



**KIA MOTORS**  
*The Power to Surprise™*

# SPORTAGE



## THE POWER TO SURPRISE™

Kia Motors Corporation is the 6th 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 over 155 countries around the world. Our vehicles are continually surpassing our customer's expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our groundbreaking worldwide growth and with our recently opened 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, Davis Cup, and individuals such as tennis sensation Rafael Nadal. We are also proud sponsors of the 2010 FIFA World Cup and UEFA 2008.

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





TAKES EVERYTHING IN ITS STRIDE



AT HOME IN THE URBAN JUNGLE



EVERYTHING UNDER CONTROL



The hooded instrument cluster has a smart and contemporary look, serving up all the vital vehicle information at a single glance. The smooth-shifting five-speed or six-speed manual gearboxes come with a hydraulically sprung clutch for effortless, smooth take-up. The four-speed automatic gearbox comes with a sequential shift mode for sporty, responsive gear changes. Its new adaptive shift control logic continually reprograms the software to deliver either optimal dynamic performance or maximum fuel economy as your driving style dictates.

## AN EFFORTLESS DRIVE

On the road the Kia Sportage is responsive and surprisingly agile, soaking up the potholes and bumps without any fuss. Powerful yet fuel efficient, it delivers effortlessly in rougher driving conditions as well. It's a 4x4 that's built for the rigours of everyday life and built to last.

With a choice of three engines and intelligent 4WD, the Sportage opens up a whole new world for work and play.

The Sportage's commanding driving position gives you a clear all-round view which makes driving a relaxing experience. The interior echoes precision engineering. Everything is well laid out with plenty of thoughtful touches, including one-touch flat-folding rear seats which turn it into a practical cargo carrier within seconds.

The standard equipment list of the Sportage also features air-conditioning, CD Audio with MP3 player, front foglamps, electric windows and door mirrors, door courtesy lamps and roof rails, while various luxurious extras such as automatic climate control and heated front seats are available on higher grade models.

"AN EFFORTLESS DRIVE - I SETTLED IN VERY COMFORTABLY AT THE WHEEL."

*Ray Massey, Daily Mail*





THE LUXURY OF SPACE



FOUR WHEELED ELEGANCE



## DESIGNED FOR LIFE

The Sportage shines with smart design features, such as the versatile Fold and Dive rear seats. The driver and front passenger seats feature slide and recline adjustment and height adjustable headrests. In addition, the driver's seat comes with dual height adjustment controls so you can always find the perfect driving position.

The 60/40 split folding rear seat cushions and backrests can be made to disappear into the floor with a single touch. With the rear seats folded flat, the Sportage gives you up to 1,886 litres of load space and can swallow skis and other large items of up to 1,785 mm in length.

With ample space and practicality, this eye-catching 4x4 has been designed to fit in with an active lifestyle, wherever that may take you.

1 | 2  
3

1. With a split folding rear seat nobody and nothing gets left behind.
2. Front folding passenger seat also accommodates oversize cargo
3. Flat folding rear seats turn your Sportage into a handy cargo hauler.





## SAFE ROAD AHEAD

**Safety is one of this rugged car's biggest assets. Its steel frame benefits from four strategically reinforced ring structures for added strength. A stronger, stiffer body not only affords better safety but also reduces vibration and harshness.**

The Sportage comes with an Anti-Lock Braking System (ABS) which incorporates Electronic Brakeforce Distribution (EBD) ensuring braking energy is evenly distributed between the four wheels.

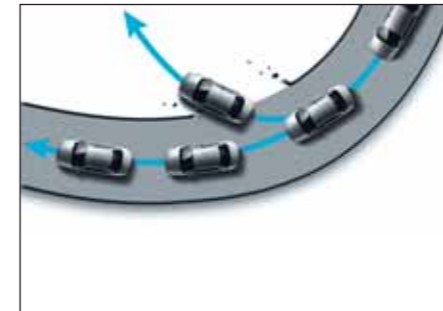
You can be confident that you and your passengers will be protected by the very latest technology. Twin front, side and full-length curtain airbags provide protection against serious head and thorax injuries. Dual Seatbelt Pretensioners and Load Limiters ensure that

front seat occupants are securely restrained in their seats in the event of a collision.

For safer driving on slippery or steep roads the Traction Control System (TCS) detects wheel slippage and redistributes power to the wheels with more available traction. The Electronic Stability Program (ESP) on high grade models offers the most sophisticated level of braking control with the capability to automatically brake an individual wheel to correct oversteer or understeer.

1 | 2 | 3

1. Oversteer
2. Understeer
3. Twin front, side and full-length curtain airbags





REACHING HIGHER GROUND



## FREEDOM TO EXPLORE

Available in a choice of three different engines and two transmissions, there really is a Sportage for everyone. All engines are fitted with the very latest electronic engine management and fuel injection systems to ensure the quietest, cleanest and most fuel-efficient performance.

