park manually.

All audio systems feature AUX/USB outlets for your iPod or other MP3 players. The steering wheel has a few tricks up its sleeve, too: it allows you to adjust the radio volume, make calls via Bluetooth and set the cruise control – all while you keep your eyes on the road and your hands on the wheel.

#### 1. Satellite navigation system:

The new 7" touch-screen full-map navigation system with 7 year map update for the latest data

#### 2. Audio remote control:

Stay focused on the road: adjust the volume without taking your hands off the wheel

#### 3. Aux/iPod/USB:

Simply plug in your favourite device to listen to music

#### 4. Bluetooth connectivity:

Making and receiving calls hands-free – it couldn't be simpler



Includes six free annual map updates for new Kia vehicles factory-fitted with an LG navigation device



TomTom navigation system

> **Where? When? How?**  
**The answer is here**

Our new navigation system featuring TomTom services takes reliable route guidance to the next level of accuracy and excellence. It keeps you in touch with the outside world and offers more handy information than ever. At the heart is a WiFi unit that enables the cee'd navigation system to connect to the Internet through your smartphone.\*

**1. Live traffic\*\*:**

The navigation system delivers highly accurate live traffic information that is updated every two minutes, so you know exactly where traffic is running smoothly, or which areas to avoid. When things get busy, the system lets you know and suggests alternative routes.

**2. Speed cameras\*\*:**

You'll also be alerted to a whole range of speed cameras, including fixed and stationary ones, as well as restricted access zones. The system can even take into account areas where accidents are particularly common, and warn you about these accident black spots.

**3. Local search:**

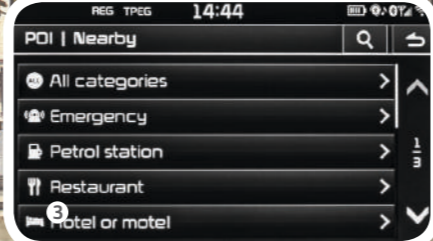
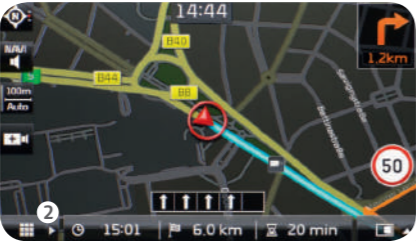
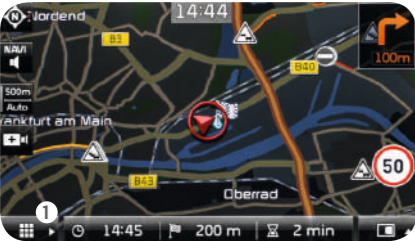
If you're looking for a sushi restaurant, a supermarket, or a particular place to meet, simply select Local Search. The database contains 500 searchable categories, 25,000 keywords and 250,000 locations to ensure you find what you need. Plus, the system allows you to search in ten languages, even while abroad.

**4. Weather forecast:**

Is your weekend away going to be sunny or a washout? Better check the weather forecast. Just type in your destination to view a four-day summary, complete with minimum and maximum temperatures, wind speed and chances of sun or rain.

\*Smartphone with data plan required to activate services

\*\*Legal restrictions to these services may apply depending on country usage



## ➤ Get ready to perform

Increased output and torque across the board, lower CO<sub>2</sub> emissions – the newly refined pro\_ceed engines will boost your appetite for driving. Whether you are in the diesel or the petrol camp, our five state-of-the-art engines ranging from 90 to 136 PS deliver the performance to suit your style. All models benefit from weight-reducing measures to help increase fuel efficiency. Start/stop (ISG) technology is also available for individual models.

### 3 PETROL ENGINES

#### **The three-cylinder 1.0 litre T-GDI (100/120 PS)**

Compact, efficient, yet with plenty of power, this brand-new petrol engine delivers 172 Nm max. torque.

#### **The four-cylinder 1.4 MPI (100 PS)**

Offers 135 Nm at 4,000 rpm, consuming 5.6 l fuel per 100 km. With ISG, CO<sub>2</sub> emissions can be reduced to 129 g/km.

#### **The four-cylinder 1.6 GDI (135 PS)**

Features Variable Valve Timing for improved performance at all speeds. The direct-injection petrol engine produces 165 Nm at 4,850 rpm. It consumes just 5.2 l fuel per 100 km while CO<sub>2</sub> levels are kept to a mere 119 g/km with the EcoDynamics Pack.

### 2 DIESEL ENGINES

#### **The four-cylinder 1.4 litre WGT (90 PS)**

It now delivers 240 Nm torque between 1,500 and 2,500 rpm, and keeps fuel consumption low at just 4.2 l/100 km. Plus it only emits 109 g/km CO<sub>2</sub>.

#### **The four-cylinder 1.6 litre CRDI (110/136 PS)**

This highly responsive diesel model proves a fantastic performer, even at lower revs with a max. torque of 300 Nm. It also leads the way in emission reduction at just 94 g/km, one of the lowest CO<sub>2</sub> levels for a conventional combustion engine in this segment. And it only needs 3.6 l fuel per 100 km. All thanks to the EcoDynamics Pack.

