



KIA MOTORS
The Power to Surprise™



The power to surprise.

A guide to KIA's 2008 full line of 10 models.

EXPECT MORE. GET MORE.

We designed our full line of vehicles to help you get the most out of life. Our award-winning line-up includes rugged and refined SUVs, stylish sedans, sporty compacts and the highest safety-rated mini-van ever built. All of which give you more style, more features and more peace of mind at an affordable price. For superior protection, every vehicle comes with a 10-year/100,000-mile warranty program.* So get into a Kia and see how far it can take you.

*See back cover for limited warranty details. Strategic Vision's 2007 Vehicle Experience Study™ surveyed 27,780 Oct.-Nov. new-vehicle buyers after the first 90 days of ownership.



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Kia. The power to surprise.



THE KIA STORY. At Kia, our goal is to keep you moving ahead in fun, exciting ways. As one of the fastest-growing automakers in the world, we sold our first million vehicles in the U.S. in just 10 years—faster than BMW, Mercedes, Toyota or Mazda.** Our second million came even faster—just three years later. How did we do it? By delivering more of what you want.

**According to Ward's Automotive Yearbook.

KIA.COM Our award-winning website makes shopping for your Kia both easy and informative. It lets you check performance details, features, specifications and more. You can even get price quotes, calculate your monthly payment, view 360° interior and exterior photos of our vehicles and find which of our 650 retailers is nearest you. Or, if you prefer, simply call 1-800-333-4KIA.

Designed
with you
in mind.

TAKE PRIDE IN YOUR PURCHASE

Owning a Kia is something you can feel good about every time you get behind the wheel. With styling and impressive features inside and out, plus outstanding customer service and a comprehensive 10-year/100,000-mile warranty program, you can be confident you're getting the best value out there.

HIGHER QUALITY

Every Kia is built to last. That's how we're able to back all our vehicles with such comprehensive coverage. We're that confident in the quality and reliability of our vehicles. Kia owners feel the same way — which is one reason why Rio has been recognized by J.D. Power and Associates as the "Highest Ranked Sub-Compact Car in Initial Quality, Two Years in a Row."

SUPERIOR PROTECTION

We've gone to great lengths to equip all our vehicles with the important safety features you're looking for, protecting everyone from driver to rear-seat passengers. So you can get where you're going with added peace of mind, knowing that we've put your safety first.



"Highest-Ranked Sub-Compact Car
in Initial Quality, Two Years in a Row."

J.D. POWER AND ASSOCIATES



Kia Rio/Rios received the lowest number of problems per 100 vehicles among sub-compact cars in the proprietary J.D. Power and Associates' 2006-2007 Initial Quality Studies™ (led in 2006, 2007 study based on responses from 97,307 new-vehicle owners, measuring 250 models and measures opinions after 90 days of ownership. 2007 proprietary study results are based on experiences and perceptions of owners surveyed in February–May, 2007. Your experiences may vary. Visit jdpower.com.

Get the
safety
you want.

"TOP SAFETY PICK"

- Insurance Institute For Highway Safety



Crash safety rating

in all four categories

- NHTSA

DRIVE WITH CONFIDENCE

We want you to be safe out there. So every Kia is built with the highest commitment to safety. The Sedona is one great example. This world-class minivan earned a 5-star crash safety rating[†] in all four categories from NHTSA and a Top Safety Pick rating from the Insurance Institute for Highway Safety. The features on the right are some of the advanced safety features you'll find in many of our vehicles.

[†]Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (safercar.gov). Model tested with standard side-impact airbags (SABs).



**TOTAL QUALITY
AWARD™**



BETTER STABILITY

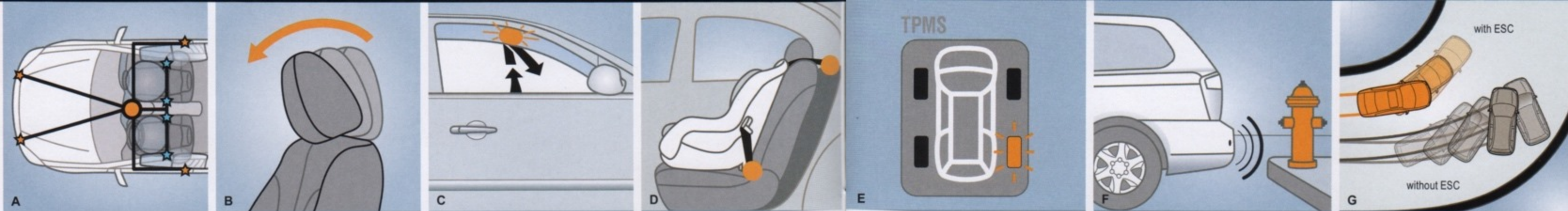
Electronic Stability Control (ESC)* provides you with improved directional stability, which helps you maintain control in difficult driving situations. ESC monitors and controls key vehicle functions, such as brake-force pressure, the speed you're traveling and the direction of the vehicle. It then brakes individual wheels and reduces engine power accordingly to attempt to help you bring the vehicle back on its intended course.

