



# The Power to Surprise


Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful and dynamic styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical and stylish but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.


## About Kia Motors Corporation

Kia Motors Corporation ([www.kia.com](http://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 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US\$45 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 surprise the world by providing exciting and inspiring experiences that go beyond expectations.

<http://www.facebook.com/Kiamotorsworldwide>

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<http://www.youtube.com/KiaBUZZ>

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The Power to Surprise



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The all-new  
**RIO**





## Practicality looks better than ever

Whether you choose it for aesthetics or practicality, the all-new Rio makes versatility look alluring, offering true enjoyment to anyone with a deep passion for driving. Take it to all the places you've been waiting to go.





## Bigger, bolder and poised for adventure

Get ready for excitement. With a new look, more interior space, and lively performance, the all-new Kia Rio has charm that deepens when you get behind the wheel. It's more than a city car. It's an everyday travel companion.





## Face the day with confidence

The all-new Rio is more than just an attractive new car on your street. With comfortable seats, surprising versatility, and dependability backed by a 7-year warranty, it's with you for the long haul.



A red Kia Rio is shown from a rear three-quarter view, driving on a city street. The car is moving towards the right, with a blurred background of trees and buildings, suggesting motion. The sun is low on the horizon to the left, creating a warm, golden glow and lens flare. A bridge with a white arch is visible in the distance on the left. The car's rear features include the Kia logo, 'RIO' badging, and a license plate that reads 'RIO'.

## Bring new style to everyday excursions

Sometimes beauty runs deep and endures. With winning style, ample seating and cargo capacity, the all-new Kia Rio lets you set out every day feeling like the world is yours to explore.





## Logical ergonomic control for any situation

The cockpit prioritizes information and limits visual and manual distractions. The cluster presents driving data, while a center floating display simplifies access to a range of entertainment and comfort controls.





**Supervision cluster with 3.5" LCD screen** A tasteful, intelligently designed and customizable supervision cluster provides outside temperature and vehicle and trip data.

**Steering wheel audio remote control** Adjust audio settings using just your thumb for enhanced driving safety.

**Auto cruise control** The auto cruise function can be activated using steering wheel-mounted controls, making it easy to set your desired speed in a safe manner.



**Bluetooth** In the all-new Rio, Bluetooth technology gives you hands-free access to your phone and its functions.

**5" color touchscreen audio** The 5" TFT-LCD touchscreen audio system displays artist and track names and can be controlled with the tap of a finger. The system offers MP3 compatibility.



## It helps you stay informed, aware, and totally focused

Technology has transformed daily life. But the devices and services we depend on have their time and place. The all-new Rio offers a simple presentation of the information you need to see as you focus on your driving.





## Relax all the way there... and back

Up to five people can ride in comfort with plenty of room to stretch thanks to a longer wheelbase. Automatic air conditioning adds to the experience.





**Full-folding 2nd row seats** Rear seats fold fully flat, so when you need to, you can accommodate long or bulky items in the extended cargo space.

**60:40 split-folding rear seats** The rear seats split 60:40 and fold flat, giving you utmost flexibility in managing cargo and passenger space.

## All the room needed to live out your dreams

Whether it's just another day or the trip of a lifetime, the all-new Rio makes the good life that much more within reach. Get familiar with its clever approaches to stowing cargo and putting people at ease.



**Luggage net** An elasticized luggage net keeps luggage and other items from moving around in the cargo space.

**Covering shelf** A rear shelf keeps cargo out of view. Attached to the rear tailgate by cords, it lifts out of the way when the tailgate is opened.







## Striking at rest. Tantalizing in motion

Attractive new aerodynamic contours are just part of what makes the all-new Kia Rio so striking. Its smooth ride, agile handling and invigorating performance bring excitement to life.





| Engine                 | 1.4 MPI      | 1.6 MPI    |
|------------------------|--------------|------------|
| Displacement (cc)      | 1,368        | 1,591      |
| Max. power (ps/rpm)    | 100/6,000    | 123/6,300  |
| Max. torque (kg-m/rpm) | 13.6/4,000   | 15.4/4,850 |
| Mated transmission     | 6 M/T, 6 A/T |            |



**Automatic transmission** A smooth-shifting 6-speed automatic transmission effortlessly transfers the engine's torque to the wheels.