### **pro\_ceed transmissions:**

There's a choice of sophisticated 6-speed manual transmission as well as a 6-speed DCT (available exclusively with the 1.6 direct-injection petrol engine) and for even faster gear shifting, a 7-speed DCT dual-clutch transmission (with 1.6 litre (136 PS) CRDI engine only).

The dual-clutch transmission offers the best of both worlds, combining a more agile driving style with greater fuel economy. Both can be operated via the handy paddle shifters on the steering wheel.





Driving dynamics

➤ Because not all hairpins are equal

**For the straight and narrow, and beyond**

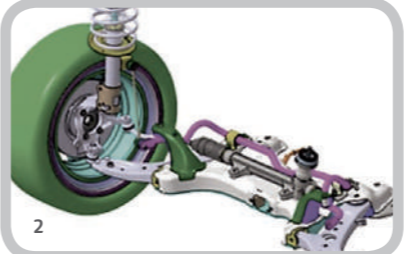
The pro\_ceed has plenty of electronic assistants to help you stay in control. The suspension featuring front MacPherson suspension and rear multi-link suspension has been fine-tuned for excellent handling and driving comfort. Both the reinforced chassis and the suspension are fitted with sound-insulating materials to minimise road noise and vibration.

**VSM (Vehicle Stability Management):**

VSM works in conjunction with Motor Driven Power Steering to ensure the car stays stable when simultaneously braking and cornering, especially on wet, slippery and rough roads.

**EBD (Electronic Brake Force Distribution)  
+ BAS (Brake Assist System):**

EBD increases stability and helps prevent skidding. The system automatically optimises the distribution of braking power between the front and rear wheels in relation to changes in car weight during braking. BAS detects emergency braking depending on how quickly you step on the brake pedal. It instantly applies full braking force, which helps shorten the overall braking distance.



- 1. FLEX STEER:**  
With optional Flex Steer, you can adjust the steering performance to your personal driving style: it includes Comfort mode for easy parking and urban driving, Normal mode and Sports mode for motorway driving
- 2. Stay glued to the road:**  
Enjoy excellent road holding thanks to the newly refined MacPherson front and the rear multi-link suspension
- 3. ESC (Electronic Stability Control):**  
If you have to brake suddenly, ESC applies the correct amount of brake pressure to each individual wheel. It also reduces engine power to help you maintain control and bring your car back on course

pro\_cee'd interior grade options:

## > The many faces of attraction

The Kia pro\_cee'd is a head-turner, inside and out: its interior can be matched with a choice of stylish upholstery and trims, all fitted to the highest standards.

There are four styles to choose from: standard grades LX and EX, the optional EX grade and, for the ultimate in comfort and style, leather seats as part of the Sports Package.

### LX STANDARD GRADE (BLACK)



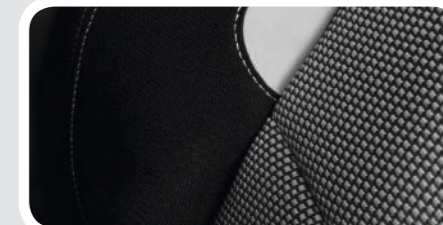
The pro\_cee'd LX standard:  
Stylish, refined, confident.

**Grade features include:**

- Black one-tone dashboard
- Black fabric seat upholstery
- Silver metal paint-effect centre fascia
- Silver metal paint-effect door handle



### EX OPTION GRADE 1 (BLACK)

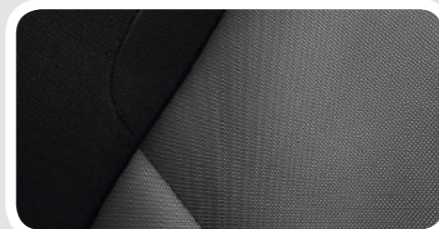


This optional EX grade comes with high-gloss black trim and eye-catching woven upholstery

**Grade features include:**

- Black one-tone dashboard
- Black fabric seat upholstery
- Black high-gloss centre fascia
- Black high-gloss door handle and steering wheel trim
- Black headliner

### EX STANDARD GRADE (BLACK)

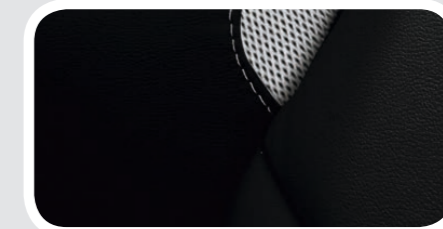


The new EX standard grade with  
contrasting horizontal colour elements

**Grade features include:**

- Black one-tone dashboard
- Black fabric seat upholstery
- Silver metal paint-effect centre fascia
- Silver metal paint-effect door handle

### EX OPTION SPORTY PACKAGE (BLACK)



Leather amplifies the sporty appeal – highlighted here with a unique seat upholstery design.

**Grade features include:**

- Black one-tone dashboard
- Black leather seats
- Black high-gloss centre fascia
- Black high-gloss door handle and steering wheel trim

## Safety technology

### ➤ Forward thinking for the best protection ahead

#### More intelligent safety technology than ever

The pro\_ceed has spent hundreds of hours in rigorous tests to ensure it's prepared for any situation. But that's not all. It comes with a host of smart technologies to help you avoid danger in the first place.

