



KIA MOTORS
The Power to Surprise™

cee'd

5-DOOR HATCHBACK AND SW MODELS





THE POWER TO SURPRISE™

Kia Motors Corporation is the 5th largest automotive group in the world. If you are not already aware, we are the brand to watch. Kia is a major global player, having exported over 5 million cars to more than 155 countries around the world. Our vehicles are continually surpassing our customers' expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our ground-breaking worldwide growth and state-of-the-art dedicated European factory, Kia has a bright future. Kia is actively involved with major sporting events around the world, sponsoring renowned events such as the Australian Open and the 2010 FIFA World Cup as well as individuals such as tennis sensation Rafael Nadal.

The driving force behind this success is our commitment to quality. With contemporary styling, access to the latest technologies and excellent build quality, Kia cars are turning heads the world over. It's the car brand with the power to surprise. From the Picanto to the Sorento, Kia offers a full line-up of passenger cars, MPVs and SUVs that suit any lifestyle and are always exhilarating to drive.



Specification shown is a limited edition cee'd SW-7. Wheels also available as an accessory option.

7 YEAR
ceed
WARRANTY*



MAKING A NAME FOR ITSELF

The name is pronounced 'seed' in case you're wondering. Unlike many invented car names, we think it's rather appropriate. Designed by Europeans. Tested on Europeans. And made in a new purpose built factory in Europe. During development the top secret project was known simply as 'ED' – for European Design – and the 'CE' part was soon added as shorthand for the Community of Europe. In a nutshell, it means it's been created using the latest technology and most advanced quality control systems.

The cee'd is available either as a 5-door hatchback or an exceptionally spacious 5-door lifestyle estate (called the SW). Backed by a 7-year manufacturer's warranty* which is standard across the whole cee'd range, the longest you'll find on any car in Europe, so we're confident cee'd is a name that's going to be around for a very long time.

*For full warranty coverage including terms and conditions refer to your Kia dealer.





WE BEGAN WITH A CLEAN SHEET

You can't get any cleaner than a white sheet of paper. That's how the cee'd began. We had no factory. No previous models to base it on. So we took a completely fresh perspective. And it shows. Everything about the cee'd is new. Our factory in Slovakia is one of the world's most advanced car manufacturing plants. Over 400 robots ensure precision build quality. Every time.

Then there's the cee'd itself. Conceived at our European Design Centre in Germany, it's a completely new design that's been evaluated with consumers at every stage of development. Our designers call it 'tough not rough'. What they mean is it has a reassuring sense of solidity, whilst its smooth flowing lines also create a feeling of style.

We tested the cee'd on some of the worst roads in Europe - Britain's roads. Renowned for their uneven surfaces and potholes, they have been the downfall of many a car. Not the cee'd. That's why we've given it a 7-year

warranty. We're confident it's built so well it'll finish as it started - with a clean sheet.

The cee'd 5-door hatchback has been awarded a 5-Star safety rating in the latest Euro NCAP crash test results: 5-Stars for Adult Protection, 4-Stars for Child Protection and 2-Stars for Pedestrian Protection - making it amongst the safest cars in its sector. In addition, Autocar awarded Kia 'Idea of the Year' for the cee'd 7-year warranty.

The cee'd SW is also an award-winner, recently receiving the Practical Parenting 'Best Buy' award and What Diesel? magazine's 'Estate Car of the Year 2008' award.



"It's clear Kia has a genuine star on its hands."
What Car?

Kia's European Design Centre





GOOD DESIGN IS ABOUT THE THINGS YOU CAN'T SEE

Good design is deceptively simple. Less is more in the case of the cee'd. The smooth exterior is clean. And we don't just mean the bodywork. Kia engineers even fitted a special undertray behind the rear axle to improve airflow under the car. It makes the cee'd very aerodynamic indeed, with a drag coefficient of just 0.33. Doesn't sound much and it isn't. What that means is excellent stability, better fuel economy and a lack of wind noise.

Now take a look at the wheels. Notice anything different? Depending on bodystyle, they're as close to the front and rear as possible so there's minimal overhang. Look again. See what we mean?

That leaves an unusually big space in the middle. We have to admit, it's hard to appreciate on paper, but at 2,650 mm it's a large wheelbase for a car this size. It all adds up to excellent manoeuvrability and interior space. So even if you had never noticed, we thought you'd like to know. It's what good design is all about.