IMPROVED TRACTION

The Traction Control System (TCS)* uses speed sensors on each wheel to detect tire spinning when starting out or accelerating. If spinning is detected, the engine power is reduced and/or the brakes are applied until traction returns. In low-speed situations, wheel spin is limited by redistributing power to whichever drive wheel has the most traction. It's a valuable feature in mud or snow.

*Available on select models.

Peace of mind for everyone.



★ ★ ★ ★ ★
Crash safety rating
 in all four categories
 - NHTSA

SEDONA, OPTIMA, SPORTAGE, SORENTO

A FULL RANGE OF SAFETY FEATURES:*

- DUAL FRONT ADVANCED AIRBAGS
- DUAL FRONT SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- AIRBAG & SEAT-BELT LATCH SENSORS (A)
- FRONT SEAT-BELT PRETENSIONERS WITH FORCE LIMITERS
- FRONT & REAR 3-POINT SEAT BELTS
- FRONT ACTIVE HEADRESTS (B)
- ANTI-PINCH WINDOWS (C)
- LOWER ANCHORS AND TETHERS FOR CHILDREN (LATCH) (D)
- REINFORCED DOORS AND SIDE-IMPACT DOOR BEAMS
- TIRE-PRESSURE MONITORING SYSTEM (TPMS) (E)
- BACK-UP WARNING SYSTEM (F)
- 4-WHEEL DISC BRAKES W/ABS
- ELECTRONIC BRAKE-FORCE DISTRIBUTION
- ELECTRONIC STABILITY CONTROL (ESC) (G)
- TRACTION CONTROL SYSTEM (TCS)
- 24-HOUR ROADSIDE ASSISTANCE

*Some features are available only as optional equipment on select models. For complete details, see the spread for each model or go to kia.com

SAFETY FIRST

Every Kia's passenger compartment is made even safer with side-impact door beams, front and rear crumple zones and an energy-absorbing steering column.

ENHANCED PROTECTION

The advanced supplemental restraint system (SRS) is an airbag system that monitors the severity of an impact, the seating position of the occupants and seat-belt use, and then controls airbag inflation accordingly.[†]

TIRE CHECK

A Tire-Pressure Monitoring System (TPMS)^{††} alerts you if one or more of your tires is underinflated so corrective action can be taken.

SMARTER HEADRESTS

Front active headrests* move forward and up to help reduce neck injuries to front occupants in the event of a rear-impact collision.

[†]For maximum protection, always wear your seat belt.

^{††}Even with TPMS, always check your tire pressure on a regular basis.