Our advanced Lane Departure Warning System prevents you from steering off course if you get tired and lose concentration momentarily. A camera monitors the car's position in relation to the lane and, if required, alerts you with a warning sound. The system works from 60 km/h. The pro\_ceed also keeps a check on your tyres with the Tyre Pressure Monitoring System. If they fall below the correct pressure, an icon on the dashboard lights up.

#### 1. HID Xenon headlamps and Adaptive Front Lighting System (AFLS):

The EX model features static bending lights as standard. These are automatically switched on when the car turns into corners to help eliminate blind spots at night. For further enhanced visibility, the pro\_ceed can be fitted with both xenon headlamps and an Adaptive Front Lighting System. This premium technology helps detect obstacles sooner. It shines the light in corners more efficiently as the swivelling headlamps adapt to the steering angle, weight and speed of the car.

**High Beam Assist** automatically switches on the high beam when light conditions require, and dips them when the system detects traffic ahead.

#### 2. Lane Departure Warning System (LDWS):

Not an alternative to a coffee break. But when tiredness sets in, this intelligent assistant helps you stay in lane on the road. The instrument cluster alerts you when you begin to move out of the lane unintentionally.

#### HAC (Hill Start Assist Control):

Perfect for starting on a steep hill, HAC prevents you from rolling backwards. The brake grip is maintained for two seconds until you accelerate.



## Safety technology

### > Keep your cool

#### In the pro\_cee'd, confidence is not just a question of appearance

The striking exterior hides a robust bodyshell and comprehensive safety measures to ensure you're well protected. The 3 door benefits from the same safety systems as the 5 door and the Sportswagon, which both received the maximum 5 stars in the Euro NCAP safety ratings.

For the greatest stability and shock absorbance, the reinforced bodyshell features fully interconnected body torsion parts. It's also fitted with 6 airbags – dual front airbags, two side airbags and two curtain airbags. All safety measures have been rigorously tested to comply with the strictest European safety regulations.

#### Bodyshell:

Because your safety always comes first. The reinforced body panels are engineered with fully interconnected body torsion parts. Core members have been strengthened further and the B-pillar is made of ultra high-tensile steel.



#### Airbag technology:

Six airbags protect you and your passengers

## Eco technology

### > A lasting promise to the planet

#### Climate and wallet-friendly ideas

Fuel-stretching engine Start/Stop (ISG) technology is available on individual cee'd engines, which reduces fuel consumption and CO<sub>2</sub> emissions by automatically shutting down the engine when the car is at a standstill. This option also includes the eco-friendly Energy Regeneration System. It's activated when you take your foot off the accelerator. The Energy Regeneration System uses the kinetic energy that is normally lost to recharge the battery – making it fuel and planet-friendly.



#### 1. Energy Regeneration System:

Uses the kinetic energy when you take your foot off the accelerator to recharge the cee'd batteries

#### 2. Start/Stop system (ISG):

Stop at a traffic light and the cee'd engine is automatically switched off when your foot is off the clutch. As soon as you resume the journey, the engine restarts. A great way to save fuel and convenient for city driving



This badge shows you're doing your bit to save fuel and to reduce emissions with the Start/Stop system.

#### Active Eco Display:

Another intelligent measure for more efficient driving, the Active Eco System manages the air conditioning compressor and the alternator to save energy whenever possible

#### ECO Pack:

This technology includes a whole range of efficiency measures: intelligent stop-and-go, a gear-shift indicator to help you drive more efficiently and energy-saving car tyres, which reduce fuel usage through less road friction

## Equipment options

### ➤ More options, more style, more pro\_ceed

The pro\_ceed comes with an impressive range of standard equipment. Of course, you can always add more extras to suit your needs.

- 1. Manual air conditioning:**  
Adjust the temperature the way you like it
- 2. Fintail door handle and grip:**  
Striking design meets functionality
- 3. Heated steering wheel:**  
Perfect for cold starts
- 4. Paddle shifters:**  
Change gears without taking your hands off the wheel (only available with automatic and dual-clutch transmission)
- 5. Air vents (front):**  
For the best climate at the front of the cabin
- 6. Air vents (rear):**  
Adjustable vents for the rear passengers
- 7. Alloy pedals:**  
A must for the sporty driver
- 8. Standard instrument cluster:**  
Stylish, ergonomic essential information
- 9. Glovebox:**  
Spacious and ventilated to keep things cool (only available with manual or automatic air conditioning)
- 10. Rear-view camera:**  
Helps you park your pro\_ceed
- 11. Headlamp washer:**  
To see and be seen
- 12. Side mirror with indicator:**  
Looks great and keeps you safe
- 13. Welcome light:**  
Puddle light (underneath the door mirror) and pocket light (inside the door handle), available only in combinations with the smart key
- 14. Tyre Pressure Monitoring System:**  
An icon on the dashboard lights up if the tyres fall below the correct pressure
- 15. Chrome exhaust pipe:**  
For a stylish statement



