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The Power to Surprise

WE'VE EVOLVED

CERATO



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THE POWER TO SURPRISE

Kia Motors Corporation (www.kia.com) - a maker of quality vehicles for the young-at-heart - was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Currently Kia has over 47 000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA - the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan - "The Power to Surprise" - represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

PRODUCT CONCEPT

The Kia Cerato, and now the new Cerato hatch (5-door), has been re-created from the ground up. Kia's designers and engineers focused on four key concepts while developing the Cerato: innovative style, driving pleasure, product value and new technology. In particular, styled under the direction of Kia's Chief Design Officer, Peter Schreyer, the Cerato and the new Cerato hatch embody Kia's new design philosophy in its most complete form so far. The Cerato is a simple corporate statement to the motoring world that Kia is a brand underpinned by quality and reliability. As such we are pleased to introduce the Cerato 5-door hatch.

EXTERIOR

The front view of the Cerato features a dominant mesh-type radiator grille with chamfered upper corners sculpted into the voluminous bonnet. The V-shaped line converges at the bumper, diverging through the bonnet, and runs through the A-pillar before culminating in the rear lamps. The accentuated curve that connects the sleek trapezoid-shaped black bezel headlamps to the radiator grille continues as a straight character line on the side surface, while the bold and exciting lower side concave character line adds outstanding beauty and vivacity.

A wing-type rear profile heightens the car's aerodynamic qualities while the two-tone bumper highlights its distinctive image. The hatch version (5-door) boasts a sportier rear profile, ensuring a sleeker look. A distinctively stylish rear-view is achieved by the rear combination lamps with revolutionary multicolour injection-moulded housings and a goggle-type graphic.



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Supervision Cluster*



Centre Fascia



USB/AUX/iPod Connectivity

INTERIOR

Catering to different personal tastes, the Cerato offers a distinctive high tech and stylish interior. The new Kia DNA applied to the exterior is equally applied to the interior - from the two-tiered dashboard layout through to the lines of the crash pad, to the finer details such as the metal and chrome finishes on the steering-wheel, inner door handles and TGS knob. The centre fascia has high visibility with symmetrically arranged controls while the steering wheel has an enhanced dynamic 3-spoke inner-metal leather design with remote audio controls offering utmost driving convenience.

The Supervision Cluster* provides improved visibility for safer manoeuvring. A newly adapted message centre and trip computer are integrated into the bottom of the gauge cluster. Core information about the vehicle such as individual door alerts, fuel levels, ignition warnings and the Rear Parking Assist System* display screen are indicated on a dot matrix type display. The audio system is MP3 and USB compatible and you can listen to your favourite tracks by simply connecting your iPod.

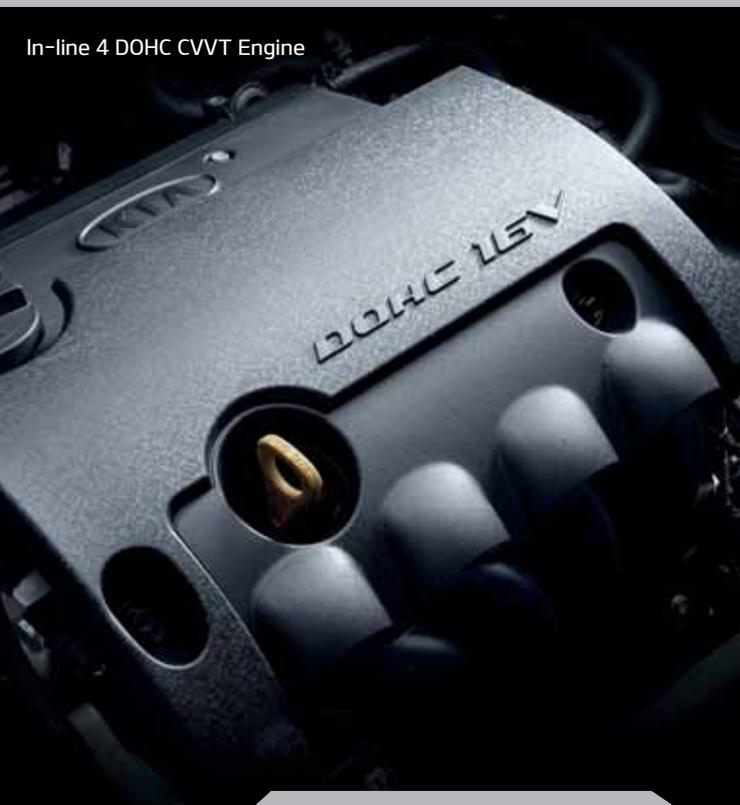
Additional luxury and comfort is added with leather seats*. The ergonomically designed floor console offers better accessibility of controls as well as neatly arranged storage features. A cosy interior is designed to save space and create an ergonomic environment that is comfortable and convenient for both the driver and passengers. The cargo capacity is increased by 17% and the higher and wider trunk will now also accommodate a total of 415 litres. The Cerato hatch improves on this even more with 550 litres of space.