**Manual transmission** An efficient 6-speed manual transmission offers quick, smooth shifts and gear ratios matched to the engine's torque curve.

## The power to pull ahead of the pack

The all-new Rio combines fuel saving efficiency with a constant reserve of power. Its handling around town is smooth and agile. And when speed is called for, you'll love the punch of performance it offers.





## Slip through the air. Dart through traffic

The sinuous lines of the all-new Rio harmonize with the wind, enhancing the fuel economy. Its nimble handling makes it the ideal vehicle for the quick turns and unexpected detours that are part of modern urban life.





**Hill-start Assist Control (HAC)** It can be nerve-racking to pull away from a standing start when you're on a steep upward incline. HAC stops you from rolling backwards.

**Electronic Stability Control (ESC)** In the event of sudden braking or turning, ESC activates to regulate engine torque and distribute braking force independently, slowing you down safely with maximum control.

## A single-minded obsession with everything that could go wrong

We believe that a car has one paramount duty: to protect the people inside it and around it. The all-new Rio features intelligent active safety technologies and substantial passive safety enhancements for your peace of mind.

## 50.5% AHSS application

The all-new Rio uses more than 50% Advanced High Strength Steel (AHSS), which is a more than 54% increase from the previous model. This equates to phenomenal body rigidity, enhancing cabin protection as well as dynamic performance.



## 8 zones with hot-stamped components

The all-new Rio features hot-stamping of components in 8 core stress areas. The strengthened body structure helps provide improved crash protection.

## 102m of structural adhesive

With almost three times the structural adhesive applied compared to the previous generation, the all-new Rio is more rigid yet lighter, and features improved noise, vibration and harshness management.

### Parking Distance Warning-Reverse (PDW-R)

When you back into a parking spot, how much room do you have left? As you reverse, audible beeps alert you to the distance to obstacles behind you.

**6 airbags** Protection includes front air bags for the driver and front-seat passenger, two air bags at the sides, and two curtain airbags running the length of the cabin.





# The details that make the difference

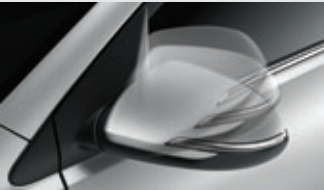
Your car should deliver everything you expect from a drive. Choose the options and accessories that will make it yours and yours alone.



**Sunroof**  
An available power sunroof adds an open-air feeling to the already roomy cabin of the all-new Rio.



**Bi-projection headlamps**  
Bi-projection headlamps offer increased illumination, enabling you to better detect obstacles and navigate the road ahead.



**Electric folding mirrors**  
The outside mirrors can be folded and unfolded conveniently with the push of a button.



**Radiator grille**  
The iconic Kia radiator grille has been completely restyled. Most of the airflow used for cooling enters through the lower intake.



**Aero blade wipers**  
Aerodynamic wiper blades maintain contact with the windshield even at high speeds.



**Rear spoiler garnish**  
A rear spoiler improves the air vortex around C-pillar for enhanced aerodynamics and downforce on the rear tires.



**Smart key with easy keyless entry**  
Lock or unlock the doors conveniently with the simple press of a button.



**Telescopic & tilt steering wheel**  
Adjust the steering column up and down, and in and out, to find just the right position for you.



**Sunvisor illumination lamps**  
Bulb lamp over the vanity mirror on the driver-side sunvisor lights up to help you see yourself better in the mirror.



**Auto defog system**  
The auto defogger detects mist on the windshield and automatically deploys the fans to clear the glass rapidly.



**Adjustable seatbelt anchor**  
The height-adjustable seatbelt anchors allow for seatbelts to be raised and lowered to achieve a perfect fit.



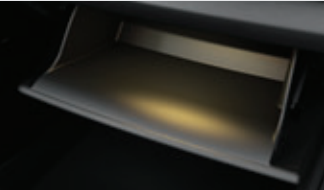
**Auxiliary and USB connections**  
Flash drives and other compatible audio devices can be connected via 3.5 mm (analog) and USB ports.