Attracted? You will be. The pro\_ceed is bursting with high-quality features

## pro\_ceed exterior paint options



Cassa White (WD)



Deluxe White (HW2)



Sparkling Silver (KCS)



Sirius Silver (AA3)



Sand Track (D5U)



Bronze Metal (MY3)



Urban Yellow (AAY)



Track Red (FRD)



Infra Red (AA1)



Planet Blue (D7U)



Dark Gun Metal (E5B)



Black Pearl (1K)

Kia genuine accessories

➤ Enjoy genuine excitement

The pro\_cee'd is designed for all those who like to make a bold statement. If you crave more individual and practical touches, check out our genuine accessories. They have all been developed and manufactured with precision to fit your pro\_cee'd perfectly using only the best-quality materials. For more information and advice, please ask your local Kia dealer for the accessories brochure.

1. Xtender ski & snowboard carrier

Transport up to six pairs of skis or four snowboards with this lockable carrier. It slides out sideways for effortless loading and unloading. This carrier design also ensures you needn't worry about getting your clothes dirty.

2. Trunk mat reversible

This dual-function trunk mat offers a handy way to protect the luggage area. One side has the soft cushioning of high-quality velour for sensitive cargo, while the other side has a resilient dirt-resistant surface for potentially muddy, dirty loads.

3. Entry guards

How to make a great impression whenever you open the door: these entry guards fit perfectly and provide effective protection against scuffs and scratches.

4. Red LED lighting for footwell

Illuminate the interior of your pro\_cee'd with true Kia flair. Subtle red LED lighting in the footwell welcomes you as soon as you open the front door, and automatically switches off when you close it. The LEDs automatically fade when the engine is started.

5. Rear seat entertainment cradle for iPad®

In the pro\_cee'd, you'll enjoy the ride wherever you're seated. Especially when fitted with this cradle that fits securely to the front seatback. It allows your iPad® to be rotated or tilted for optimal viewing. Suitable for iPad® 1, 2, 3 and 4 and iPad®Air 1 and 2. iPad® not included.

Roof rack and wind deflectors

For fresh air on the move without feeling any air turbulence or raindrops: aerodynamically shaped front door wind deflectors allow you to leave the window slightly open. Our strong, light-weight aluminium roof rack provides a secure basis for your choice of roof carrier systems. Suitable for vehicles without a panorama sunroof.



195/65R 15" steel wheel with wheel cover



205/55R 16" steel wheel with wheel cover



205/55R 16" alloy wheel



205/55R 16" alloy wheel



225/45R 17" alloy wheel

Paint, wheels & technical specifications

➤ The final touches for a stunning pro\_cee'd

Our designers have done their bit, now it's over to you. Choose your favourite colour, wheels and type of engine for your Kia.

pro\_cee'd specifications:

Engines	1.0 T-GDI Petrol 100PS or 120PS	1.4L MPI Petrol 100PS	1.6L GDI Petrol 135PS	Ull 1.4L Diesel 90PS	Ull 1.6L Diesel 110PS or 136PS
Engine type	T-GDI Three-cylinder	Four-cylinder MPI	GDI four-cylinder	WGT four-cylinder	VGT four-cylinder
	MLA 12-valve	HLA 16-valve	MLA 16-valve	DOHC 16-valve	DOHC 16-valve
Displacement (cc)	998	1,368	1,591	1,396	1,582
Max. power (ps/rpm)	100/120/6,000	100/6,000	135/6,300	90/4,000	110/136/4,000
Max. torque (kg.m/rpm)	17.5/1,500-4,000	13.7/4,000	16.8/4,850	24.5/1,500-2,500	28.6/1,500-3,000
Top speed (km/h)	185/190	183	195	173	190/197

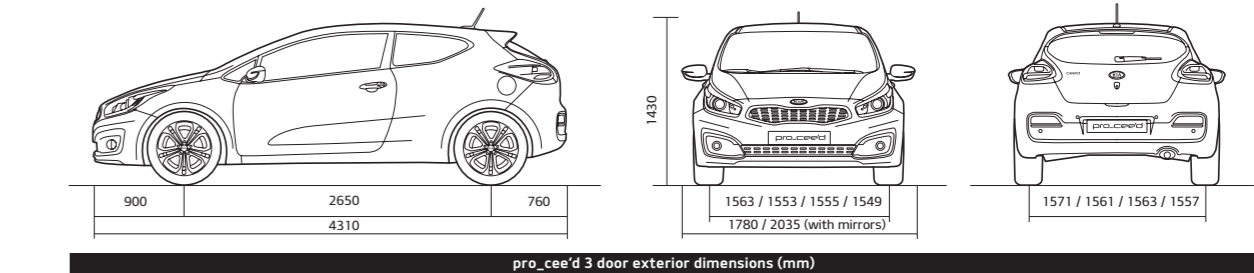
Transmissions					
Manual	6-speed	6-speed	6-speed	6-speed	6-speed
DCT	N/A	N/A	6-speed	N/A	7-speed**

