



KIA MOTORS

The Power to Surprise®

ceed

5-DOOR HATCHBACK AND SW MODELS



THE POWER TO SURPRISE™

Kia Motors Corporation is the 4th 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 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 the renowned 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 an 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.



Thanks to the high production standards at our state-of-the-art factory in Zilina, Slovakia, you may never need to use our warranty service.



Relax for 2,555 days.

cee'd SW



THE KIA CEE'D AND CEE'D SW

Confidence now comes as standard

The Kia cee'd hatchback and cee'd SW are covered by our unrivalled 7 year vehicle warranty consisting of 3 years/unlimited mileage and 4-7 years/100,000 mile full manufacturer's warranty including a 12 year/unlimited mileage anti-perforation warranty.



cee'd



* For warranty coverage including terms and conditions please contact your Kia dealer.

THE KIA CEE'D

Choose between the new-look 5-door hatchback or the exceptionally spacious cee'd SW estate, both of which are packed with reassuring surprises. With the Kia cee'd you can simply relax and enjoy the fact that you've made a great choice.





CONFIDENT ABOUT OUR QUALITY

Born and bred in Europe

The Kia cee'd is truly European, having been conceived at our Design Centre in Germany and manufactured at our state-of-the-art factory in Zilina, Slovakia, where our highly qualified technicians and more than 400 robots produce cars to the highest build quality. Around 75% of parts used at our manufacturing plant are sourced from European suppliers. So there's plenty of home-grown talent built into the cee'd range.



At our Research and Design centres in Germany, the USA, Japan and Korea, we're constantly developing new ideas to offer the highest levels of quality and innovation.







DESIGN

Stunning design

The Kia cee'd looks more stylish than ever. Whether you prefer the 5-door hatchback or the estate, they both carry their individual styling, with the clear Kia family connection showing through. The new dynamic "Kia face" is made up of the re-designed grille, front bumper and stylish black bezel headlamps, as well as a reshaped bonnet. The rear has also been given a new edge with a remodelled bumper for the hatchback and new tail lights on both models. These stylish changes are complemented by body coloured bumpers and door handles.

The cee'd range reveals smooth flowing lines whilst the aerodynamic design provides greater stability and better better fuel economy.



Greater aerodynamic efficiency = Greater fuel economy.



Long wheelbase gives excellent manoeuvrability.

DRIVING PLEASURE

ABS and EBD – you may forget what it means. But you won't forget how good it feels

It's easy to take control of the road with the cee'd range which offers active driving technology for improved road handling and stability. Fully independent front and rear suspension guarantees a comfortable ride and electric power-assisted rack and pinion steering makes both parking and motorway driving a breeze.





ABS

Front and rear discs backed-up by a four-channel, four-sensor Anti-lock Braking System.

EBD

Electronic Brakeforce Distribution ensures balanced and effective braking.

ESC

Optional Electronic Stability Control with added Vehicle Stability Management (VSM) improves stability in extreme driving conditions.

BAS

Optional Brake Assist System ensures the brake force is applied with maximum efficiency.

HAC

Linked to the optional ESC system, Hill Start Assist Control takes the stress out of starting on steep hills.

ECODYNAMICS

Intelligent Thinking

At Kia, we are constantly striving to find new ways to improve your driving experience. Launched on the cee'd range is our brand new EcoDynamics technology – Kia's first showcase of our eco-friendly and forward thinking systems which is available on our 1.6 litre CRDi (89bhp) diesel engine. Intelligent Stop and Go (ISG) technology. When you stop at traffic lights, put the car into neutral and remove your foot from the clutch, the engine will switch off, then switch on again instantly as you de-press the clutch and are ready to move off. ISG technology can reduce fuel consumption by up to 12%, whilst reducing noise and exhaust emissions too. Low resistance tyres (on all 15" and 16" wheels) also increase the overall efficiency of the cee'd range. All elements work together to create what we call "EcoDynamics". Really clever stuff!

ecoDynamics





Low resistance
tyres for greater
efficiency (15" and
16" wheels only)



The cee'd range were
the first Kia models to
feature ISG.



Save up to 12%
more fuel



Models with the
Intelligent Stop and
Go (ISG) technology
carry the EcoDynamics
badge





Recognising its advanced technological solutions to minimise energy and water waste during the manufacturing process at our European plant, Zilina has been awarded the Design for Environment and Life Cycle Assessment certificates.



Our eco-friendly Take-back and End-of-Life service ensures a Kia car causes the environment as little harm as possible once the car is no longer required.



