



Good things come in perfectly sized packages. Presenting the 2012 Kia Sportage. It delivers key performance benefits of a crossover, including agile handling, a smooth ride and excellent fuel efficiency. It also offers available advanced features that range from an air-cooled driver's seat\* to UVO\*2 — an in-vehicle infotainment system that lets you manage your music conveniently and enjoy hands-free use of your cell phone. This means that while the Sportage is just plain fun to drive, it's also designed to take first-class care of its passengers.





Impressive. Any way you look at it. From every angle, the Kia Sportage reveals sleek, contemporary exterior styling. Inside, it combines striking design and practicality with easily configurable seating and an available panoramic sunroof.\* Advanced safety systems, such as a Traction Control System (TCS) and Electronic Stability Control (ESC), help ensure your peace of mind. Like all Kia models, the Sportage comes with an industry-leading 10-year/100,000-mile warranty program.<sup>5</sup> All of which shows that it's easy to recognize real value when you see it.



Insurance Institute for Highway Safety<sup>4</sup>
- 2011 Sportage





# SOLID PERFORMANCE

The Sportage is equipped with a 2.4L 176-hp<sup>6</sup> 4-cylinder engine that provides outstanding acceleration and fuel efficiency.<sup>1</sup> SX models have a turbocharged 2.0L GDI I4 engine that delivers an impressive 260 hp.



# SPORTY OPTIONS

The available 6-speed Sportmatic® transmission lets you choose between automatic shifting or, for a sportier drive, clutch-free manual shifting.

Available Dynamax™ all-wheel drive7 delivers enhanced traction and control.



# INNOVATIVE TECHNOLOGY

An available voice-activated navigation system lets you make more efficient use of driving time. An available back-up warning system<sup>8</sup> detects objects you might not see behind your vehicle.



# **SX STYLING**

SX models have their own striking styling. Unique exterior designs include a mesh front grille, side sill moldings, sporty alloy wheels and a dual exhaust system that complements its turbo GDI engine.



Substance dramatically coexisting with style. The Kia Sportage provides spacious seating for five adults, and that's just the beginning of its accommodating design. It has an available power driver's seat with lumbar support and, for your comfort as well as your front passenger's, available dual-zone temperature control with an advanced, ionized air-filtration system\* that provides purified air. Equally impressive interior styling is highlighted by a sleek, sculpted instrument panel that has a contemporary design.



Ahead of the technological curve. The Kia Sportage has advanced technology designed to enhance your comfort, convenience and audio entertainment. Available features include heated front seats, an aircooled driver's seat, SiriusXM Traffic<sup>TM9</sup> for advance notice about traffic jams, and a Smart Key that lets you unlock the door and start the engine with the key in your pocket. The Sportage also lets you enjoy streaming audio using a  $Bluetooth^{@3}$  wireless technology-enabled device.



The available heated driver's and front passenger's seats help take the chill off a cold morning. Heating occurs even before the engine has completely warmed up.



# AIR-COOLED SEAT\* The available air-cooled

driver's seat features
perforations that allow air
to circulate. For optimum
comfort, choose from
multiple air-flow settings.



#### **BACK-UP WARNING SYSTEM**

An available sonar sensor system is concealed in the rear bumper. It activates a distinct audible warning when it detects an object you might not be able to see behind your vehicle.<sup>9</sup>

# USB/AUXILIARY MP3 JACKS

Now you have the freedom to listen to your favorite tunes from your own music library. An accessory cable integrates your iPod® mobile digital device<sup>10</sup> with the audio-system controls.

# PUSH-BUTTON START\*

The available Smart Key remote is very convenient. Even with it tucked in a pocket or purse, you can start or stop the engine with the push of a button, or lock and unlock doors from outside.

# SIRIUSXM SATELLITE RADIO

Get over 130 channels, including 100% commercial-free music, plus all your favorite sports, news, talk and entertainment. It all comes with crystal-clear, coast-to-coast coverage 24/7.9















# **BLUETOOTH®** WIRELESS TECHNOLOGY

Enjoy your *Bluetooth*®3 wireless technology-enabled cell phone with hands-free simplicity.

#### STEERING-WHEEL CONTROLS

Conveniently operate the audio system and your *Bluetooth* \*\*3 wireless technology-enabled devices with steering-wheel-mounted controls.

# DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL\*

The available dual-zone system lets driver and front passenger set their own temperature to create individual comfort zones.