Unit (mm)					
Overall length	4,310	Shoulder room (front)	1,420	Ground clearance	140
Overall width (excluding wing mirrors)	1,780	Shoulder room (rear)	1,372	Hip room (front)	1,362
Overall height	1,430	Wheelbase	2,650	Hip room (rear)	1,308
Headroom (front)	986	Wheel tread (front)	1,563	Luggage area	
Headroom (rear)	939	Wheel tread (rear)	1,571	volume	1,225 L
Legroom (front)	1,067	Overhang (front)	900	(rear seats fully folded up)	
Legroom (rear)	894	Overhang (rear)	760	Fuel tank (litres)	53.0

For detailed information on tyre labelling please visit our website: [www.kia.com/eu/quality/tyre-labelling-information](http://www.kia.com/eu/quality/tyre-labelling-information)

\*All information and illustrations are based on data available at the time of publication and are subject to change without notice.  
\*\*Not available with 110PS output.

pro\_cee'd exterior dimensions (mm):



Peace of mind

## ➤ The new Kia pro\_ceed – 7 more reasons why you simply can't say no

### 7-year vehicle warranty

Every Kia benefits from a 7-year/150,000 km new car warranty (up to 3 years unlimited; from 4 years 150,000 km). This bumper-to-bumper warranty is free and transferable to subsequent owners, provided the car is regularly maintained in accordance with the servicing schedule.

### 5-year paint warranty & 12-year anti-perforation warranty

High-quality body paint ensures long-lasting protection and shine for your new Kia. It also comes with superior corrosion protection and a 12-year warranty against rust from the inside out.

### Stay in touch with Kia

Visit [www.kia.com](http://www.kia.com) for all the latest news. Find out more about Kia and our exciting new car range. Get updates on achievements in alternative fuel development, like liquid gas, hybrid and fuel cell technology. Or discover what our Environment Research Centre is working on.

We're also involved in major sporting events: Kia is an official partner of both UEFA and FIFA. We sponsor the Australian Open and the tennis star Rafael Nadal.

### Financing

Your local Kia dealer can help you with a financing plan that's best suited to your needs. Please ask for details.

### Unique warranty

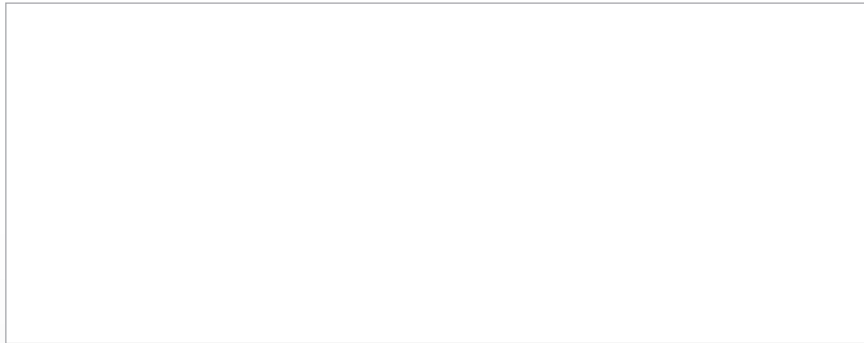
The Kia 7-year/150,000 km new car warranty. Valid in all EU member states (plus Norway, Switzerland, Iceland and Gibraltar), subject to local terms and conditions





The Kia 7-year/150,000 km new car warranty.  
Valid in all EU member states (plus Norway,  
Switzerland, Iceland and Gibraltar), subject to  
local terms and conditions.

[www.kia.com](http://www.kia.com)



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Theodor-Heuss-Allee 11  
60486 Frankfurt am Main  
Germany

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All information, illustrations and specifications are correct at the time of printing and are subject to change without notification. The models and specifications shown in this brochure may vary from the models available in your market. Due to the limits of the printing process, the car body colours shown may differ slightly from actual colours. Please contact your local Kia dealer for the most recent information.




