

2002 | KIA FULL LINE |



KIA PHILOSOPHY



If you're looking for a new set of wheels, you've come to the right place. Because at Kia, we know how to build an automobile you can count on. With more than half a century of engineering under our belt, we were the first Korean company to ever build passenger cars. Today, Kia Motors Corporation has an annual production of more than 1.15 million vehicles a year, with manufacturing facilities in 10 countries and over 2 million Kias sold worldwide. Here in the United States, there are more than 600 dealerships in all 50 states and over 700,000 vehicles in operation around the country. With all this experience of building great automobiles under our belt, you could say we've gotten the hang of it.



Sedona EX



Optima SE



Spectra LS 4-Door



Spectra GSX 5-Door



Rio 4-Door Sedan



5-Door Rio Cinco



Sportage 4-Door

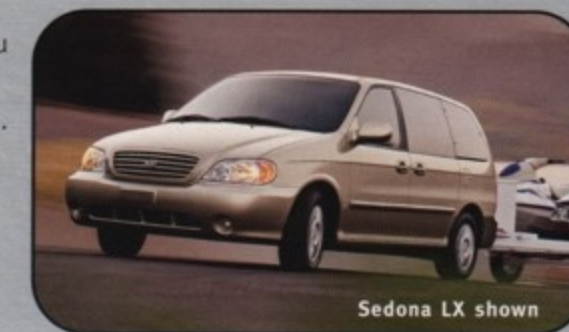


Sportage 2-Door

KIA MODEL LINE



Our ever-expanding lineup of vehicles means finding the right Kia for you is easier than you think. From small and sporty to midsize, from rugged SUV to the perfect family minivan, there's a Kia out there with your name on it. And no matter which Kia you choose, you can be assured you'll get all the quality and features you want at an impressive value. Not to mention a warranty that beats the pants off the competition — namely our industry-leading 10 year/100,000 mile limited warranty program.* Which means with a Kia, you not only get the vehicle you want, you also get the peace of mind you need. A great combination if we do say so ourselves.



Sedona LX shown

*See back of brochure for further details regarding the 10 year/100,000 mile limited powertrain warranty.



Sedona EX shown

KIA SEDONA



For years, we've dreamed about it. A minivan with all the features one could possibly want. And all the power one could possibly need. Now, it's finally here — the all-new 2002 Kia Sedona. And we have to admit, we get misty just thinking about it. After all, our brand-spankin'-new minivan makes quite an impression. Whether you choose the Sedona LX or the Sedona EX model, you'll get plenty of quality features. Like a standard V6 engine. Up to eight versatile seating configurations. Dual sliding doors. And front and rear air conditioning with second-row controls. You'll also get the safety features you're looking for, like dual front airbags and available antilock brakes. The upgraded EX model gives you the added benefit of power driver and passenger seats, available power sunroof and leather seat trim. With all the Sedona has to offer, we think you'll agree it's the perfect minivan for you and your family.



Sedona EX shown



5-Speed Automatic Transmission
A hard-to-find feature not found on most other minivans.



Child Seat Anchoring System
A more secure system for keeping child seats in place.



50/50 Split 3rd Row Seating
Perfect for carrying skis, golf clubs and the occasional extra-long submarine sandwich.