#### **NAVIGATION SYSTEM**

Available voice-command navigation includes a vivid color touch screen and real-time highway conditions from SiriusXM Traffic.<sup>TM9</sup>

#### **EASY TO READ**

The supervision meter cluster on the SX enhances readability. Red lighting on all three gauges provides sophisticated styling. Kia UVO\*2 Powered by Microsoft.® It offers everything you could ask for. Technology keeps giving us new ways to be entertained, stay in touch and be kept informed. Getting to enjoy this, however, used to be complicated, especially while driving. Introducing UVO, short for "your voice," an in-vehicle infotainment system available on the Sportage. Kia and Microsoft¹¹ have teamed up to provide this voice-activated system. Developed on Windows® Embedded Automotive platform, it lets you manage your music conveniently and enjoy hands-free use of your phone.³ UVO has an intuitive touch screen and Microsoft advanced voice-activation technology that actually recognizes your own speech pattern and voice inflection.

#### **COLOR TOUCH SCREEN**

UVO's vivid 4.3-inch color LCD touch screen delivers direct access to radio stations, music on your MP3 player<sup>10</sup> or USB media drive, phonebook from your compatible cell phone<sup>3</sup> and vehicle information.

# ADVANCED VOICE CONTROL

Microsoft speech technology can learn multiple users' speaking patterns, and it responds quickly to long phrases. Even with Sportage's multiple music-source options, finding a song is as easy as saying its title.

#### **EASY FEATURE UPDATES**

With its flexible Windows<sup>®11</sup> Embedded Automotive platform, the UVO system allows you to update its features and services conveniently.









"play alt-rock from jukebox"

"call Jason"

# "SiriusXM channel 22"

# Use your voice



# "add to favorites"





# DIGITAL JUKEBOX

UVO's in-dash hard drive is large enough to hold up to 700 megabytes of music. You can load your tunes into personal MyMusic folders and sort them by title or artist.



#### HD RADIO™ TECHNOLOGY

UVO features HD Radio™
Technology¹² — the digital
evolution of AM and FM radio.
It includes new features like
crystal-clear sound, new
local FM channels, on-screen
information and much more —
all 100% subscription free.





#### REAR-CAMERA DISPLAY

Whenever you shift into reverse, an image from an integrated rear camera is displayed on the UVO screen. It lets you see things behind your vehicle that you might not by looking over your shoulder.<sup>8</sup>

"browse podcasts"



"what's playing?"





There's something new under the sun. The Kia Sportage is roomy and versatile. The comfortable seats easily reconfigure for abundant cargo space. Numerous compartments — even an available cooled glove box — help you keep your personal items readily at hand. A dramatically designed tilt-and-slide panoramic sunroof\* is also available, and it extends along the length of the roof for you to enjoy big-sky views.









# CONVENIENT CONSOLE

Along with two cup holders, the center console features a large bin to keep personal items close at hand. The lid serves as a comfortable padded armrest.

#### RETRACTABLE CARGO COVER

The available cargo cover helps keep your gear safely out of sight. A 12-volt power outlet in the side wall of the roomy cargo area is one of three in the cabin.

#### CONCEALED STORAGE

A spacious compartment hidden beneath the cargo floor helps you manage cargo-area clutter. The removable tray keeps any loose items neatly organized.

# 60/40 EASY-FOLD REAR SEAT

The rear seat folds down in a 60/40 split to accommodate people and cargo. Available autofolding seatbacks\* lower with the pull of a strap behind each seat.<sup>13</sup>

<sup>13, \*</sup> See Features and Specifications pages for availability and endnote. \*Available on EX and SX only. EX WITH PREMIUM PACKAGE AND NAVIGATION PACKAGE SHOWN.





# POWER AND EFFICIENCY

Continuously Variable Valve Timing (CVVT) automatically adjusts valve timing to provide increased power, reduce exhaust emissions and to improve fuel efficiency.<sup>1</sup>

# SMOOTH, PRECISE HANDLING

For smooth performance, a four-wheel independent suspension features front MacPherson struts and a rear multi-link design. For an even sportier drive, SX models feature a sport-tuned suspension with High-Performance Dampers.

# SPORTMATIC® TRANSMISSION

Available 6-speed automatic transmission provides smooth, virtually seamless shifting. Its Sportmatic design allows you to choose the automatic mode or, for a sportier driving experience, clutch-free manual shifting.

# ALL-WHEEL DRIVE

Sportage has front-wheel or available Dynamax™ all-wheel drive.<sup>7</sup> The AWD system uses electronic sensors to monitor road conditions, and then, for enhanced traction and control, helps to distribute power to the appropriate wheels.