AMANTI SHOWN

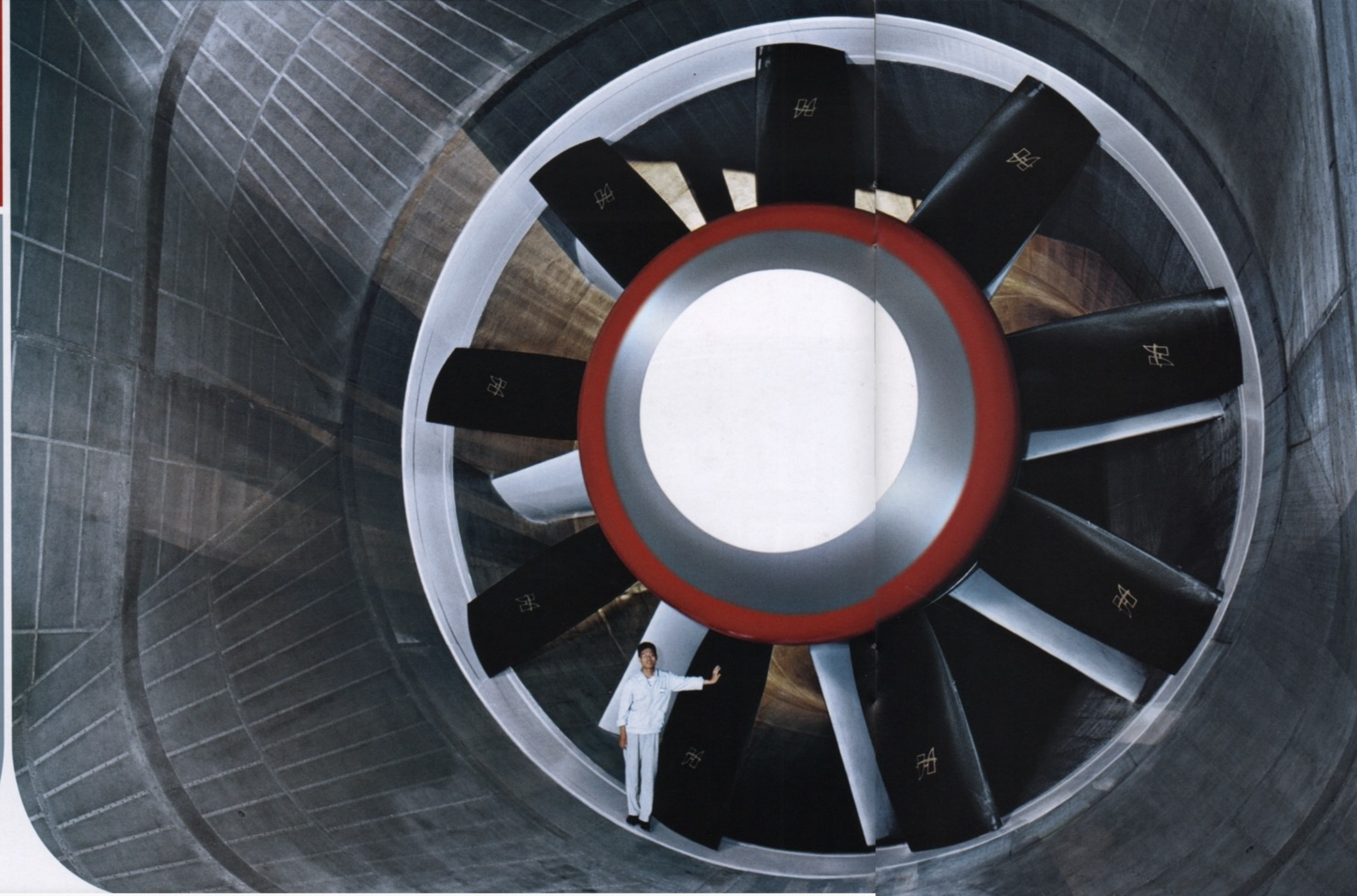
How dreams
become
reality.

**INNOVATION THROUGH
TECHNOLOGY**

Our state-of-the-art facilities allow our dedicated engineers to use innovative technology to create safe and affordable cars. From concept to crash test, our design, research and testing facilities help ensure that every one of our vehicles meets high standards for safety, design, performance and functionality.

 Kia.com

Visit our website for more information, and see what's new at Kia.



AERODYNAMIC TESTING

Impressive aerodynamics for maximum performance, increased fuel economy and reduced noise have all resulted from our world-class, state-of-the-art wind tunnel — just one of Kia's many high-tech testing facilities.

DESIGN & TECHNOLOGY

Designing better cars for the future begins at our new 90,000-square-foot Design and Technology Center in California, where we also have the state's largest automotive research and development center.

ADVANCED FEATURES

We strive to equip our vehicles with the latest advancements. Back-up warning system, Tire-Pressure Monitoring System, dual-zone automatic temperature control and power adjustable pedals are among the features incorporated into select models. And there are many more to come.

SORENTO Conquer the road in total comfort.