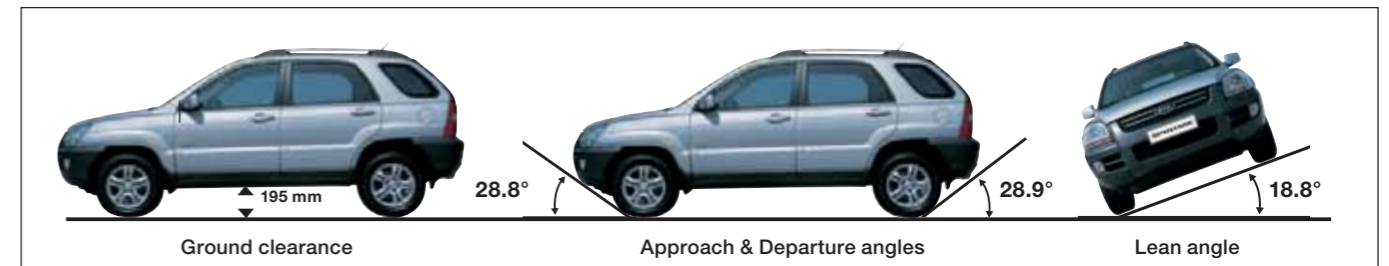
The Sportage comes with a 2.0-litre CRDi diesel engine delivering 138 bhp and 305 Nm of torque at 1,800-2,500 rpm or a 2.0-litre petrol capable of 140 bhp and 184 Nm of torque at 4,500 rpm.

The 2.7-litre V6 cranks out an impressive 173 bhp and generates 241 Nm of torque that will propel you from 0-62 mph in 10.5 seconds.

The Sportage was designed to take you anywhere, anytime, with an intelligent 4WD system. Under normal driving conditions, it operates in front-wheel drive to maximise fuel efficiency. When venturing off-road or in adverse conditions the intelligent system automatically engages 4WD to increase traction when needed.

### 4WD LOCK

For safely negotiating mud, snow or ice, you can choose to manually select 4WD lock mode. The torque is split in a 50/50 ratio between the front and rear wheels up to 20 mph. When manually engaged, the vehicle will maintain 4WD up to 25 mph. At speeds of 25 mph or higher, the system automatically switches back to front wheel drive for greater fuel efficiency.



# ATTENTION TO DETAIL



Handy overhead sunglasses holder, so they will always be within reach when the sun shines.



Front passengers will appreciate the dual cupholders and useful double storage unit in the centre console.



The buttons on the keyless entry system are marked for easy operation, something you'll appreciate when your hands are full. And for your personal security, it includes a panic button that sets off the vehicle alarm.



The cruise control (high grade models) is a welcome convenience on those long drives.



Using sensors to detect dusk, the headlamp auto light control system turns the headlamps on and off, including when you're driving through tunnels.



The metallic door scuff plates protect your vehicle from damage (high grade models).



The dashboard assist grip provides extra comfort and stability on twisty and bumpy roads for your passenger.



The courtesy lamps in the front doors alert upcoming traffic when the doors are opened at night.



An electro-chromic mirror with compass (high grade models) automatically dims reflected light to provide welcome eye-relief during night driving and includes a handy electronic directional compass.



The air conditioning keeps you cool and comfortable when the temperature rises. On high grade models, the highly efficient climate control system offers fully automatic and adjustable temperature control settings.



On sunny days, you'll appreciate the electric tilt and slide sunroof (high grade models).



To complete the unique style and design of the Sportage, it is fitted with 16" or 17" alloy wheels - depending on the model you choose.



The top-hinged tailgate comes with flip-up glass that makes for a nice touch of convenience when you need to quickly drop some small items into the boot.



With rear seats folded flat, Sportage gives you up to 1,886 litres of load space and can swallow skis and other large items of up to 1,785 mm in length.



## 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.

## 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 set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, leading the way internationally to 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 are being 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 will one day be parked right in your garage. Kia researchers are working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environment-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.

## SPORTING WORLD

Like any determined competitor, Kia strives to be the very best and we have revelled in victory thanks to sponsorships of major sporting events and professional athletes throughout the world.

As a proud sponsor of the Australian Open and Davis Cup, an official automotive partner of FIFA starting in 2007 and UEFA 2008 and the presenting sponsor of the Asian X Games, Kia is excited to promote the universal love of sports among our customers across the globe.

## 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.

### 3-YEAR VEHICLE WARRANTY

Our high quality standards are what make superior warranty coverage possible: a 3-year vehicle warranty with no mileage limit on your new Kia.\*

### 3-YEAR PAINT WARRANTY

High quality body paint ensures longlasting protection and shine for your new Kia.

### 6-YEAR ANTI-PERFORATION WARRANTY

Your new Kia comes with a 6-year anti-perforation warranty.\*\*

### FINANCING

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

### ACCESSORIES

Personalise your car with a wide range of accessories. For all the options check out Design My Kia at [www.kia.co.uk/accessories](http://www.kia.co.uk/accessories)

Get creative...

**DESIGN MY KIA.**

[www.kia.co.uk/accessories](http://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 Sportage range are between Urban 21.4 (13.2) - 31.7 (8.9), Extra-Urban 34.4 (8.2) - 47.9 (5.9) and Combined 28.2 (10.0) - 39.8 (7.1). The official CO<sub>2</sub> emissions are between 187 - 258 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban 19.3 (14.6) - 49.6 (5.7), Extra-Urban 31.7 (8.9) - 68.9 (4.1) and Combined 26.2 (10.8) - 60.1 (4.7). The official CO<sub>2</sub> emissions for the Kia range of vehicles are between 121 - 258 g/km.

Images are for illustrative purposes only and vehicles shown may not be to UK specification. We reserve the right to change specifications listed without notice.



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