Kia has set up an environmental research centre to develop less polluting vehicles. We're also intensively testing hybrid and eco-friendly fuel-cell vehicles.

RESPONSIBILITY

Leaving nothing but a good impression behind

Building cars that are kinder to the environment is a big challenge, but one we're very committed to undertaking. We take great pride in meeting the highest environmental standards and invest heavily in preservation and sustainable development. Our researchers work around the clock to create the most fuel-efficient, lightweight and powerful engines with reduced emissions and noise.



DRIVER COMFORT

Who needs a personal assistant?



Stay cool and comfortable when the temperature rises with the convenience of air conditioning. Climate control is available on cee'd 3 models.



Close at hand on the sporty 4-spoke steering wheel: audio volume adjustment, trip computer and Bluetooth® access as well as cruise control switchgear (on selected models).



The all new audio system with RDS radio, CD player and AUX/USB for MP3 and iPod® outlets (on selected models).

*Model shown is cee'd '3' grade



WITHIN REACH

Touch and go

The driver's needs have been carefully thought through on the Kia cee'd to make driving a pleasure. Appreciate the beautifully crafted gearshift and ergonomic controls where everything is close at hand. For ease and comfort, simply adjust the volume of the audio system via the steering wheel buttons or check essential journey statistics such as distance to empty or average speed. There's plenty of well-considered technology for an enhanced driving experience.



Music to everyone's ears: listen to your favourite tunes simply by plugging your iPod® or MP3 player into the USB/AUX port. Full iPod® connectivity available on selected models.



The stylish centre console houses the new high quality audio unit with a single central dial for added simplicity and control. Listen to the radio or music via four or six speakers (depending on grade) placed throughout the spacious cabin.



Bluetooth®: Stay connected with wireless Bluetooth® to provide safe, hands-free mobile telephone usage. Available on EcoDynamics and high grade models.









CABIN ERGONOMICS

Plenty to make your sofa jealous

The cee'd range helps you unwind the moment you get behind the wheel. The new ergonomically designed seats are clad in stylish fabric. For added convenience the front seats have adjustable lumbar support and active headrests for added safety. To ensure you maintain the perfect driving position every time, the cee'd has a driver's seat height adjust and a tilt and telescopic steering wheel for your comfort and convenience. Rear passengers will enjoy the spacious cabin with plenty of head and legroom. High quality materials are used throughout together with premium finishing touches which create a welcoming and inviting atmosphere within the car.



Centre console with storage box, two front and rear cup holders (on selected models).

EQUIPMENT

All the can't-go-withouts and would-be-nices

Whether you're a hi-tech fan or the practical type, choose from a wide range of specifications to suit your lifestyle.

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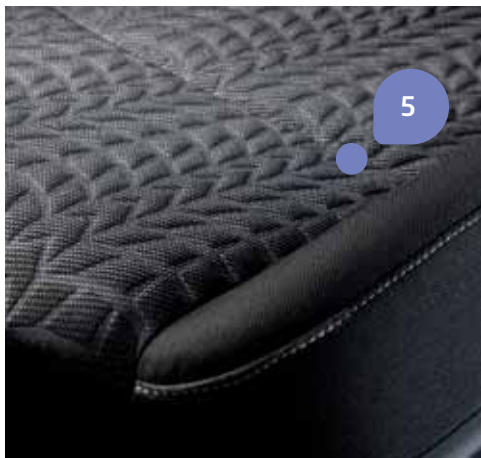
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- 1 Front and rear power windows (high grade models only)
- 2 Stylish black bezel headlamps
- 3 6.5 litre air conditioned glovebox
- 4 Steering wheel audio remote controls



4





CEE'D '3'

LUXURIOUS SURROUNDINGS

For the ultimate in luxury, opt for the specially designed top-of-the-range cee'd 3. It features a special black high-gloss radiator grille, 17" Hyper silver alloy wheels, black gloss centre fascia, Bluetooth® and iPod® connectivity, climate control, cruise control and rear electric windows. In addition, the 5-door hatchback benefits from front and rear black bumper skirts, whilst the cee'd SW has privacy glass and reversing sensors. Inside, the luxuriousness continues – with a unique tyre-track pattern fabric, stainless steel door-scuff plates and alloy pedals to complete the exclusive feel of this model.