The Power to Surprise



The new Kia  
**cee'd GT**

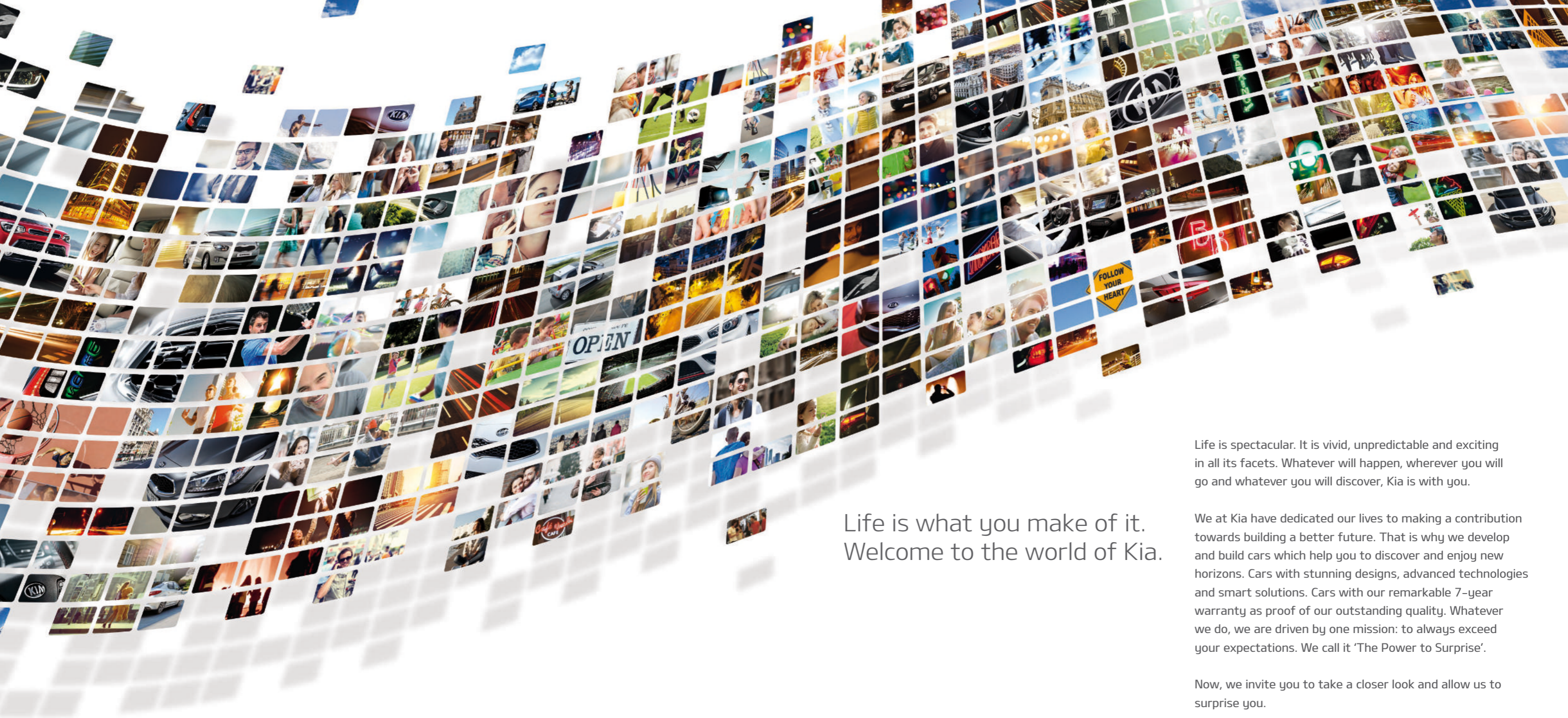


The Power to Surprise

The new Kia  
cee'd 



The Power to Surprise



Life is what you make of it.  
Welcome to the world of Kia.

Life is spectacular. It is vivid, unpredictable and exciting in all its facets. Whatever will happen, wherever you will go and whatever you will discover, Kia is with you.

We at Kia have dedicated our lives to making a contribution towards building a better future. That is why we develop and build cars which help you to discover and enjoy new horizons. Cars with stunning designs, advanced technologies and smart solutions. Cars with our remarkable 7-year warranty as proof of our outstanding quality. Whatever we do, we are driven by one mission: to always exceed your expectations. We call it 'The Power to Surprise'.

Now, we invite you to take a closer look and allow us to surprise you.



please localise QR!



Instant attraction.  
Performance that keeps  
on thrilling.  
**The new Kia cee'd GT >>>**

**Looks that stop you in your tracks. A character  
that can't wait to get you going.**

The cee'd GT is our most powerful hatchback to hit the roads. Choose the 5 door or the 3 door, and prepare for the roaring 204 PS 1.6-litre Turbo GDI engine paired with ultra sporty styling inside and out. The GT is athletic to the bone. Bold, individual and ready to show you what it's got.



GT performance technology

## > Fast-forward fulfilment

Plenty of oomph from  
0 to 100 km/h and  
beyond

Hairs on end, restless, a smile that's hard to shift  
– the GT does wonders for your state of mind.

The trigger? The all-new 204 PS 1.6 Turbo GDI engine.

It produces 265 Nm via the sophisticated 6-speed manual transmission, reaching 0 to 100 km/h in just 7.6 seconds. Top speed is a solid 230 km/h. Enticing figures matched only by the satisfyingly rich sound emitted by the bold dual exhaust pipes. As you'd expect from a car with these athletic credentials, the powerful GT engine is paired with a sporty suspension that's now been even further refined. Blessed with excellent handling, the chassis stays glued to the road wherever you're headed.



GT design

## > Cool, calm and calculated

Coupé-style forward edging shape, sports bumpers on front and back, 18" alloy wheels and large brake discs with red callipers, a unique grille sporting the GT badge – the new pro\_cee'd GT has all the styling fit for an athlete.

So take a break, relax and enjoy the view before you embark on a thrilling ride.



LED lights and sports bumpers:  
all the must-haves for  
a muscular appearance



GT design

## > Turbocharge your style

The new cee'd GT redefines power dressing

LED lights front and back? Sure. Sports bumpers all-round? Yep. Dual exhausts? Of course. And in between nothing but 3-door hatchback flair created by Kia's international design team in Germany.