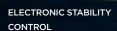
ONE OF THE CLEANEST, MOST FUEL-EFFICIENT VEHICLES ON THE ROAD<sup>14</sup>

> 2011 SPORTAGE 2WD, 4-CYL. SULEV<sup>6</sup>



Active safety systems. The Kia Sportage features advanced active safety systems designed to help give you peace of mind every time you drive. Each one is engineered to help you maintain control, even in challenging road conditions and in some emergency situations. These safety systems are designed to function automatically, leaving you free to focus on safe driving.





ESC

ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Sportage on course.



When TCS senses wheel spin during acceleration, it uses engine power and brake force to transfer power to the wheels that have the most traction.



# **BRAKE ASSIST SYSTEM**

If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps shorten your overall stopping distance.



# **ELECTRONIC BRAKE-**FORCE DISTRIBUTION

To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.



# HILL-START ASSIST CONTROL

To help keep you from rolling backward when starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.



# DOWNHILL BRAKE CONTROL

When descending a steep slope, the DBC system automatically maintains a steady 5 mph without the need for you to step on the accelerator or brake pedals. Prepared for the unexpected. Sportage's safety systems are designed to help minimize injury when a traffic accident is unavoidable. The front seats feature active headrests and seat-belt pretensioners. Dual front airbags, front-seat-mounted side airbags and side curtain airbags for both front and rear seating positions are managed by an advanced sensor system that can even respond in certain rollover situations. Sportage wraps all of this — and you — in a protective, high-strength steel-reinforced body.



# AIRBAG & SEAT-BELT SENSORS

This advanced system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.<sup>15</sup>



# ROLLOVER SENSOR

If the airbag sensors detect an impending rollover, the system can deploy the side airbags, side curtain airbags and seat-belt pretensioners.<sup>15</sup>



# FRONT ACTIVE HEADRESTS

In the event of certain rear collisions, the active headrests move forward, helping to reduce the likelihood of injury.



# REINFORCED BODY

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. Both the A and B pillars are also reinforced to help strengthen the body of the vehicle.



# FRONT SEAT-BELT PRETENSIONERS

Pretensioners have been designed to tighten the seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries.



# TIRE-PRESSURE MONITORING SYSTEM

This system includes airpressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you.<sup>16</sup>



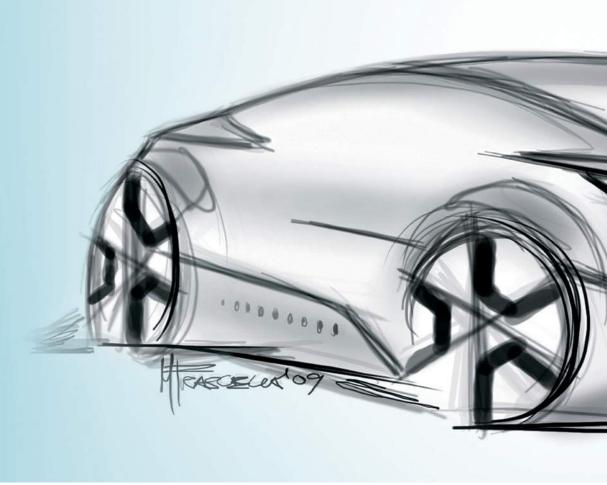
# LATCH SYSTEM

The standardized LATCH (Lower Anchors and Tethers for Children) system makes it easier to securely install a compatible child seat in any of the three rear seating positions.



A passion for excellence. For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized, and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.<sup>17</sup>







# COMMITMENT TO AMERICA

Kia Motors' \$1 billion facility in West Point, Georgia, incorporates the latest manufacturing processes. Utilizing state-of-the-art robotics, the plant is capable of producing 300,000 vehicles a year with maximum efficiency. When the 2011 Sorento went into production, it became Kia Motors' first vehicle to be built in the U.S.A.† The plant will generate more than just high-quality vehicles. Over 3,000 new jobs are expected to be created at the facility and up to 7,500 additional jobs in the surrounding area. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.



# PRIDE OF QUALITY

Kia Motors designs and develops vehicles and rigorously puts them to the test at high-tech facilities and proving grounds worldwide. The result is a full line of vehicles with world-class quality.



# SELLING STRONG

In 2010, Kia Motors sold its 3 millionth vehicle in the U.S.A., and it took less time to reach that milestone than Toyota.<sup>18</sup> In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.<sup>19</sup>



# VISIT KIA.COM

See our award-winning website to check out specifications, videos, packages, accessories and more. Experience 360° views, or find which of our 700-plus retailers is nearest to you.