- 1 Sports grille
- 2 Centre console
- 3 Alloy pedals
- 4 Signature door sill
- 5 'Tyre track' seat fabric
- 6 Sports gearshift
- 7 17" Hyper silver alloy wheels

VERSATILITY

Multi-talented

The cee'd makes every passenger feel comfortable and relaxed. But you'll be equally reassured to know just how versatile this Kia is. The cee'd hatchback has a stunningly spacious 340 litre luggage compartment. If you need more room or want to transport larger items, simply transform the cabin by utilising the 60:40 split rear seats, as and when you require. Or opt for the extra room in the cee'd SW, when the seats are folded flat, a massive 1,664 litres of load space is created. Thanks to its innovative features, it never compromises its style and outstanding performance. For easy access and loading, especially in tight parking spaces, the SW is fitted with an innovative extended tailgate hinge system. This allows easy access which is especially useful in restricted parking spaces.

Images shown
are of the cee'd SW

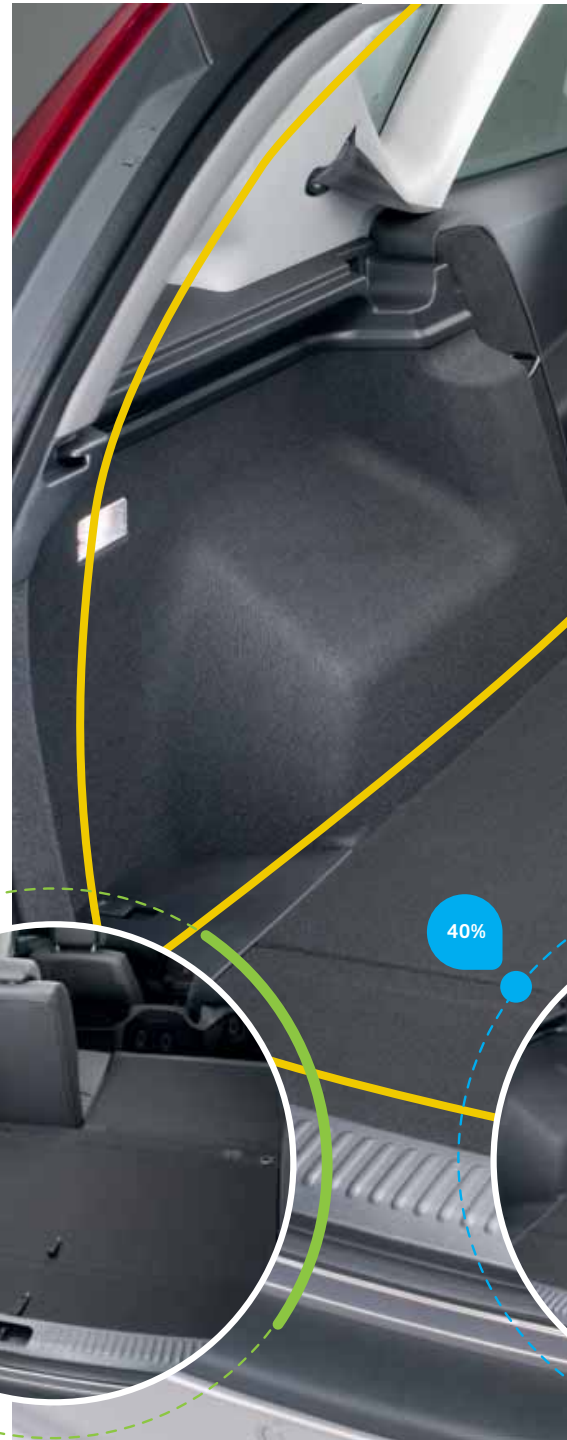
534 L



60%



40%





Keep your items safely stored away with clever luggage compartments.



Leather seats shown are not available as part of UK specification. Ask your Kia dealer for details about leather finish accessories on the cee'd range.



ENGINES

Accommodating your own driving style

The cee'd is powered by the latest engine technology, designed to suit both your driving style and to meet the highest environmental standards. Opt for either of the two diesel engines and you'll enjoy fuel economy and performance in equal measures. The key to the success of our engines is a range of advanced technologies including an advanced turbocharger and second generation Bosch fuel injection. Choose between the new 1.6 litre engines in either 89 or 113 bhp power outputs.

If you prefer a petrol derivative, you'll enjoy the choice of 1.4 litre (89 bhp) which is only available on the 5-door, or 1.6 litre (124 bhp) engines. All feature CCVT (Continuous Variable Valve Timing) technology and electronic fuel injection to boost performance.