*2.0 model only

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In-line 4 DOHC CVT Engine



PERFORMANCE

Kia has created a vehicle that will inspire driving passion. Both the Cerato hatch (5-door) and sedan (4-door) adopt the very best in Kia engineering to ensure this car is the epitome of innovation in terms of performance, reliability and durability. It will be available with a choice of two DOHC four-cylinder petrol engines, a Theta II 2.0-litre and a Gamma 1.6-litre engine, both available with either manual or automatic transmission. The new 6-speed gearbox results in optimum gear shifting while improving overall efficiency. The 2.0-litre delivers a maximum power of 114.7kW @ 6200rpm and a maximum torque of 194.2Nm @ 4300rpm for a highly responsive and efficient drive. The alternative is the economical lightweight 1.6-litre model, which delivers maximum power of 91.2kW @ 6300rpm and 156Nm of torque @ 4200rpm for a dynamic yet highly fuel-efficient drive.

The Continuously Variable Valve Timing (CVT) system provides reduced fuel consumption and CO₂ emissions as well as more power. The integrated catalytic converter reduces the weight of the exhaust system and delivers endurance with its stainless steel exhaust manifold. The electric motor-driven power steering system creates enhanced steering stability and reduced fuel consumption by 3% over the existing hydraulic system.



Enhanced Shift Control:
New 6-speed gearbox

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SAFETY

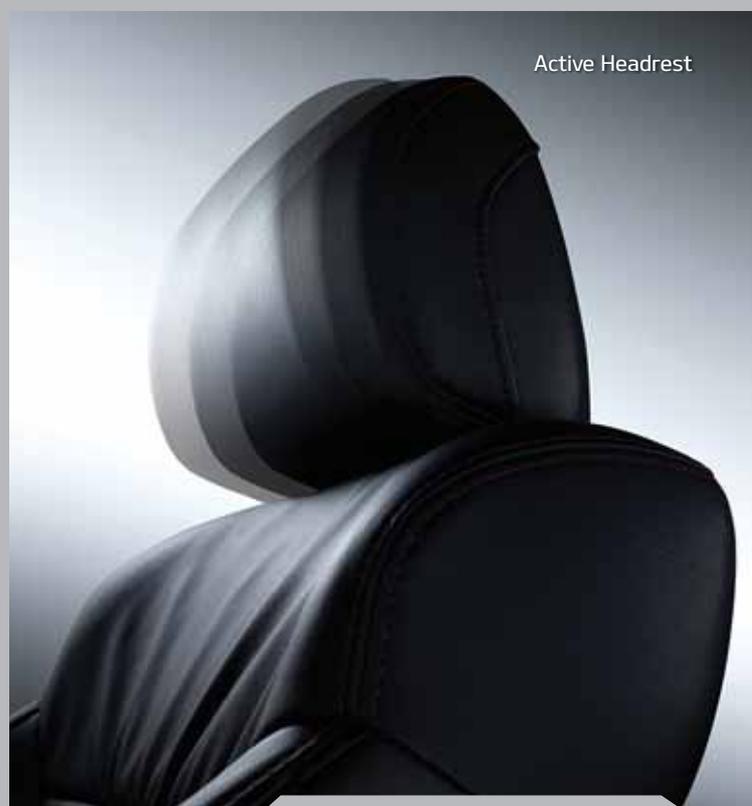
Active and passive safety measures are at the foundation of the Cerato, where chassis, steering, handling and the braking power of front and rear disc brakes combine to offer a well-integrated safety package. The Cerato's robust body shell structure delivers real passive safety benefits with increased impact resistance. Significant developments to the body shell include stronger A-pillars, reinforced rear floor members and a central floor tunnel, plus more rigid joints between the dashboard bulkhead and the A-pillars.

The Cerato has been constructed with impact resistant crumple zones and reinforced doors as a first line of defence. Further passenger protection comes from active headrests and six airbags - driver and front passenger airbags, two side airbags and two full length curtain airbags - that activate to protect occupants from front, side and rear impacts. In order to maximise driver safety, the Cerato presents a depowered airbag in the driver's seat.