<sup>\*</sup>Assembled in the United States from U.S. and globally sourced parts. 5, 17, 18, 19, 20, 21, 22 See Specifications page for endnotes.





# INDUSTRY-LEADING WARRANTY PROGRAM

At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with an industry-leading warranty program.<sup>5</sup>

- 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<sup>20</sup>



OFFICIAL AUTOMOTIVE PARTNER OF THE NBA.

# Colors





# INTERIOR



Actual vehicle colors may vary from printed brochure. \*AVAILABLE WITH EX PREMIUM PACKAGE.

Features EXTERIOR	SPORTAGE	LX	EX	SX
16" tires w/alloy wheels	•	-	-	_
17" tires w/alloy wheels	-	•	-	_
18" tires w/alloy wheels	-	-	•	
Body-color exterior door handles	•	•	-	_
Chrome exterior door handles	-	-	•	
Chrome front grille	•	•	•	_
Black gloss/chrome front grille	-	-	-	
Dual body-color power mirrors	•	-	-	_
Dual body-color power mirrors w/turn-signal indicators	-	•	•	
Auto light control	-	-	•	
LED daytime running lights	-	-	•	
Projection headlights		•	•	
Front fog lights	-	-	•	
Front & rear intermittent windshield wipers	•	•	•	
Privacy glass	-	•	•	
Panoramic sunroof	-	-	0	0
Rear spoiler	-	0	•	
Roof rails	-	0	•	
Dual exhaust	-	-	-	•

#### **INTERIOR & CONVENIENCE**

UVO in-vehicle infotainment system²	_	_	0	0
AM/FM/CD/MP3/SiriusXM <sup>9</sup> audio system	•	•	•	•
Four speakers w/door-mounted tweeters	•	•	•	•
USB/auxiliary input jacks	•	•	•	•
Bluetooth®3 wireless technology w/streaming audio	•	•	•	•
Navigation w/SiriusXM Traffic,™9 premium audio & rear-camera display <sup>8</sup>	-	0	0	0
Steering-wheel-mounted audio/ <i>Bluetooth</i> ®3 wireless technology/cruise-control buttons	•	•	•	•
Supervision meter cluster	_	_	_	
Push-button start w/Smart Key	-	-	0	0
Back-up warning system <sup>8</sup>	-	0	•	
Power windows w/driver's one-touch down	•		-	_
Power windows w/driver's one-touch auto up & down	-	-	•	
Power door locks	•	-	-	_
Power door locks w/remote keyless entry	-	•	•	
Manual air conditioning	•	•	-	_
Dual-zone automatic temperature control w/ionized air filtration	-	-	•	•
Auto-dimming rear-view mirror w/HomeLink®23	-	-	0	0
Tilt steering column	•		-	_
Tilt & telescopic steering column	-	0	•	
Center console w/armrest & storage	•	•	•	
Cooling glove box	_	0	•	
Under-rear-cargo-floor storage compartment	•	•	•	•
Cargo cover	-	0	0	0
Trip computer	•	•	•	
Fold-away rear center armrest w/cup holder	•	•	•	
Front & rear lower-door-trim bottle holder				•

SEATING & TRIM	SPORTA	×	EX	SX
Cloth seat trim	•	•		-
Stain-resistant fabric covering	-	-	•	-
Leather seat trim	_	-	0	•
6-way power adjustable driver's seat w/lumbar support	-	-	•	•
Heated front seats	_	-	0	0
Air-cooled driver's seat	-	-	0	0
60/40 split-folding rear seat	•	•	•	•
Auto-folding 60/40 split-folding rear seat	_	_	•	•
Leather-wrapped steering wheel/gearshift knob	_	_	•	•
Metal-paint interior trim	•	•	•	•
Aluminum scuff plates	-	_	-	•
RESTRAINT & SAFETY SYSTEMS				

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# RESTRAINT & SAFETY SYSTEMS