ENGINES/TRANSMISSIONS

The power of choice

All diesel engines are fitted with a 6-speed manual transmission as standard, whilst petrol models feature a 5-speed manual gearbox for smooth gear changes. Or if you prefer, you can choose the petrol and diesel with a 4-speed automatic transmission as an option on applicable grades. The new engine range now features advanced low emission technology to meet even the most stringent of guidelines. If you want to do even more to curb emissions, choose the new EcoDynamics cee'd, fitted with Kia's Intelligent Stop and Go technology (ISG). This clever technology helps save up to 12% more fuel and significantly reduces CO₂ emissions. ISG is available on either the cee'd hatchback or SW on the 1.6 litre diesel 89 bhp cee'd '2 EcoDynamics' model.



Get more for your
money with advanced
engines that consume
less fuel.







Special protection
courtesy of the cee'd.

ABS





Top results:
the cee'd scores 5 stars
in official European NCAP
crash test.



SAFETY

Back-up whenever you need it

The Kia cee'd gives you all the right reasons to be confident. The engineers at our European Research and Design Centre have created a car that's not just beautiful to look at, but well equipped to protect you at all times. To prove it, we test our cars rigorously. But don't just take our word for it. The Kia cee'd has been awarded 5 stars in the Euro NCAP crash test results, making it one of the safest cars in its class.



In a collision the front active headrests move forwards and upwards to minimise whiplash injuries.



Six airbags inflate when necessary.

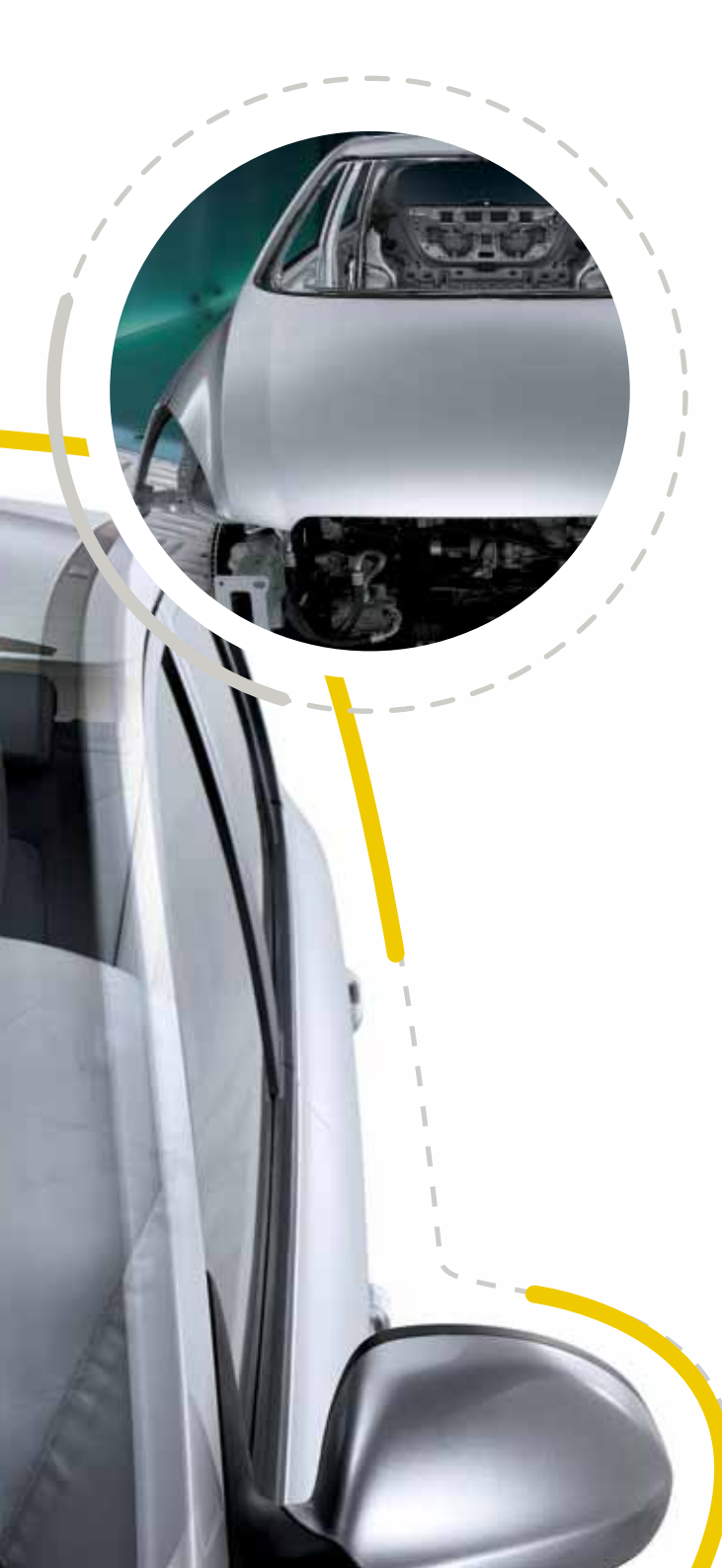


ISOFIX child safety anchor points are standard.