**Manual climate control**  
Simple soft-touch switches and dials let you adjust the temperature quickly with minimal distraction.



**Full Auto Temperature Control (FATC)**  
FATC lets you set a desired temperature for a comfortable ride in any weather condition.



**Illuminated glove box**  
Simply place small objects in the storage compartment under the dashboard. An interior light ensures easy retrieval of stored items.



**Front & rear door bottle holders**  
Drink bottles are easily on hand thanks to holders in both the front and rear door panels.



**Center console armrest**  
While offering comfortable support when driving, the armrest is covered in soft material that is color-coordinated with the interior trim.



**Rear USB charging port**  
Rear passengers can charge their electronic devices via the USB port mounted at the back of the center console.



# Designed to fit your mood

Choose from a variety of appealing color and fabric treatments that make the interior of the all-new Rio uniquely comfortable and refreshing.

## Black One-tone Interior



**EX optional grade Saturn Black artificial leather**  
Soft, bolstered seats with half-perforated Saturn Black artificial leather trim offer long-lasting comfort. Matching trim on the doors and dash give the interior a welcoming ambience.



**EX standard grade Black cloth**  
The interior is upholstered in a combination of soft tricot and honeycomb-pattern, embossed tricot. Matching tones on the doors and the dash provide a consistently appealing look.



**LX standard grade Black cloth**  
The interior is upholstered in a combination of soft tricot and woven cloth with a subtle triangular pattern. Matching tones on the doors and the dash provide a consistently appealing look.

## Gray Two-tone Interior

**EX optional grade Gray artificial leather**  
Soft, bolstered seats with half-perforated artificial leather trim offer long-lasting comfort. The seats, door armrests and dash panel are an attractive medium gray that contrasts nicely with the rich black tones.



**EX standard grade Gray cloth**  
The interior is upholstered in a combination of soft tricot and honeycomb-pattern, embossed tricot. The seats, door armrests and dash panel are an attractive medium gray that contrasts nicely with the rich black tones.



**LX standard grade Gray cloth**  
The interior is upholstered in a combination of soft tricot and woven cloth with a subtle triangular pattern. The seats, door armrests and dash panel are an attractive medium gray that contrasts nicely with the rich black tones.



## Special Black Package

For a more opulent look, a Special Black EX package is available. The soft, supportive seats are upholstered in Saturn Black artificial leather trim, with Barolo Brown bolsters and contrast stitching. A rich red tone on the door armrests and dashboard metal add extra elegance.

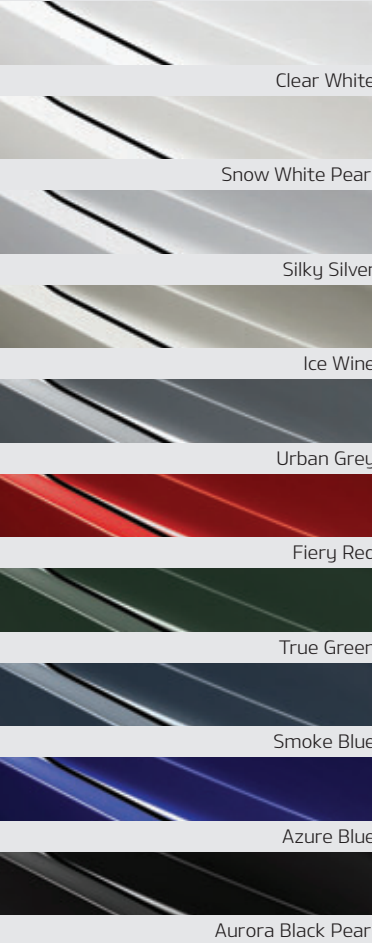




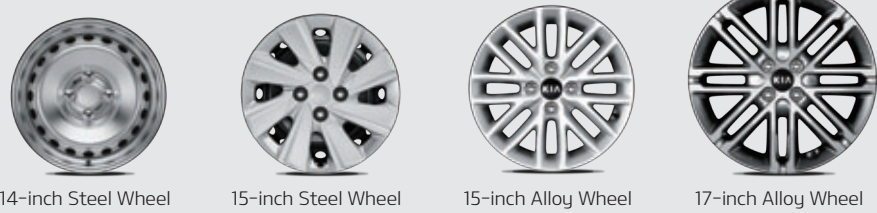
# Exterior colors and wheels

Ten enticing color choices and four striking wheel styles complement the bold, aerodynamic exterior design of the all-new Rio.