Dual front seat-mounted side airbags<sup>15</sup>

Dual front advanced airbags<sup>15</sup>

Full-length side curtain airbags w/rollover sensor¹⁵	•	•	•	•
Front active headrests	•	•	•	•
Front & rear 3-point seat belts	•			•
Front seat-belt pretensioners w/force limiters	•			•
Height-adjustable front seat-belt anchors	•	•	•	•
4-wheel disc brakes	•	•	•	•
4-wheel anti-lock brakes (ABS)	•	•	•	•
Electronic Stability Control (ESC)	•	•	•	•
Traction Control System (TCS)	•	•	•	•
Brake Assist System (BAS)	•	•	•	•
Electronic Brake-force Distribution (EBD)	•	•	•	•
Downhill Brake Control (DBC)	•	•	•	•
Hill-start Assist Control (HAC)	•	•	•	•
Tire-Pressure Monitoring System (TPMS) <sup>16</sup>	•	•	•	•
Side-impact door beams	•	•	•	•
Front & rear crumple zones	•	•	•	•
Lower Anchors and Tethers for Children (LATCH)	•	•	•	•

# **CONVENIENCE PACKAGE (LX)**

Back-up warning system,8 telescopic steering column, roof rails, rear spoiler, heated power mirrors w/turn-signal indicators, cargo cover, cooling glove box, sunvisor mirror illumination/extender, floor mats

#### PREMIUM PACKAGE (EX/SX)

Leather seat trim (standard on SX), heated front seats, air-cooled driver's seat, push-button start w/Smart Key, panoramic sunroof, heated power mirrors w/turn-signal indicators, cargo cover, auto-dimming rear-view mirror w/HomeLink®23

# **UVO PACKAGE (EX/SX)** Not available with Navigation Package

UVO in-vehicle infotainment system,<sup>2</sup> 4.3" color touch screen, premium audio w/external amplifier & subwoofer, HD Radio™ Technology,<sup>12</sup> rear-camera display<sup>8</sup>

# NAVIGATION PACKAGE W/PREMIUM AUDIO (LX/EX/SX)

Navigation w/SiriusXM Traffic™ & rear-camera display,8 premium audio w/external amplifier & subwoofer

• STANDARD O OPTIONAL - NOT AVAILABLE

# **Specifications**

SPORTAGE/LX/EX	SX
2.4L, inline 4-cylinder, aluminum block & head	2.0L turbocharged, inline 4-cylinder, aluminum block & head
DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)
2,359 сс	1,998 cc
10.5:1	9.5:1
176 hp @ 6,000 rpm, 170 hp @ 6,000 rpm (SULEV) <sup>6</sup>	260 hp @ 6,000 rpm
168 lbft. @ 4,000 rpm, 163 lbft. @ 4,000 rpm (SULEV) <sup>6</sup>	269 lbft. @ 1,850-3,000 rpm
Multi-point injection	Gasoline Direct Injection (GDI)
6-speed manual, overdrive (Sportage). Electronically controlled 6-speed automatic, overdrive w/Sportmatic® (LX/EX)	Electronically controlled 6-speed automatic, overdrive w/Sportmatic®
Dynamax™ all-wheel drive <sup>7</sup> (optional on LX/EX)	Dynamax™ all-wheel drive <sup>7</sup> (optional)
	2.4L, inline 4-cylinder, aluminum block & head  DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)  2.359 cc  10.5:1  176 hp @ 6,000 rpm, 170 hp @ 6,000 rpm, 163 lbft. @ 4,000 rpm, 163 lbft. @ 4,000 rpm, 163 lbft. @ 4,000 rpm (SULEV)6  Multi-point injection  6-speed manual, overdrive (Sportage). Electronically controlled 6-speed automatic, overdrive w/Sportmatic® (LX/EX)  Dynamax™ all-wheel drive7

DIMENSIONS	SPORTAGE/LX/EX	sx
Wheelbase	103.9 in.	103.9 in.
Track (front/rear)	63.5 in./63.6 in.	63.5 in./63.6 in.
Length	174.8 in.	175.2 in.
Width	73.0 in.	73.0 in.
Height	64.4 in.	64.4 in.
Ground clearance	6.77 in.	6.77 in.
Approach angle	28.1 degrees	28.1 degrees
Departure angle	28.2 degrees	28.2 degrees
Headroom (front/rear)	39.1 in./38.5 in.	39.1 in./38.5 in.
Legroom (front/rear)	41.4 in./37.9 in.	41.4 in./37.9 in.
Shoulder room (front/rear)	56.7 in./55.1 in.	56.7 in./55.1 in.
Hip room (front/rear)	53.7 in./49.1 in.	53.7 in./49.1 in.
Passenger volume	100.0 cu. ft.	100.0 cu. ft.
Cargo volume (rear seat up)	26.1 cu. ft.	26.1 cu. ft.
(rear seat down)	54.6 cu. ft.	54.6 cu. ft.