CEE'D - A GENUINE STAR





A SENSE OF STYLE





ceed sw



EXPLORE WIDE OPEN SPACES



THE LUXURY OF SPACE



CONTEMPORARY INTERIOR DESIGN







IN TOUCH WITH YOUR SENSES

The front doors open to an extra-wide 70 degree angle. Apart from making it easier to get in and out, it shows off a stylish interior which is well thought through too. Run your hand across the dashboard and you'll instantly know what we mean. The materials are soft to the touch and precisely fitted.

Turn the ignition key and the instrument panel bursts into life. The red/orange backlighting and dials are clear and easy to read. Finding your optimum driving position is easy. The driver's seat and steering wheel adjust is for height as well as reach. The semi-bucket seats are snug too, with adjustable lumbar support for the driver and front passenger. All the controls are well placed and within easy reach. And there are plenty of clever little storage places to keep things neat and tidy.

The Siemens™ audio head unit and up to six Blaupunkt™ audio speakers maximise the quality of music you choose. The cee'd is equipped with superb standard specification including a state-of-the-art audio with CD and MP3 player, all neatly mounted in the centre console of the dash. The ready-to-go USB, AUX and iPod®† connections on certain grades allow you to take your iPod®† or other MP3 player with you. Steering wheel mounted controls allow you to adjust the stereo with ease.

*"The Kia cee'd is impressive on all counts."
Steve Cropley, **Autocar**.*



1. Sporty three-dial instruments
2. Steering wheel mounted audio controls
3. High grade centre console unit
4. USB, AUX and iPod® connections

† iPod® is a registered trademark of Apple, Inc.





EVERYTHING AT YOUR FINGERTIPS





Every one of the 4,470 mm that make up the length of the cee'd SW has been scrutinised to provide maximum practicality without compromising sports appeal. It's rare to find a car with space and style like this one.

The cee'd is more than just a car to comfortably take people from place to place. It's designed for the flexibility and unpredictability of life. You've just been out for the day and seen a piece of furniture you must have. No problem. Regardless of bodystyle, just lower the rear seats and you've instantly got a flat loading bay that'll get it home.

You've got to pick up some children and all their paraphernalia on a hot summer's day. You pop some drinks in the standard specification glovebox cooler and a talking book in the CD player. Sorted.

You're out with the family, but there's those plants you must pick up from the garden centre. You fold down one of the seats and

DESIGNED FOR LIFE

slot them through. The children stay in the two remaining back seats. It's easy to see how the cee'd can become an essential part of your life.

The 60:40 split rear seats are standard on all models and fold down to create a massive 1,300 litres of storage space in the 5-door hatchback and 1,664 litres in the cee'd SW.

Thanks to its innovative features, the cee'd never compromises its style and outstanding performance. When accessing the boot - especially in tight parking spaces - you won't have to move an inch because of the unique extended tailgate hinge system.



All seats upright (cee'd 5-door hatchback)



Rear seat split folding (cee'd 5-door hatchback)



Rear seat folding (cee'd 5-door hatchback)



BREATHING SPACE









SAFETY IS ANOTHER OF ITS STRENGTHS

The cee'd is not just a comfortable place to be, it's also a very safe place. The bodyshell has been engineered for exceptionally high torsional stiffness – more than two thirds is made of high tensile-strength steel which provides outstanding crash protection. There are five 3-point seatbelts and ISOFIX child safety anchor points in the rear. There's also an on-off switch to deactivate the passenger side front airbag if you ever need to carry a baby in a rear-facing seat. The cee'd and cee'd SW ranges are fitted with an Anti-Lock Braking System (ABS) which incorporates Electronic Brakeforce Distribution (EBD) to ensure braking is evenly distributed between the four wheels to keep you in full control whatever the road conditions.

airbags and full-length curtain airbags for all-round collision protection.

The cee'd has excellent security features. Deadlocks are standard on all doors and all models are fitted with an advanced electronic immobiliser. Developed in conjunction with the Thatcham Motor Insurance Repair Research Centre in the UK, its anti-theft credentials are high – another reason for its low insurance groups. That may stop the determined thief, but what about the opportunist? We've thought of that as well with speed sensing auto door locking on all models. When you pull away, the doors automatically lock and, in the unlikely event of an accident, unlock automatically.