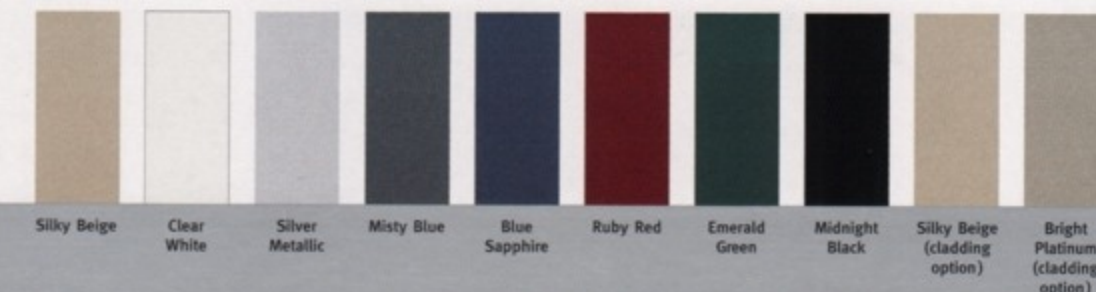


Sedona EX



Sedona LX

sedona colors



KIA OPTIMA



Optima SE with available leather interior

It all starts with the desire for a little more luxury, a little more room, a little more respect from the valet. And once you get that feeling, it can only mean one thing. You're ready for a 2002 Kia Optima. The sporty, stylish midsize sedan that gives you all the features you're looking for — and some that you weren't even expecting. Let's start with the different models, the Optima LX and the Optima SE. Both offer the option of a powerful V6 engine with 4-speed Sportmatic™ transmission and dual front- and side-mounted airbags. Both come with a distinctive chrome grille, tinted glass,

body-color mirrors and bumpers, power controls and more interior space than many a worthy competitor. And the SE model includes other great perks like a premium AM/FM/CD/Cassette stereo (also available on the LX) and available leather seat trim. Plus wood grain interior accents on the LX V6 and both SE models for an added touch of luxury. There is, however, one feature we didn't give the Kia Optima: a hefty price tag. But somehow, we didn't think you'd mind.



Optima SE shown

optima colors



Optima SE



Optima LX



V6 Engine
Provides all the power you need.



Sportmatic™ Transmission
For the convenience of pedal-free gear shifting.



Air Conditioning and Stereo
Standard AC and premium sound system make every ride a pleasant one. (standard on SE, optional on LX)



Spectra GSX 5-Door & LS 4-Door shown

KIA SPECTRA



We all want a cool, stylish car. One we're proud to be seen in. One we can park in the driveway instead of behind the bushes. One with a price tag as attractive as its looks. Well, good news. The 2002 Kia Spectra is here. Which means now you finally get the car you want with the features you want with no compromises. All you have to do is choose the model you like best, the 4-door LS or the 5-door GSX hatchback. Both have sleek lines, distinctive styling and a responsive

engine. Both come standard with a great stereo, power windows, mirrors and door locks, a split-folding rear seat for enhanced utility and an 8-way adjustable driver's seat with lumbar support. And the GSX comes with other great perks like alloy wheels (optional on LS), a rear spoiler, plus a leather-wrapped steering wheel and gearshift knob. And of course, we didn't forget to put standard air conditioning on both models, to keep you feeling as cool as you look.



Spectra GSX 5-Door shown



Alloy Wheels
Look sleek and sporty.
(GSX shown)



60/40 Split-Folding Rear Seat
For added cargo space.



5-Door Hatchback
For convenient access to your roomy interior.

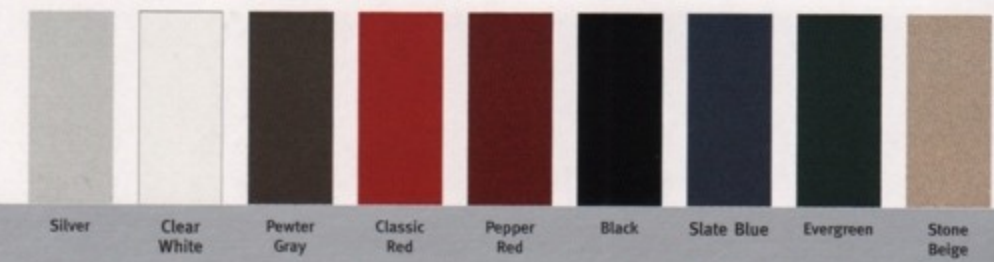


Spectra LS 4-Door



Spectra GSX 5-Door

spectra colors



KIA RIO



5-Door Rio Cinco shown

A new car. There's nothing else like it. From the ever-famous new-car smell to the shiny fresh paint job, few things can top the feeling it gives you. Except, perhaps, the feeling of actually owning one. Announcing the all-new 2002 5-door Rio Cinco and the 2002 Rio 4-door sedan. With the new Cinco, you get all the versatility of a 5-door hatchback and an impressive array of features at an astonishingly affordable price, while the stylish Rio is the lowest-priced 4-door sedan in America.* The Rio Cinco comes standard with AM/FM/Cassette stereo, power steering, body-color body

side molding, tilt steering wheel, dual visor vanity mirrors and tachometer. An upgrade package is also available on the 4-door sedan. All of which adds up to a fun, affordable, worry-free ride. And that's another feeling we all can appreciate.