CURB WEIGHT	SPORTAGE	/LX/EX	S	<b>K</b>
	FWD	AWD	FWD	AWD
Manual transmission	3,157 lbs.	_	_	_
Automatic transmission	3,186 lbs.	3,355 lbs.	3,311 lbs.	3,466 lbs.

CAPACITIES	SPORTAGE	/LX/EX	x sx		
	FWD	AWD	FWD	AWD	
Towing capacity (see Owner's Manual)	2,000 lbs.	2,000 lbs.	2,000 lbs.	2,000 lbs.	

BODY & CHASSIS	SPORTAGE/LX/EX/SX
Body type	Steel unibody
Front suspension	MacPherson type w/coil spring & gas shock absorber (High-Performance Dampers on SX)
Rear suspension	Multi-link w/gas shock absorber (High-Performance Dampers on SX)
Steering type	Rack & pinion, motor-driven
Turns, lock-to-lock	2.96
Turning circle, curb-to-curb	34.7 ft.

BRAKES	SPORTAGE/LX/EX/SX
Туре	Power-assisted, ABS + Electronic Stability Control
Front	11.0 in. ventilated discs (FWD), 11.8 in. ventilated discs (AWD)
Rear	10.3 in. solid discs (FWD), 11.2 in. solid discs (AWD)

#### **TIRES**

Туре	215/70R16 (Sportage) 225/60R17 (LX)
	235/55R18 (EX/SX)

SPORTAGE/LX/EX		s	sx	
FWD	AWD	FWD	AWD	
21/29	_	_	_	
22/31	21/28	22/29	21/27	
14.5	14.5	14.5	14.5	
	21/29 22/31	21/29 — 22/31 21/28	FWD         AWD         FWD           21/29         -         -           22/31         21/28         22/29	

#### **ENDNOTES:**

- <sup>1</sup> Refer to specifications above for 2012 EPA fuel-economy estimates. Actual mileage may vary.
- <sup>2</sup> Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. The driver's primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment, or vehicle systems which take the driver's eyes, attention and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. See retailer for details.
- 3 A compatible Bluetooth® wireless technology-enabled cell phone is required to use Bluetooth® wireless technology. The streaming audio function may not be supported in all Bluetooth® wireless technology-enabled cell phones. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. Other trademarks and trade names are those of their respective owners.
- 4 2011 Top Safety Pick Insurance Institute for Highway Safety for model year 2011. Vehicles that earn good ratings in roof strength, front, side and rear tests and offer Electronic Stability Control are awarded Top Safety Picks.
- 5 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 warranty details or go to kia.com.
- <sup>6</sup> HP for Super Ultra Low Emission Vehicle (SULEV) is 170 hp @ 6,000 rpm. SULEV engine is the only non-turbo engine available in these states: California, New York, Massachusetts, Vermont, Connecticut, New Jersey, Oregon, Maine, Rhode Island, Maryland, Pennsylvania, Washington, New Mexico.
- <sup>7</sup> All-wheel-drive system distributes power to the appropriate wheels depending on road conditions.
- 8 The rear-camera display and back-up warning system are not substitutes for proper and safe backing-up procedures. The back-up warning system may not detect every object behind the vehicle. Always drive safely and use caution when backing up.
- <sup>9</sup> Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at www.siriusxm.com. If you decide to continue your Sirius service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call Sirius at 888-539-7474 to cancel. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, D.C. and PR. Go to www.siriusxm.com/traffic for available coverage. © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. and Its subsidiaries.
- <sup>10</sup> Kia accessory cable required for iPod® connectivity. Cable and iPod® mobile digital device sold separately. iPod® is a registered trademark of Apple Inc.
- Microsoft® and Windows® are registered trademarks of Microsoft® Corporation in the United States and/or other countries.
- <sup>12</sup> HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.
- <sup>13</sup> All cargo should be evenly distributed and properly secured, and never piled higher than the seatback. Photographs shown for spatial reference only.
- <sup>14</sup> Developed by U.S. EPA to highlight the cleanest, most fuel-efficient vehicles in a given model year.
- 15 For maximum protection, always wear your seat belt.
- <sup>16</sup> Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.
- $^{17}$  Based on comparison of 12-month retail sales from January 2006 to January 2011 of all U.S. automotive brands and 5-year average sales growth.
- 18 Source: Automotive News Data Center.
- <sup>19</sup> Based on total U.S. light-vehicle sales, January 2010 to January 2011.
- <sup>20</sup> 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc.
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- <sup>22</sup> Kia Design Center, a division of Hyundai America Technical Center, Inc. (HATCI).
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