1	2
3	4

1. Reinforced body structure
2. Integrated active front head restraints
3. Seatbelt reminder
4. Rear parking sensors (accessory option)

The cee'd features intelligent active head restraints as standard on the front seats. During a rear impact the head restraint moves forwards and upwards, helping to prevent whiplash neck and back injuries. Every cee'd is equipped with dual front airbags, front side



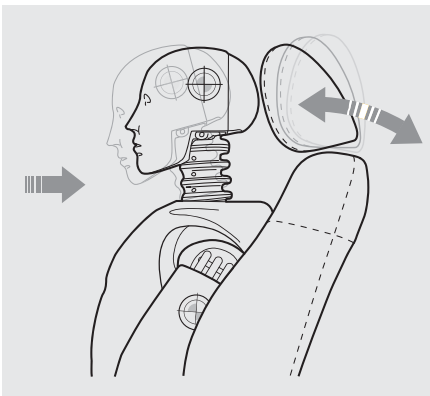


ENJOY THE FEELING OF TOTAL CONTROL

Perfectly balanced, the cee'd has excellent road handling making driving a real pleasure. Fully independent front and rear suspension delivers crisp, responsive handling and a comfortable ride which effortlessly soaks up the bumps.

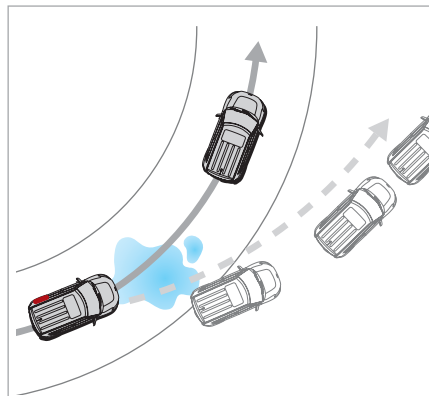
Electric power-assisted rack and pinion steering gives excellent feedback and precise control. This provides the optimum balance between easy parking, country road motoring and relaxed motorway driving.

You'll find the power-assisted all-disc braking system delivers excellent stopping power when you need it. The large diameter ventilated front discs and solid rear discs are backed-up by four-channel, four-sensor ABS (Anti-lock Braking System) with EBD (Electronic Brakeforce Distribution). The Electronic Stability Control (ESC) improves stability in extreme driving conditions (standard on Sport models and optional on LS grades).

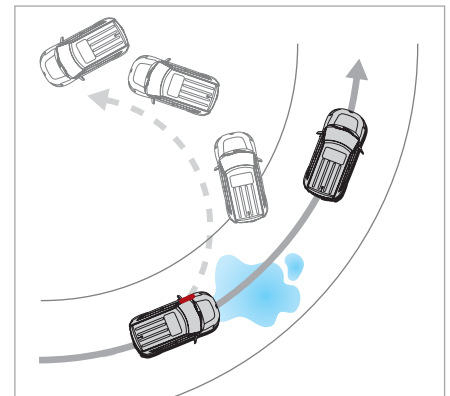


Active Head Restraints: Reduce whiplash and other injury to the head and neck area.

Oversteer



Understeer



Electronic Stability Control (ESC): improves stability (correcting understeer and oversteer) in extreme driving conditions.



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THE POWER OF CHOICE



Diesel or petrol? Your chosen engine power is a matter of personal preference and driving style.

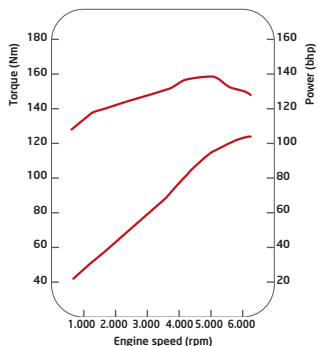
Nowadays, diesel combines fuel economy with performance thanks to a range of advanced technologies including a variable geometry turbocharger and second generation Bosch fuel injection. There are three efficient diesel engines to choose from - standard and high power 1.6 litre versions (producing 89 and 113 bhp respectively) and a range topping 2.0 litre unit producing 138 bhp.

If you prefer the refinement of petrol there's a 1.6 litre (120 bhp) unit available on the SW or a choice of a 1.4 litre (104 bhp) or 1.6 litre (120 bhp) engine on the 5-door hatchback. Both of which feature CCVT (Continuous Variable Valve Timing) technology.