*The Rio was the lowest-priced 4-door sedan in America based on a comparison of MSRPs as of the production of this brochure.

rio colors



Rio 4-Door Sedan



5-Door Rio Cinco



Rio 4-Door Sedan & 5-Door Rio Cinco shown



Air Conditioning
Chill out. Both models offer optional AC.



AM/FM/Cassette Stereo with Optional CD
A great-sounding stereo standard on Cinco, optional on sedan.



Cargo Area Cover and Net
Keeps cargo safely in its place. (Rio Cinco only)

KIA SPORTAGE



Sportage 4-Door shown

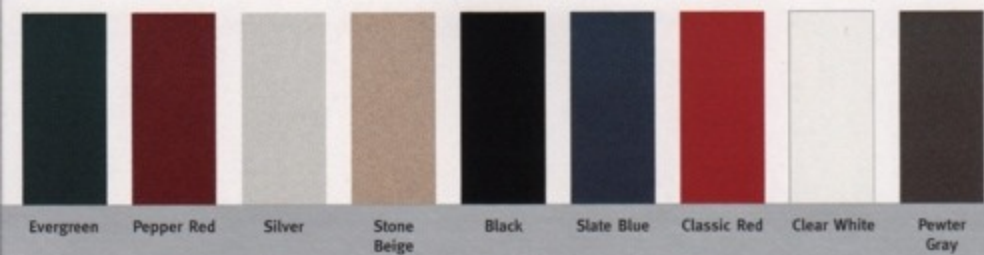
Sometimes you feel like heading off to the mountains on a wild adventure. Other times you just have too much laundry to haul to the laundromat. Either way, there's no beating the 2002 Kia Sportage for its rugged, real-world versatility. For starters, the Sportage has two ways to satisfy your off-road/on-road urges: the Sportage 4-door and the Sportage 2-door Convertible. Both models are available in either 4x4 or 4x2 with rock-solid ladder-frame construction, double-wishbone front suspension and dual front airbags and a driver's knee airbag. (Translation: a real SUV, not a wanna-be) Both feature tinted glass and a hard-faced spare tire cover.

And if you choose the Sportage 4-door, you'll get great standard features like alloy wheels, privacy glass, air conditioning and an AM/FM/Cassette stereo. You can even opt for our two-tone appearance package for a sportier look. Or if you just want to feel the wind in your hair, the Sportage 2-door Convertible gives you a drop-down top for open-air driving and a whole lot of fun. So whether you're tackling a mountain range or a mountain of laundry, you'll be ready for anything in a Sportage.



Sportage 4-Door with two-tone package shown

sportage colors



Sportage 4-Door



Sportage 2-Door



50/50 Split-Folding Rear Seat
Provides increased cargo space for longer items like surfboards and skis. (Sportage 4-door only)



Hard-Faced Tire Cover
A great-looking way to protect your spare.



Alloy Wheels
Because they just plain look good. (optional on Sportage 2-door)

STANDARD AND OPTIONAL FEATURES

SEDONA



Standard equipment on LX includes:

- 195-hp 3.5-liter DOHC V6 engine
- 5-speed automatic transmission
- P215/70R15 all-season tires
- Dual sliding doors w/ safety reflector edge
- Body-color exterior trim/Privacy glass
- Air conditioning — front & rear
- 7-passenger seating — 2 bucket + 2 bench + 3 bench (sliding, removable 2nd/3rd rows)
- 8-way adjustable driver's seat w/ lumbar
- Power front windows/mirrors/door locks
- Cruise control
- Full overhead console
- AM/FM/Cassette stereo w/ 6-speakers
- 8 cupholders/Dual glove boxes
- Dual front airbags
- Side-door impact beams
- Child seat anchoring system
- Front seat belt pretensioner w/ force limiter
- 4-wheel ABS*