## Exterior Colors

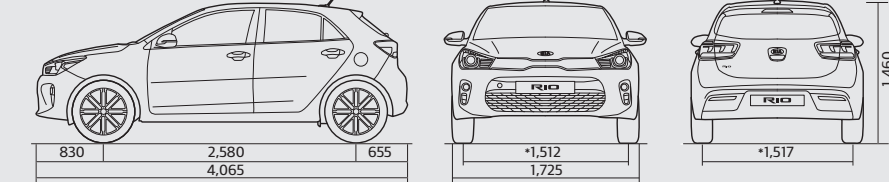


## Wheels

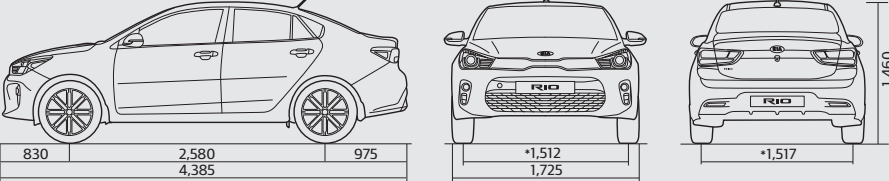


## Dimensions (mm) \_ \*17-inch wheel based

5-door model



4-door model



|   | Unit (mm)    |              |
|---|--------------|--------------|
|   | 5-door model | 4-door model |
| Overall length                          | 4,065        | 4,385        |
| Overall width                           | 1,725        | 1,725        |
| Overall height                          | 1,460        | 1,460        |
| Wheelbase                               | 2,580        | 2,580        |
| Wheel <span> </span> tread (front/rear) | 1,512/1,517  | 1,512/1,517  |

|                            | 5-door model | 4-door model |
|----------------------------|--------------|--------------|
| Overhang (front/rear)      | 830/655      | 830/975      |
| Leg room (front/rear)      | 1,070/850    | 1,070/850    |
| Head room (front/rear)     | 987/964      | 987/950      |
| Shoulder room (front/rear) | 1,375/1,355  | 1,375/1,355  |
| Min. ground clearance      | 150          | 150          |

All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors Corporation makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors Corporation may need to update or make changes to the vehicle features and other vehicle information found in this brochure. Some vehicles shown include optional equipment that may not be available in some regions. All video and camera screens shown are simulated. Kia Motors Corporation, by the publication and dissemination of this material, does not create any warranties, either expressed or implied, for any Kia products. Contact your local Kia dealer for the most current information.

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Whether you love getting out into the great outdoors, or simply enjoy living in a more sustainable balance with the ecosystem, you have found a soulmate in Kia Motors.

Environmental preservation and social responsibility are top priorities at Kia, and we back up our commitment with tangible actions. Our EcoDynamics sub-brand, established in 2009, designates the most eco-friendly cars within each Kia model range that showcase our new fuel-stretching and emission-cutting technologies such as hybrid, plug-in hybrid, electric and hydrogen fuel cell powertrains.

We are also building a clean production system, raising the resource

recovery rate, designing vehicles with the disposal phase in mind, and increasing energy efficiency. Meanwhile, we are adopting more and more environmentally friendly materials in our cars, selected for their composition, biodegradability and bio-inspired technology. For example, to reduce our carbon footprint, we are replacing oil-based materials with plant-based materials wherever possible.

As you can see, we at Kia Motors are committed to finding fundamental solutions to cutting energy consumption and combatting climate change. If you feel the same way about preserving the environment and ensuring a brighter for the younger generation, then we have just the vehicle for you.