All models are available with a smooth 5 speed manual gearbox or a 6 speed on the 2.0 litre diesel model. You can also choose a 4 speed automatic transmission with either a 1.6 litre petrol or 1.6 litre diesel (113 bhp) engine. This features a sophisticated electronic controller which monitors acceleration, deceleration, engine speed and road speed, adapting the gear changes to suit your individual driving style.

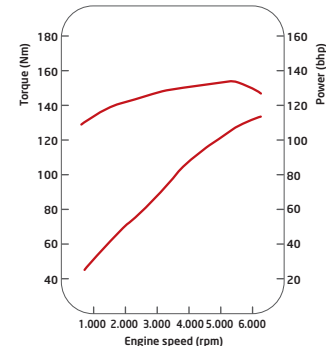


1.4 DOHC Petrol



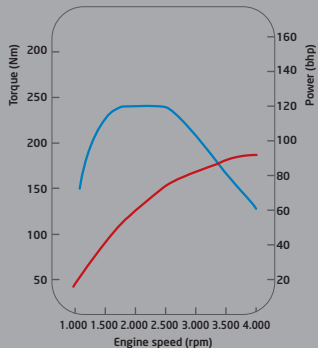
Max Power 104 bhp @ 6,200 rpm
 Max Torque 137 Nm @ 5,000 rpm
 Fuel Consumption (Combined) Sdr 46.3 (6.1)
 CO₂ emissions Combined (Manual) Sdr 145

1.6 DOHC Petrol



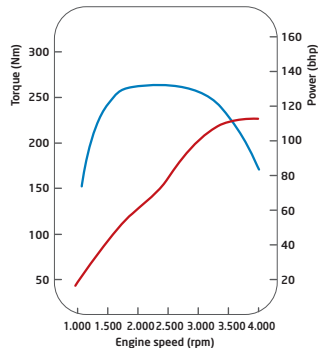
Max Power 120 bhp @ 6,200 rpm
 Max Torque 154 Nm @ 4,200 rpm
 Fuel Consumption (Combined) Sdr 44.1 (6.4) SW 43.5 (6.5)
 CO₂ emissions Combined (Manual) Sdr 152, SW 154

1.6 CRDi Diesel (Std)



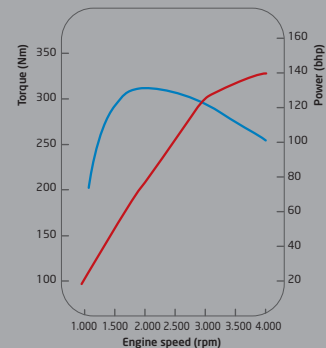
Max Power 89 bhp @ 4,000 rpm
 Max Torque 235 Nm @ 1,750 - 2,500 rpm
 Fuel Consumption (Combined) Sdr 62.8 (4.6) SW 57.6 (4.9)
 CO₂ emissions Combined (Manual) Sdr 119, SW 128

1.6 CRDi Diesel (High)



Max Power 113 bhp @ 4,000 rpm
 Max Torque 255 Nm @ 1,900 - 2,750 rpm
 Fuel Consumption (Combined) Sdr 60.1 (4.7) SW 57.6 (4.9)
 CO₂ emissions Combined (Manual) Sdr 125, SW 128

2.0 CRDi Diesel



Max Power 138 bhp @ 4,000 rpm
 Max Torque 305 Nm @ 1,800 - 2,500 rpm
 Fuel Consumption (Combined) Sdr 50.4 (5.6) SW 48.7 (5.8)
 CO₂ emissions Combined (Manual) Sdr 148, SW 154



All above specifications are based on information available at the time of publication and can be revised without prior notice. Fuel consumption figures may vary depending on the version of vehicle, load weight and driving style.

FEATURES AND OPTIONS

Certain features are model dependent.
Check with your local dealer for full availability.



Sporty three-dial instrument cluster.

Gauge visibility is perfectly clear with the attractive surface-mounted display and red-orange illumination.



Trip computer & integrated information system.

All the main instrument readings are grouped together in this single, easy-to-read display. The trip computer gives you useful information on your journey status including mileage and fuel levels.



Audio system with CD and MP3 player.

A high quality Siemens audio system developed specially for the ce'e'd range gives you the choice to listen to FM/AM radio, CD or external MP3 files via quality Blaupunkt speakers.