SORENTO EX V6 HIGHLIGHTS:

- 262-HP, 3.8-LITER, DOHC, V6 ENGINE
- FULLY BOXED LADDER-FRAME CONSTRUCTION
- SHIFT-ON-THE-FLY 4WD*
- TORQUE-ON-DEMAND® FULL-TIME 4WD*
- 16" ALLOY WHEELS
- ROOF RACK
- POWER SUNROOF W/TILT & SLIDE*
- AIR CONDITIONING
- DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*
- AM/FM/CD/MP3 W/10 SPEAKERS
- 6-DISC IN-DASH CD PLAYER*
- POWER WINDOWS, LOCKS & HEATED MIRRORS
- POWER DRIVER'S SEAT
- LEATHER SEAT TRIM*
- HEATED FRONT SEATS*
- 60/40 SPLIT FLAT-FOLDING REAR SEAT

SORENTO EX SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- DRIVER'S KNEE AIRBAG
- FRONT ACTIVE HEADRESTS
- 4-WHEEL DISC BRAKES W/ABS
- ELECTRONIC STABILITY CONTROL (ESC)
- TRACTION CONTROL SYSTEM (TCS)
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- SIDE-IMPACT DOOR BEAMS
- LOWER ANCHORS & TETHERS FOR CHILDREN (LATCH)

*Some features are available only as optional equipment. Torque-On-Demand® is a registered trademark of Borg-Warner Automotive, Inc.



Crash safety rating
in all four categories
- NHTSA

Highest possible rating
in rear impact tests
- Insurance Institute For Highway Safety



Proud winner of Strategic Vision's 2007 Total Quality Award™ for Best Medium SUV Ownership Experience, the midsize Sorento SUV has a bold body design, a powerful engine and outstanding off-road capability. This rugged SUV gives you a choice of 4WD systems, plus features like a 10-speaker sound system with MP3 player. The Luxury Package includes leather, heated front seats and automatic temperature control for added comfort.

- Clear White
- Ebony Black
- Bright Silver
- Sand Beige
- Spicy Red
- Midnight Blue
- Ice Blue
- Alpine Gray

SPORTAGE Ready, willing and totally capable.



All cargo should be evenly distributed and secured, and never piled higher than the seatback. Photograph for spatial reference only.

SPORTAGE EX HIGHLIGHTS:

- 173-HP, 2.7-LITER, DOHC, V6 ENGINE
- ELECTRONIC-CONTROL ON-DEMAND 4WD*
- 16" ALLOY WHEELS
- INTEGRATED ROOF RAILS
- FOG LIGHTS
- AIR CONDITIONING
- AM/FM/CASSETTE/MP3/CD STEREO W/6 SPEAKERS
- POWER WINDOWS, LOCKS & HEATED MIRRORS
- CRUISE CONTROL
- REMOTE KEYLESS ENTRY
- LEATHER SHIFT KNOB & STEERING WHEEL
- LEATHER SEAT TRIM*
- HEATED FRONT SEATS*
- 60/40 SPLIT FLAT-FOLDING REAR SEAT
- FLAT-FOLDING FRONT PASSENGER'S SEAT
- POWER SUNROOF

SPORTAGE EX SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FRONT SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- 4-WHEEL DISC BRAKES W/ABS
- ELECTRONIC STABILITY CONTROL (ESC)
- TRACTION CONTROL SYSTEM (TCS)
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- SIDE-IMPACT DOOR BEAMS
- FRONT & REAR CRUMPLE ZONES
- LOWER ANCHORS & TETHERS FOR CHILDREN (LATCH)
- HEIGHT-ADJUSTABLE FRONT SEAT-BELT ANCHORS

*Some features are available only as optional equipment.



With the Sportage EX, there's nothing to come between you and the lifestyle you love. It has a roomy interior with standard features like a power sunroof, air conditioning and cruise control. It gives you the power of a V6 engine and available, on-demand 4WD. You also get advanced safety features like six airbags, including full-length side curtains, for extra peace of mind. So get into a Sportage. And start doing great things.



★ ★ ★ ★ ★
Crash safety rating
 In all four categories
 - NHTSA

- Royal Jade Green
- Clear White
- Satin Silver
- Champagne Metallic
- Volcanic Red
- Smokey Brown
- Steel Silver
- Black Cherry
- Smart Blue

SEDONA Highest safety-rated minivan ever built.



The award-winning Sedona is spacious, stylish and packed with a wealth of luxurious amenities and class-leading safety features. It has six standard airbags including full-length side curtains, a powerful 250-horsepower V6 engine, flexible seven-passenger seating and multiple cargo configurations. All this, plus a 10-year/100,000-mile warranty program has earned the 2007 *MotorWeek* Drivers' Choice Award for "Best Minivan."