In addition to or in place of LX equipment, EX includes:

- Machined aluminum wheels/Fog lamps
- Body-color roof rack/Chrome trim
- 7-passenger seating — 2 bucket + 2 bucket + 3 bench
- Power driver's and passenger's seat
- Keyless entry system
- AM/FM/Cassette/CD player w/ 6-speakers
- 10 cupholders
- Wood-grain interior accents

*Optional

OPTIMA



Standard equipment on LX includes:

- 149-hp 2.4-liter DOHC 4-cylinder engine
- 178-hp 2.7-liter 24-valve DOHC aluminum alloy V6*
- 5-speed manual transmission
- 4-speed automatic transmission (4-cylinder)*
- P205/60R15 tires w/ full wheel covers
- Body-color body side moldings
- Air conditioning
- Power windows/mirrors/door locks
- AM/FM/Cassette w/ 6-speakers
- 8-way adjustable driver's seat
- 60/40 split-folding rear seat
- Dual front & side airbags

In addition to or in place of LX equipment, SE includes:

- Alloy wheels
- Chrome insert body side moldings
- Front fog lamps
- Power moonroof w/ inner sunshade
- 8-way power driver's seat
- Premium AM/FM/Cassette/CD stereo
- Keyless entry & alarm remote
- Cruise control
- Leather-wrapped steering wheel & gearshift knob
- Wood-grain interior accents
- 4-speed Sportmatic™ transmission (standard w/ V6)
- 4-wheel disc brakes (standard w/ V6)
- 4-wheel ABS*

*Optional

SPECTRA



Standard equipment on Base model includes:

- 126-hp 1.8-liter DOHC 4-cylinder engine
- Power rack-and-pinion steering
- P185/65R14 tires w/ full wheel covers
- 2-speed intermittent wipers
- Auto-off headlights
- Rear window defroster
- Air conditioning*
- AM/FM/Cassette stereo
- Full cloth seat trim
- 8-way adjustable driver's seat
- 60/40 split-folding rear seat
- Center storage console/armrest
- Dual front airbags
- Side-door impact beams
- Rear child seat upper & lower anchors
- Front seat belt pretensioner w/ force limiter

In addition to or in place of Base equipment, LS includes:

- Front fog lamps
- Body-color body side moldings
- Air conditioning
- Power windows/mirrors/door locks
- Tilt steering wheel/tachometer
- 4-wheel ABS*
- Alloy wheels*
- AM/FM/CD*

*Optional

SPECTRA 5-DOOR HATCHBACK



Standard equipment on GS includes:

- 126-hp 1.8-liter DOHC 4-cylinder engine
- Power rack-and-pinion steering
- P185/65R14 tires w/ full wheel covers
- 2-speed intermittent wipers
- Auto-off headlights
- Rear window defroster
- Air conditioning*
- Bright exhaust tip
- Tachometer
- AM/FM/Cassette stereo
- Full cloth seat trim
- 8-way adjustable driver's seat
- 60/40 split-folding rear seat
- Center storage console/armrest
- Dual front airbags
- Side-door impact beams
- Rear child seat upper & lower anchors
- Front seat belt pretensioner w/ force limiter

In addition to or in place of GS equipment, GSX includes:

- Alloy wheels
- Front fog lamps
- Body-color body side moldings
- Air conditioning
- Power windows/mirrors/door locks
- Leather-wrapped steering wheel & gearshift knob
- Tilt steering wheel
- Sport-cloth seat trim
- 4-wheel ABS*
- AM/FM/CD*
- Rear wiper/washer*

*optional

RIO 4-DOOR SEDAN



Standard equipment includes:

- 96-hp 1.5-liter DOHC 4-cylinder engine
- 5-speed manual transmission
- Automatic transmission*
- 4-wheel ABS*
- P175/65R14 tires w/ full wheel covers
- Alloy wheels*
- Body-color rear spoiler*
- Tinted glass
- Rear defroster
- Dual front airbags
- 8-way adjustable driver's seat
- Full cloth seat trim
- Air conditioning*
- Power door locks*
- AM/FM/Cassette stereo*
- AM/FM/CD*