Dual exhaust pipes:  
a bold look to match  
the 204 PS sound  
of the engine



Geared to go: the stunning new 18"  
alloy wheels with front 17" brake discs  
and red callipers



TomTom navigation system

## ➤ Where? When? How? The answer is here

Our new navigation system featuring TomTom services takes reliable route guidance to the next level of accuracy and excellence. It keeps you in touch with the outside world and offers more handy information than ever. At the heart is a WiFi unit that enables the cee'd navigation system to connect to the Internet through your smartphone.\*

### 1. Live traffic\*\*:

The navigation system delivers highly accurate live traffic information that is updated every two minutes, so you know exactly where traffic is running smoothly, or which areas to avoid. When things get busy, the system lets you know and suggests alternative routes.

### 2. Speed cameras\*\*:

You'll also be alerted to a whole range of speed cameras, including fixed and stationary ones, as well as restricted access zones. The system can even take into account areas where accidents are particularly common, and warn you about these accident black spots.

### 3. Local search:

If you're looking for a sushi restaurant a supermarket, or a particular place to meet, simply select Local Search. The database contains 500 searchable categories, 25,000 keywords and 250,000 locations to ensure you find what you need. Plus, the system allows you to search in ten languages, even while abroad.

### 4. Weather forecast:

Is your weekend away going to be sunny or a washout? Better check the weather forecast. Just type in your destination to view a four-day summary, complete with minimum and maximum temperatures, wind speed and chances of sun or rain.



cee'd GT ➤➤➤

\*Smartphone with data plan required to activate services.  
\*\*Legal restrictions to these services may apply depending on country usage.



GT Cockpit  
 > Over to you

**If sporty driving is your game, this is where you'll feel right at home**

Slip into the Recaro suede leather seats, switch on the engine and the high-definition instruments light up in true motor racing style. Now engage the sporty leather gearstick and grab the new D-shaped perforated leather steering wheel with red stitching.

It's time to hit the alloy accelerator pedal and listen to the sporty roar, courtesy of the new sound actuator. What you can't see – the power lumbar support in the ergonomic Recaro seat, essential for tight corners in the city and further afield.



Attention to detail, GT-style:  
the leather-clad steering wheel is now  
D-shaped for a true motor racing feel



Turn the 7" TFT LCD  
cluster into a racing-  
style speedometer:  
simply press the GT  
button on the steering  
wheel to display torque  
and turbo data



Take command from your  
Recaro seat with red stitching.  
Designed for a more dynamic drive,  
the seats are both stylish and  
offer optimum support



cee'd GT >>>>



Kia accessories

## > Perform in style

The cee'd and pro\_cee'd GT are designed for those who like to make a bold statement.

If you crave more individual and practical touches, check out our genuine accessories specially made for your GT. For more information, please ask your local Kia dealer for the accessories brochure.



### 1. Trunk mat

This made-to-measure trunk mat in high-quality velour helps keep the luggage area neat, tidy and protected. The GT logo adds a stylish finishing touch.

### 2. Trunk liner

Whether you're loading your sports gear, crates of water or your shopping – you can protect the trunk area from dirt, spills and grime with this custom-made durable and waterproof liner featuring raised edges. The textured anti-slip rubber surface keeps the cargo in place. Plus, the liner is branded with the cee'd logo.



### 3. Roof rack, aluminium

Our strong, lightweight aluminium roof rack provides the perfect secure basis for mounting your choice of roof carrier systems. It's suitable for cee'd GT models without a panorama sunroof.

### 4. Rear bumper protection foil, transparent

Protect your GT's rear bumper from everyday wear and tear: invisible, seamless and self-adhesive. This resilient foil resists the effects of abrasion and weather.



### 5. Textile floor mats, velour design style

Style and functionality at its best: the premium velour floor protection with red double stitching matches the seat trim of your GT. The front mats also carry the red GT logo. They have anti-slip backing and are fastened to the floor using the standard fixing points.

### 6. All-weather mats

The perfect antidote to muddy footwear: this set of four extremely durable mats, tailor-made to fit your car, traps water, mud, sand and road salt. The special finish makes them very easy to clean, and the front mats feature the cee'd logo.





GT exterior paint options & technical specifications

➤ **All the data to choose your winner**

**What's underneath the Deluxe White bonnet?  
Or should that be Black Pearl?**

Find everything you need to help you choose your favourite cee'd or pro\_cee'd GT here.