SEDONA EX HIGHLIGHTS:

- 250-HP, 3.8-LITER, DOHC, V6 ENGINE
- 17" TIRES W/ALLOY WHEELS
- 5-SPEED SPORTMATIC® TRANSMISSION
- CRUISE CONTROL
- AM/FM/CD/MP3 AUDIO
- DVD ENTERTAINMENT SYSTEM W/13 INFINITY® SPEAKERS, SURROUND SOUND*
- TRI-ZONE AIR CONDITIONING
- POWER WINDOWS, LOCKS & HEATED MIRRORS
- 2ND-ROW POWER WINDOWS
- POWER SLIDING DOORS & LIFTGATE*
- LEATHER SEAT TRIM W/HEATED FRONT SEATS*
- MEMORY DRIVER'S SEAT, MIRRORS & ADJUSTABLE PEDALS*
- FOLD-IN-THE-FLOOR 3RD-ROW SEATS
- 2ND-ROW REMOVABLE BUCKET SEATS

SEDONA EX SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FRONT SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- FRONT ACTIVE HEADRESTS
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- 4-WHEEL DISC BRAKES W/ABS
- ELECTRONIC BRAKE-FORCE DISTRIBUTION
- ELECTRONIC STABILITY CONTROL (ESC)
- TRACTION CONTROL SYSTEM (TCS)
- LOWER ANCHORS & TETHERS FOR CHILDREN (LATCH)
- BACK-UP WARNING SYSTEM*

*Some features are available only as optional equipment.



"TOP SAFETY PICK"
- Insurance Institute For Highway Safety

★ ★ ★ ★ ★
Crash safety rating
In all four categories
- NHTSA



RONDO A whole new kind of vehicle.



Kia Rondo has the bold style, flexibility and spaciousness of an SUV with the precise handling and fuel efficiency of a sedan. The perfect blend of form and function, it has multiple seating/cargo configurations and an available third-row seat to accommodate up to seven passengers. For your comfort and convenience, standard features include an AM/FM/CD audio and power windows, door locks and outside mirrors. Standard safety features include six airbags, Electronic Stability Control and a Tire-Pressure Monitoring System. Premium features like a V6 engine, leather seat trim, heated front seats and a power sunroof are available. At last, you really can have it all.

RONDO EX HIGHLIGHTS:

- 162-HP, 2.4-LITER, DOHC 16-VALVE ENGINE
- 17" ALLOY WHEELS
- AM/FM/CD/MP3 AUDIO
- AUXILIARY AUDIO INPUT JACK
- AIR CONDITIONING
- POWER WINDOWS, LOCKS & MIRRORS
- STEERING-WHEEL AUDIO CONTROLS
- LEATHER-WRAPPED STEERING WHEEL
- DRIVER'S SEAT HEIGHT ADJUST
- 60/40 MULTI-FOLD 2ND-ROW SEATS
- 50/50 SPLIT 3RD-ROW SEATS*
- LEATHER SEAT TRIM*
- KEYLESS ENTRY SYSTEM
- ROOF RAILS
- POWER SUNROOF*

RONDO EX SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FRONT SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- 4-WHEEL DISC BRAKES W/ABS
- ELECTRONIC STABILITY CONTROL (ESC)
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- FRONT ACTIVE HEADRESTS
- SIDE-IMPACT DOOR BEAMS
- FRONT & REAR CRUMPLE ZONES
- LOWER ANCHORS & TETHERS FOR CHILDREN (LATCH)

*Some features are available only as optional equipment.



Frontal crash safety rating

- NHTSA

Velvet Blue

Urban Gray

Black Cherry

Fine Silver

Light Almond Beige

Clear White

Volcanic Red

AMANTI Welcome to the next level of luxury.



AMANTI HIGHLIGHTS:

- 264-HP, 3.8-LITER, DOHC, V6 ENGINE
- 5-SPEED SPORTMATIC® TRANSMISSION
- 17" ALLOY WHEELS W/CHROME FINISH*
- 8-WAY POWER ADJUSTABLE DRIVER'S SEAT W/4-WAY POWER LUMBAR SUPPORT
- 4-WAY POWER ADJUSTABLE FRONT PASSENGER'S SEAT
- DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL
- POWER WINDOWS, LOCKS & HEATED MIRRORS
- INFINITY® AM/FM/6-DISC IN-DASH CD CHANGER W/9 SPEAKERS*
- KEYLESS ENTRY W/ALARM
- LEATHER SEAT TRIM W/HEATED FRONT SEATS*
- DRIVER'S SEAT & OUTSIDE-MIRROR MEMORY*
- POWER SUNROOF W/TILT*
- 4" DISPLAY MONITOR W/TRIP COMPUTER, DIGITAL CLOCK & OUTSIDE TEMPERATURE*