Steering wheel audio controls.

Change radio stations, switch to CD, adjust the volume or mute the system without having to take your eyes off the road with these conveniently placed ergonomic controls.



USB, AUX and iPod[†] connections.

Take your music with you and plug in your MP3 player through built-in USB, AUX and iPod[†] connections. The power socket is also useful for charging players or your mobile.



Automatic climate control.

Set your perfect driving temperature at the touch of a button.

[†] iPod[®] is a registered trademark of Apple, Inc.



Seatbelt reminder.

Usually only available on the driver's seat, the cee'd takes safety a step further with seatbelt sensors on all seats. So now you can be sure that all your passengers are buckled up before you set off.



Electric power steering.

Finger-tip parking is a reality thanks to electric motors which provide assistance at lower speeds. As you accelerate the assistance is reduced for greater stability and control at higher speeds.



Overhead console.

A gentle push opens this handy storage compartment which keeps your eyewear out of harms way. It also incorporates two map lights for the driver and passenger.



Silver roof rails (cee'd SW only).

The integrated roof rails are useful for transporting long and bulky items and are ideal for bike carriers and roof boxes.



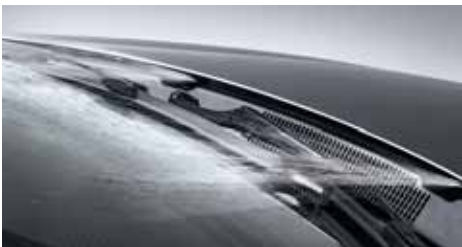
Luggage tray in the boot (cee'd SW only).

This tray is one more unexpected feature and a perfect spot for your first aid kit or important personal belongings with a maximum storage capacity of 55 litres.



All-door pocket.

Storage is at a premium in any car and the Kia cee'd makes use of space on all four of the doors beneath the arm rests. The innovative door pocket is both spacious and deep to prevent items from falling out when the door is opened or closed.



Efficient washer nozzle.

Advanced washer nozzles are mounted on the bonnet with an air deflector that ensures the water jet is placed accurately onto the windscreen. A wider nozzle spray maximises the screen cleaning of the wipers.



Centre fascia console tray.

It's great to have loose change for parking or other items close at hand and hidden from outside view. Conveniently located at the bottom of the centre fascia and with a folding cover, it is the perfect place for storing small items.



Extended Tailgate.

When accessing the boot of the cee'd SW, especially in tight parking spaces, you won't have to move an inch because of the unique extended tailgate design.



Centre console storage box.

This box is perfect for storing your mobile phone and any other items that just seem to get lost so easily. The clever design doubles up as a comfortable armrest and includes a handy storage box for CDs.



Cooled glovebox.

The spacious glovebox can hold all your manuals and documents as well as any guide books and maps. It's also a cooled compartment for storing snacks and chilling drinks that might otherwise get too hot in the interior.



ACCESSORIES

A selection of accessories available for the cee'd hatchback



Alloy wheels



Leather interior (two designs are available). Sports design featured here.



Bodykit

A selection of accessories available for the cee'd SW



Roof bars



Bike carriers



Snow and ski racks



Top box

Get creative...
DESIGN MY KIA.

www.kia.co.uk/accessories



KIA'S STATE-OF-THE-ART FACTORY

The best way to achieve the highest build quality for the cee'd was to build a brand new factory. Kia chose Zilina in Slovakia in which to create one of the world's most advanced car manufacturing plants.

Manufacturing demands and environmental responsibility don't always go hand-in-hand, but Kia was determined to make sure that its first European plant would reach the highest environmental standards and set a benchmark for the region's automotive industry. The location was also an important environmental consideration - Zilina-built cars are shipped across western, central and eastern Europe, thus reducing the impact of cross-global vehicle movements. The UK's Institute of Transport Management awarded

Kia Global Automotive Manufacturer of the Year 2007. This recognised the plant's advanced technological solutions to minimise energy and water waste during the manufacturing process.

In 2008, Zilina was formally certified as an environmentally-friendly facility. Whilst in May, the plant received its Design for Environment and the Life Cycle Assessment certificates.

All part of creating a safer, cleaner factory of the future, Zilina is a leading example of how to 'best balance' the often conflicting twin demands of manufacturing and environmental responsibility.