Upgrade Package (in addition to or in place of standard equipment)

- Power steering
- Body-color body side moldings
- Dual visor vanity mirrors
- Tilt steering wheel
- Tachometer

*Optional

5-DOOR RIO CINCO



Standard equipment includes:

- 96-hp 1.5-liter DOHC 4-cylinder engine
- 5-speed manual transmission
- Automatic transmission*
- 4-wheel ABS*
- Power steering
- P175/65R14 tires w/ full wheel covers
- Alloy wheels*
- Body-color body side molding
- Tinted glass
- Rear defroster
- Dual front airbags
- 8-way adjustable driver's seat
- Full cloth seat trim
- 60/40 split-folding rear seats
- Air conditioning*
- Power door locks*
- AM/FM/Cassette stereo
- AM/FM/CD*
- Dual visor vanity mirrors
- Tilt steering wheel
- Tachometer
- 12V power outlet (cargo area)
- Cargo area cover
- Cargo net
- Rear wiper/washer

*Optional

SPORTAGE



Standard equipment on Sportage 4x2 includes:

- 130-hp 2.0-liter DOHC 4-cylinder engine
- Fully boxed ladder frame
- 5-speed manual transmission
- Automatic transmission*
- P205/75R15 tires
- Power steering/brakes
- Alloy wheels
- Body-color cladding/roof rack/tire cover*
- Privacy glass
- Air conditioning
- Rear window defroster
- Outside hard-face rear spare tire cover
- Power windows/mirrors/door locks
- Deluxe full cloth seat trim
- Driver's seat lumbar adjustment
- Covered center storage console/armrest
- Tilt steering wheel
- 50/50 split-folding rear seat
- Rear cargo area power point
- Dual front airbags & the industry's first driver's knee airbag
- Side-door impact beams
- Cruise control*

In addition to base 4x2 equipment, 4x4 includes:

- Part-time 4-wheel drive
- Shift-on-the-move auto-lock/unlock front hubs
- 2-speed transfer case
- 4-wheel ABS*

*Optional

SPORTAGE 2-DOOR



Standard equipment on Sportage 2-Door (4x2 & 4x4) includes:

- 130-hp 2.0-liter DOHC 4-cylinder engine
- Fully boxed ladder frame
- Automatic transmission (4x2 model only)
- Manual transmission (4x4 model only)
- P205/75R15 tires
- Polished stainless steel rear sport bar
- Power steering/brakes
- Body-color bumpers
- Tilt steering wheel
- 2-speed variable intermittent wipers
- Air conditioning*
- AM/FM/CD*
- Outside hard-face rear spare tire cover
- Power windows/mirrors/door locks
- Digital clock
- In-dash dual slide-out cupholders
- Full-folding rear seat
- Covered center storage console/armrest
- Coin holder
- Full cloth seat trim
- Driver's seat lumbar adjustment
- Driver's footrest
- Dual front airbags & the industry's first driver's knee airbag
- Side-door impact beams
- Adjustable front seat belt anchors
- Theft-deterrent system
- Cruise control*

*Optional



10
YEAR

100,000 MILE WARRANTY PROGRAM

- 10 years/100,000 miles limited powertrain warranty
- 5 years/60,000 miles limited basic warranty
- 5 years/100,000 miles limited anti-perforation warranty
- 5 years unlimited miles 24-hour roadside assistance

Should you ever need assistance, just call us toll free at 1-800-333-4KIA for the Kia dealer or Alternate Service Location (ASL) nearest you. If you need emergency roadside assistance, we'll dispatch help immediately. If you're under warranty and break down more than 150 miles from home, we'll even foot the bill for your lodging, transportation and food expenses if repairs take more than 24 hours.*

KIA WARRANTY PROGRAM INCLUDES VARIOUS WARRANTIES INCLUDING POWERTRAIN AND BASIC WARRANTIES. ALL WARRANTIES ARE LIMITED. SEE DEALER FOR DETAILS OR GO TO KIA.COM.



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For a look at the whole Kia line, go to **kia.com**



*Maximum benefit of \$300 per incident.

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