AMANTI SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FRONT & REAR SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- ANTI-PINCH WINDOWS
- FRONT ACTIVE HEADRESTS
- 4-WHEEL DISC BRAKES W/ABS
- ELECTRONIC BRAKE-FORCE DISTRIBUTION
- ELECTRONIC STABILITY CONTROL (ESC)*
- TRACTION CONTROL SYSTEM (TCS)*
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- SIDE-IMPACT DOOR BEAMS

*Some features are available only as optional equipment.

The 2008 Amanti is big on luxury, big on safety and big on roominess. It has standard features like a responsive V6 engine and dual-zone automatic temperature control. For safety there are eight airbags, anti-lock brakes and a Tire-Pressure Monitoring System. The Leather Package includes leather seat trim and a premium Infinity® audio system. So move up to an Amanti, and get the luxury you deserve.

Pearl White

Ebony Black

Bright Silver

Midnight Gray

Dark Red Wine

Pewter Beige



Highest possible rating

in front and side impact tests
- Insurance Institute For Highway Safety

OPTIMA A new level of stylish performance.



OPTIMA EX HIGHLIGHTS:

- 162-HP, 2.4-LITER, DOHC, I4 ENGINE
- 5-SPEED SPORTMATIC® TRANSMISSION
- 16" ALLOY WHEELS
- AUTOMATIC TEMPERATURE CONTROL
- INFINITY® AM/FM/6-DISC CD CHANGER/MP3 W/7-SPEAKERS*
- LEATHER SEAT TRIM
- HEATED FRONT SEATS*
- 8-WAY POWER ADJUSTABLE DRIVER'S SEAT
- 4-WAY POWER ADJUSTABLE FRONT PASSENGER'S SEAT*
- POWER SUNROOF W/TILT*
- POWER WINDOWS, LOCKS & HEATED MIRRORS
- AUTO-DIMMING REAR-VIEW MIRROR
- REMOTE KEYLESS ENTRY AND ALARM
- CRUISE CONTROL

OPTIMA EX SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FRONT SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- 4-WHEEL DISC BRAKES W/ABS*
- ELECTRONIC STABILITY CONTROL (ESC)*
- TRACTION CONTROL SYSTEM (TCS)*
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- FRONT ACTIVE HEADRESTS
- LOWER ANCHORS & TETHERS FOR CHILDREN (LATCH)

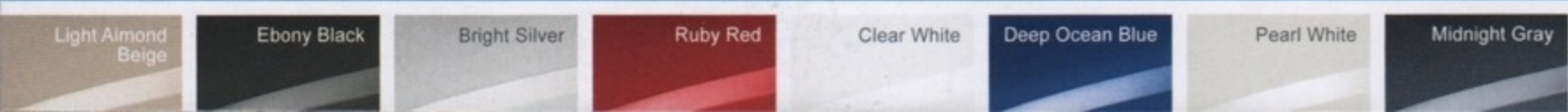
*Some features are available only as optional equipment.
**Based on 2008 EPA highway estimates.



★ ★ ★ ★ ★
Crash safety rating
 in all four categories
 - NHTSA

Highest possible rating
 in front and rear impact tests
 - Insurance Institute For Highway Safety

Ready to move up to a sporty, sophisticated midsize sedan? Optima EX delivers with its exhilarating ride, precise handling and impressive highway fuel efficiency of up to 31 mpg.** You'll also enjoy its stylish design and features like leather seat trim and power front seats, plus comprehensive safety features like six airbags and front active headrests. Premium features include an available V6 engine, Infinity® audio system and power sunroof.



SPECTRA Two models of sporty versatility.