FACTORY FACTS:

- The factory site covers 168 hectares; the engine facility covers a further 55 hectares
- There are 410 robots
- The paint shop houses over 7 kms of conveyors
- The assembly shop line is 400 metres long
- There are three trim lines, two chassis lines and four final assembly lines
- The facility is able to produce seven different body styles
- Around 75 per cent of parts are sourced from European suppliers





KIA MOTORS
The Power to Surprise™

ENVIRONMENTALLY YOURS

Kia Motors takes great pride in rising to meet the expectations and challenges of the 21st century while making tangible contributions to the preservation of the environment and sustainable development of society. Kia Motors has set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, investing in eco-friendly cars for a greener tomorrow.

The concept of eco-friendly cars is followed through all cycles of a vehicle's life. From design through to recycling, Kia Motors creates innovative products, ensuring state-of-the-art Design for Recycling (DfR) guidelines. Wherever possible, recycled and recyclable materials



The Power to Surprise™

The Power to Surprise™ represents Kia Motors Corporation's commitment to surpassing customer expectations through continuous automotive innovation. By offering our customers products and services that exceed expectations, we enable them to lead energetic lives. Kia's line-up of dynamically designed, high quality cars and world-class service offerings ensure that our customers are enthusiastic about coming back to Kia - again and again.

are used in the production of Kia cars, all major plastic parts being chosen for ease of disassembly and stamped with a composition code.

Even at the end of a vehicle's life, one of Kia Motors' environmental targets is the eco-friendly take-back and treatment of End-of-Life Vehicles. Operating a rigid process, Kia Motors has selected partners across Europe that guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

Kia Motors (UK) Ltd has appointed autogreen as our partner to manage the take-back, treatment and recycling of End-of-Life Vehicles in accordance with Directive 2000/53/EC. They can provide advice on whether or not your vehicle qualifies for free take-back and the location of your nearest take-back facility.

DYNAMIC EVOLUTION

Driven by innovation: A solar-powered car, a water-fuelled car, a self-navigating "smart" car. No longer are these figments of the imagination but one day could be parked in your garage. Kia researchers are

working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environmentally-friendly features. Kia's Namyang R&D Centre in Korea and our overseas research and design facilities in the USA, Japan and Germany are combining efforts to develop new vehicles that satisfy the diversified needs of each region of the world. By ushering in a new generation of cars that feature high impact-durability frames, on board "data-infotainment" systems and fuel efficient, lightweight and high-powered engines with reduced emissions and noise, Kia will spearhead automobile innovation in the 21st century.

KIA WARRANTY OFFER

Over the years, Kia has become one of the most successful worldwide car manufacturers. The key to our success? We give our customers that little bit extra: better service by qualified technicians, regular product innovation and superior warranty coverage.

7-YEAR VEHICLE WARRANTY



Our high quality standards are what make superior warranty coverage possible: 3 years/ unlimited mileage and 4-7 years/ 100,000 mile full manufacturer's warranty.*

10-YEAR ANTI-PERFORATION WARRANTY

Your new Kia comes with a 10-year anti-perforation warranty.**

FINANCING

Contact your local Kia dealer to establish a finance plan that's best suited to your needs.

GET CREATIVE

Personalise your car with a wide range of accessories. For all the options check out Design My Kia at

www.kia.co.uk/accessories

*For full warranty coverage including terms and conditions please refer to your Kia dealer.

**Annual bodywork inspection required for which a charge may apply.

The official fuel consumption figures in mpg (l/100 km) for the Kia cee'd range (5-door and SW models) are between Urban 52.3 (5.4) - 31.7 (8.9), Extra-Urban 68.9 (4.1) - 47.9 (5.9) and Combined 62.8 (4.5) - 40.9 (6.9). The official CO₂ emissions are between 119 - 165 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban 52.3 (5.4) - 19.3 (14.6), Extra-Urban 68.9 (4.1) - 33.6 (8.4) and Combined 62.8 (4.5) - 26.4 (10.7). The official CO₂ emissions for the Kia range of vehicles are between 117 - 255 g/km.



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www.kia.co.uk

Kia Motors (UK) Limited,
2 The Heights, Brooklands, Weybridge, Surrey, KT13 0NY
Freephone: 0800 775 777

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. Images are for illustrative purposes only and may not be to UK specification.