Stay in control with active driving technology.





TRUST IN SAFETY

Complete peace-of-mind

The cee'd is not just a comfortable place to be, it's also a very safe one, packed with technology to help you avoid dangerous situations. Safety features include 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. In addition, Electronic Stability Control (ESC) improves stability in extreme driving conditions by correcting under and oversteer. It is supported by Vehicle Stability Management (VSM), a range of electronic features that help you stay in control and ensure excellent road handling. Also linked to ESC is the Hill Start Assist Control (HAC), which makes it easier to start on steep hills. ESC, VSM and HAC are optional on entry and mid grades and standard on high grades.

What's more, the rigid bodyshell is engineered for extra stiffness – more than two thirds is made of high tensile-strength steel to provide outstanding crash protection. Carefully positioned crumple zones absorb any energy during a collision, dampening impact.

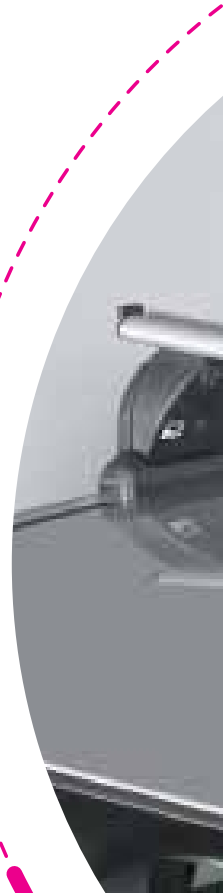
The cee'd range is fitted with six airbags as standard: twin front, front side and full-length curtain airbags to protect all passengers. The front seats feature active headrests as standard so in the event of an impact, the headrests move forwards and upwards on point of impact to help prevent whiplash neck and head injuries. Thanks to speed sensing auto locking, the doors lock when you pull away and, in the unlikely event of an accident, unlock automatically.

All five seats are fitted with 3-point seatbelts and a seatbelt reminder warning and ISOFIX child safety anchor points are fitted as standard in the rear. We've also made sure your Kia is extremely well protected against theft. Standard security measures include an advanced electronic immobiliser and remote central locking system with perimeter alarm.

ACCESSORIES

Final touches, added by you

Every Kia driver is unique, which is why we've designed a wide range of additional features to make your cee'd truly your own. All you need to do is choose what's most suited to your needs. Whether you want to boost the stylish side of the hatchback or enhance the practicality of the SW, the choice is yours.





3

4

2

- 1 Reversing sensors
- 2 Roof rack
- 3 Luggage tray
- 4 Tow bar



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) Limited 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.

COMPLETE PEACE-OF-MIND

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our industry-leading 7 year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your cee'd, the new owner will benefit from the remainder of the warranty provided the car is regularly maintained in accordance with the servicing schedule*.

7 year vehicle warranty*

Every Kia cee'd benefits from our unrivalled 7 year vehicle warranty*.

5 year paint warranty

High quality body paint ensures long-lasting protection and shine for your new Kia*.

12 year anti-perforation warranty

Your new Kia cee'd comes with superior corrosion protection and a 12 year warranty against rust from the inside out**.

Financing

Your local Kia dealer is your partner in establishing a financing plan that's best suited to your needs. Ask for details.

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 are between Urban: 34.0 (8.3) – 60.1 (4.7), Extra-Urban: 49.6 (5.7) – 72.4 (3.9), Combined: 42.8 (6.6) – 67.3 (4.2).

The official CO₂ emissions for the Kia cee'd range are between: 158 - 110 g/km. The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban: 25.2 (11.2) - 60.1 (4.7), Extra- Urban: 40.9 (6.9) - 72.4 (3.9) and Combined: 33.2 (8.5) - 67.3 (4.2). The official CO₂ emissions for the Kia range of vehicles are between 210 – 110g/km.



3 years/unlimited mileage and
4-7 years/100,000 mile full
manufacturer's warranty.



The Kia cee'd
warranty covers your
car for 7 years.



Log onto
www.kia.co.uk for all
the latest information.



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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.