SPECTRA 5 SX

SPECTRA SX & SPECTRA 5 SX HIGHLIGHTS:

- 138-HP, 2.0-LITER, DOHC, 4-CYLINDER ENGINE
- SPORT-TUNED SUSPENSION
- 16" ALLOY WHEELS
- UNIQUE FRONT & REAR FASCIAS
- SIDE SILLS & REAR SPOILER
- CRUISE CONTROL
- AIR CONDITIONING
- AM/FM/CD W/6-DISC CD CHANGER & MP3*
- AUXILIARY AUDIO INPUT JACK
- POWER WINDOWS, LOCKS & HEATED MIRRORS
- UNIQUE SPORT-INTERIOR-FABRIC TRIM
- 60/40 SPLIT-FOLDING REAR SEAT
- LEATHER-WRAPPED STEERING WHEEL & SHIFT KNOB
- METAL PEDALS
- POWER SUNROOF W/TILT*

SPECTRA SX & SPECTRA 5 SX SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FRONT SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- FRONT SEAT-BELT PRETENSIONERS W/FORCE LIMITERS
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- 4-WHEEL DISC BRAKES
- 4-WHEEL ABS*
- SIDE-IMPACT DOOR BEAMS
- FRONT & REAR CRUMPLE ZONES

*Optional features on select models.
 **Based on comparison to 2007 models.
 ***Based on 2008 EPA highway estimates.

The Spectra 5 SX and Spectra SX give you unique style, sporty performance and precise handling. Both models provide impressive standard features and class-leading safety equipment.** A 138-hp engine, sport-tuned suspension and fuel efficiency of up to 32 mpg*** make them a blast to drive. Plus, with their 60/40 split-folding rear seats and class-leading interior space,** they're up for anything you are.



★★★★★
 Frontal crash safety rating
 - NHTSA

RIO Segment-leading quality two years in a row.



RIO 5 SX

RIO SX & RIO 5 SX HIGHLIGHTS:

- 110-HP, 1.6-LITER, DOHC, 4-CYLINDER ENGINE
- 15" ALLOY WHEELS
- REAR SPOILER
- TINTED GLASS
- POWER STEERING
- AIR CONDITIONING
- AM/FM/CD W/4 SPEAKERS
- AUXILIARY AUDIO INPUT JACK
- POWER WINDOWS, LOCKS & HEATED MIRRORS*
- REMOTE KEYLESS ENTRY*
- 8-WAY ADJUSTABLE DRIVER'S SEAT
- 60/40 SPLIT-FOLDING REAR SEAT
- LEATHER-WRAPPED STEERING WHEEL & GEARSHIFT KNOB
- METAL-FINISH TRIM AND METAL PEDALS

RIO SX & RIO 5 SX SAFETY:

- DUAL FRONT ADVANCED AIRBAGS
- FRONT SEAT-MOUNTED SIDE AIRBAGS
- FULL-LENGTH SIDE CURTAIN AIRBAGS
- FRONT & REAR 3-POINT SEAT BELTS
- FRONT SEAT-BELT PRETENSIONERS W/FORCE LIMITERS
- TIRE-PRESSURE MONITORING SYSTEM (TPMS)
- 4-WHEEL ABS*
- SIDE-IMPACT DOOR BEAMS
- FRONT & REAR CRUMPLE ZONES

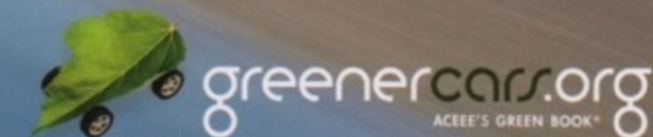
*Optional features on select models.
 **Based on comparison to 2007 models.
 ***Based on 2008 EPA highway estimates.



RIO LX



"Highest-Ranked Sub-Compact Car in Initial Quality, Two Years in a Row."
 J.D. POWER AND ASSOCIATES



"One of the Greenest Vehicles of 2007"

Being practical doesn't mean you have to take the joy out of life. The Rio and Rio 5 have a sporty, dynamic look, class-leading** interior space and safety features that include six standard airbags. With outstanding fuel efficiency of up to 35 mpg,*** they were recognized as one of the "Greenest Vehicles of 2007." It's no wonder they have been named the "Highest Ranked Sub-Compact Car in Initial Quality, Two Years in a Row" by J.D. Power and Associates.

- Clear White
- Cashmere Beige
- Midnight Black
- Clear Silver
- Polar Blue
- Sapphire Blue
- Tropical Red
- Sunset Orange

WE'VE GOT YOU COVERED. At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we give you one of the most comprehensive warranty programs available. So you can relax and enjoy the ride.

10 YEAR
100,000 MILE
WARRANTY

- 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*

SPORTAGE



SEDONA



SORENTO



RONDO



RIO5



RIO



OPTIMA



AMANTI



SPECTRA



SPECTRA5



KIA MOTORS
The Power to Surprise™

KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA

The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for details or go to kia.com.

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