**GT powertrain:**

Engine model	1.6 I Petrol Turbo GDI
Engine type	Four-cylinder GDI
Displacement	DOHC 16-valve
Manual transmission	6-speed

**GT performance:**

Max. power (PS/rpm)	204 PS
Max. torque (kgm/rpm)	265 Nm
Top speed (kph)	230 km/h
0-100 km/h	7.6 s
60-100 km/h in 4th	5.4 s
80-120 km/h in 5th	7.2 s
80-120 km/h in 6th	8.8 s

**GT dimensions (mm):**

Overall length	4,310
Overall width	1,780
Overall height	1,430
Wheelbase	2,650

\*All information and illustrations are based on data available at the time of publication and are subject to change without notice. Contact your local Kia dealer for current information

Deluxe White (HW2)



Sparkling Silver (KCS)



Track Red (FRD)



Black Pearl (1K)



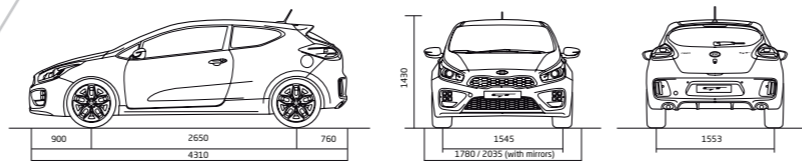
Urban Yellow (AAY)



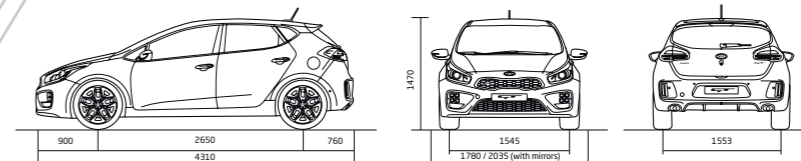
Dark Gun Metal (E5B)



**pro\_cee'd GT exterior dimensions (mm):**



**cee'd GT exterior dimensions (mm):**



**New 225/40R 18" GT Alloy Wheel**



#### Unique warranty

The Kia 7-year/150,000 km new car warranty. Valid in all EU member states (plus Norway, Switzerland, Iceland and Gibraltar), subject to local terms and conditions



#### Kia service & warranty

### ➤ A Kia that keeps on giving you more

#### 7-year vehicle warranty

Having passed rigorous tests for reliability and durability, we're proud to offer the cee'd and pro\_ceed GT with our industry-leading warranty. Every Kia benefits from a 7-year/150,000 km new car warranty (unlimited for up to 3 years; 150,000 km from 4 years onwards). This bumper-to-bumper warranty is free and transferable to subsequent owners provided the car is regularly maintained in accordance with the servicing schedule.

#### 5-year paint warranty & 12-year anti-perforation warranty

High-quality body paint ensures long-lasting protection and shine for your new Kia. It also comes with superior corrosion protection and a 12-year warranty against rust from the inside out.

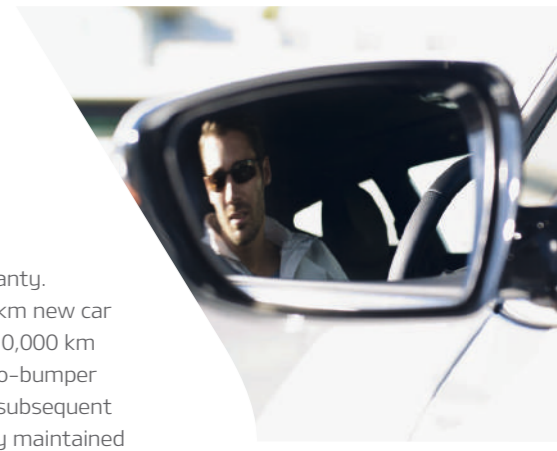
#### Stay in touch with Kia

Visit [www.kia.com](http://www.kia.com) for all the latest news. Find out more about Kia and our exciting new car range. Get updates on achievements in alternative fuel development, like liquid gas, hybrid and fuel cell technology. Or discover what our Environment Research Centre is working on. We're also involved in major sporting events: Kia is an official partner of both UEFA and FIFA. We sponsor the Australian Open and the tennis star Rafael Nadal.

#### Financing

Your local Kia dealer can help you with a financing plan that's best suited to your needs. Please ask for details.

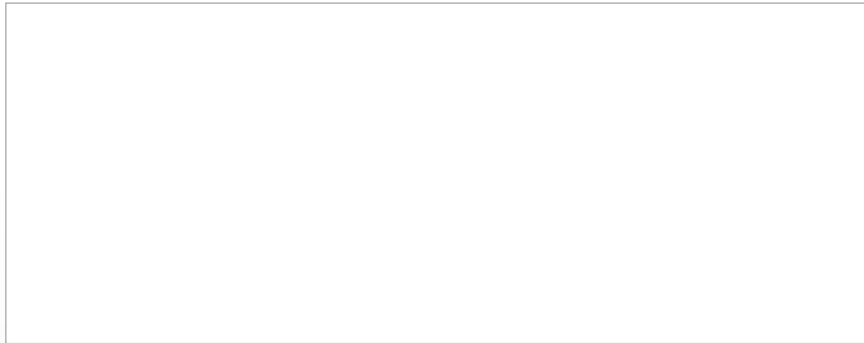
cee'd GT >>>





\*The Kia 7-year/150,000 km new car warranty.  
Valid in all EU member states (plus Norway,  
Switzerland, Iceland and Gibraltar), subject to  
local terms and conditions.

[www.kia.com](http://www.kia.com)



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All information, illustrations and specifications are correct at the time of printing and are subject to change without notification. The models and specifications shown in this brochure may vary from the models available in your market. Due to the limits of the printing process, the car body colours shown may differ slightly from the actual colours. Please contact your local Kia dealer for the most recent information.

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The Power to Surprise