Additional safety is provided by a high-mounted brake light and front and rear fog lamps, while vehicle control and braking power is maximised via the Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD). The Rear Parking Assist System* (RPAS) allows for a highly accurate detection of a rear obstruction, surpassing the limitations of the past RPAS by indicating the direction of the rear obstruction. This in itself offers added driver convenience and passenger and pedestrian safety.

*2.0 model only

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Active Headrest



Rear Parking Assist System*

SPECIFICATIONS

DIMENSIONS

Exterior (mm)	
Overall length x width x height: 4-door (5-door)	4 530 (4 340) x 1 775 x 1 460
Wheelbase	2 650
Wheel tread (front) : 16" alloy	1 543 (205/55R-16")
17" alloy	1 539 (215/45R-17")
Wheel tread (rear) : 16" alloy	1 550 (205/55R-16")
17" alloy	1 546 (215/45R-17")
Overhang (front/rear): 4-door (5-door):	895/985 (795)
Min ground clearance:	150

Interior (mm)

Interior length x width x height : 4-door (5-door)	1 905 x 1 467 x 1 207 (1 227)
Interior capacity (l)	2 740
Legroom (front/rear): 4-door (5-door)	1 100/890 (1 100/890)
Headroom (front/rear): 4-door (5-door)	1 015/955 (1 015/975)
Shoulder room (front/rear): 4-door (5-door)	1 415/1 390 (1 415/1 390)
Cargo area (l): 4-door (5-door)	415 (550)

ENGINE

1.6 EX

2.0 SX

Displacement (cc)	1 591	1 998
Bore x stroke (mm)	77 x 85.44	86 x 86
Compression ratio	10.5	10.5
Max power (kW/rpm)	91.2/6 300	14.7/6 200
Max torque (Nm/rpm)	156/4 200	94.2/4 300
Engine type	In-Line 4 DOHC CVT	In-Line 4 DOHC CVT
Fuel Injection System	Multi Point Injection	Multi Point Injection
Emission Control System	Petrol Unleaded	Petrol Unleaded
Fuel tank (Capacity (l) /Material)	52/Steel	52/Steel

TRANSMISSION

1.6 DOHC CVT

2.0 DOHC CVT

Type	6-Speed Manual	6-Speed Automatic	6-Speed Manual	6-Speed Automatic
Gear Ratio				
1st	3.615	4.400	3.615	4.212
2nd	1.955	2.726	1.962	2.637
3rd	1.370	1.834	1.294	1.800
4th	1.036	1.392	1.024	1.386
5th	0.839	1.000	0.860	1.000
6th	0.727	0.774	0.756	0.722
Reverse	3.545	3.440	3.583	3.385
Final Gear Ratio	4.267	3.612	4.188	3.195

STEERING

Type/Power source	Motor-driven power steering
Manual telescopic steering column	

BRAKES

ABS (Anti-lock Braking System)	
EBD (Electronic Brake-force Distribution)	
Front brakes	Ventilated disc
Rear brakes	Solid disc

SUSPENSION

Front	MacPherson Strut
Rear	Coupled Torsion Beam Axle

SAFETY

Airbags (driver, passenger, side and full length curtain)	
Active headrests	
Autolock	
Impact Sensing Auto Door Unlock	

FEATURES

	1.6 EX Manual	1.6 EX Auto	2.0 SX Manual	2.0 SX Auto
Air-conditioner	Manual	Manual	Auto	Auto
Auto Light Control System			x	x
Central door locking (keyless entry)	x	x	x	x
Cruise Control			x	x
Electric Chromic Mirror (ECM)	x	x	x	x
Electric windows	x	x	x	x
Front and rear fog lamps	x	x	x	x
Radio/CD/MP3 with USB and iPod connectivity	x	x	x	x
Rear Parking Assist System			x	x
Seats	Cloth	Cloth	Leather	Leather
Six speakers	x	x	x	x
Supervision Cluster (including rheostat)			x	x
60:40 split rear seats	x	x	x	x

OPTIONAL ACCESSORIES

Sunroof		x		x
Tow-bar (K264)				
Headlamp shields (EGR-114110E)				

5-YEAR/100 000km WARRANTY • 4-YEAR/90 000km SERVICE PLAN



16-inch (205/55R-16") alloy wheel
4-door/5-door

17-inch (215/45R-17") alloy wheel
4-door

17-inch (215/45R-17") alloy wheel
5-door



Clear White



Bright Silver



Metal Bronze



Titanium Silver



Ebony Black



Racing Red
(5-door only)



Santorini Blue



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