



KIA MOTORS

The Power to Surprise®

cee'd



THE NEW KIA CEE'D

Confidence now comes as standard

Some people search for it high and low. To us, it's the most natural thing in the world. Quality, we feel, should be a given. Which is why we build cars that let you focus on more exciting things, like the new design of the Kia cee'd. Or the most beautiful routes and the best cafés to stop at. In fact, we're so confident about the quality of our cars, every cee'd comes with a 7-year warranty as standard.

But it doesn't stop there. Choose the new look hatchback, or the extra spacious Sporty Wagon (SW), both are packed with plenty more reassuring surprises. So you can simply relax and enjoy the fact that you've made a great choice.





cee'd



cee'd
Sporty
Wagon



7-year /150,000 km for the power train and 5-year /150,000 km for the entire vehicle. Valid for Kia cee'd in all EU states (Norway, Switzerland, Iceland and Gibraltar).



Our very own badge of honour

Whether you choose the hatchback, or the exceptionally spacious Sporty Wagon (SW), every new Kia cee'd comes with a unique warranty. It covers your car for up to 5 years and 150,000 kilometres, and your power train for 7 years and up to 150,000 kilometres.

A 12-year anti-perforation warranty is also part of the package. How come we're so generous? It's simple. Experience shows that Kia cars are so well built; chances are you won't need to make use of our unrivalled service. If you do, your Kia will be in the best hands with our qualified technicians. Reasons to be confident all-round.





CONFIDENT ABOUT OUR QUALITY

Quality, qualité, Qualität, qualitá, kvalita – we all speak the same language

The new Kia cee'd is born and bred in Europe. Conceived at our European Design Centre in Germany, it's manufactured at our state-of-the-art factory in Žilina, Slovakia. This is where our highly qualified technicians and more than 400 robots produce cars with the highest build quality. Around 75 per cent of parts used at our manufacturing plant are sourced from European suppliers. So there's plenty of home-grown talent built in to the new cee'd.

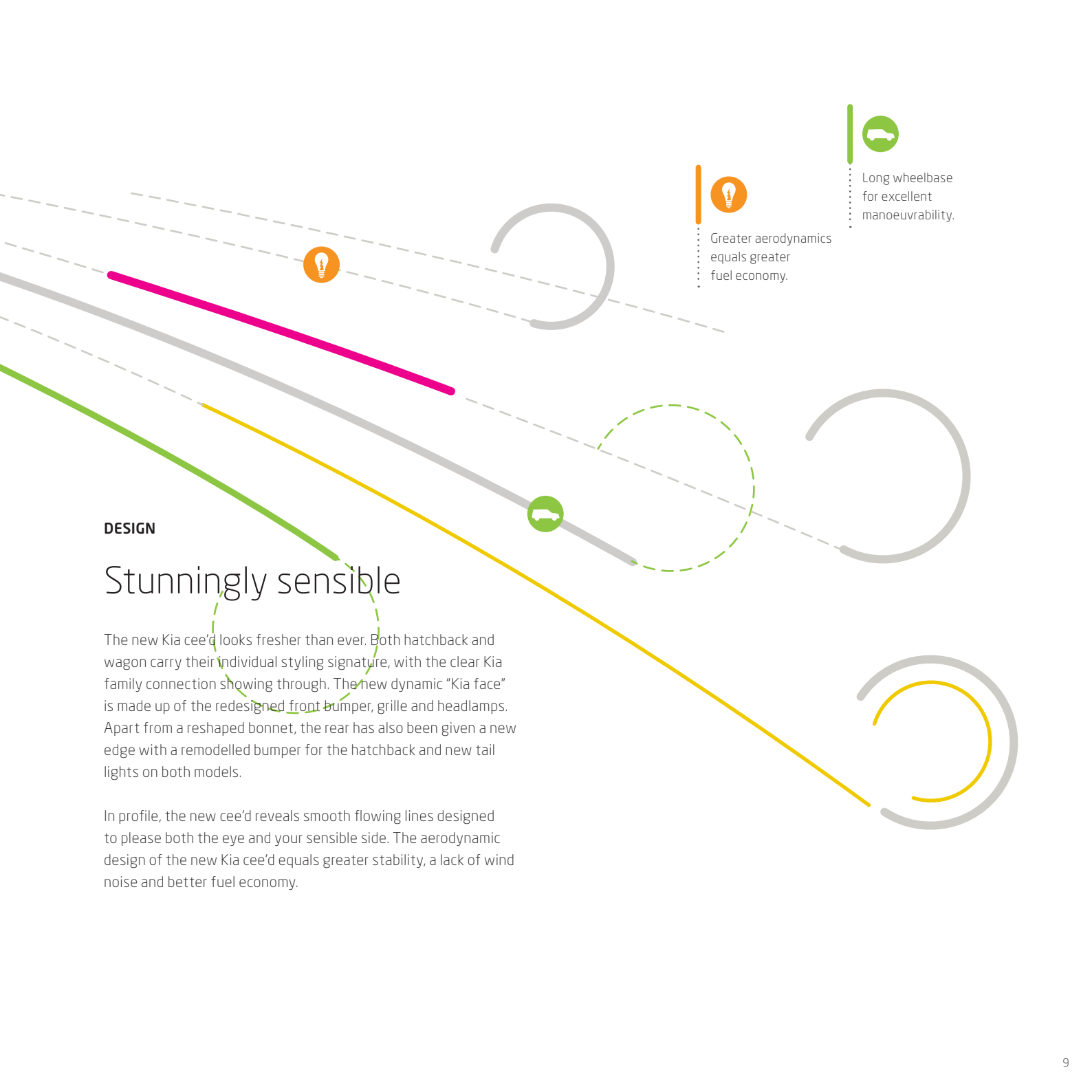


At our research and design centres in Germany, the USA, Japan and Korea, we're constantly developing new ideas to suit different regions in the world.









Greater aerodynamics
equals greater
fuel economy.



Long wheelbase
for excellent
manoeuvrability.

DESIGN

Stunningly sensible

The new Kia cee'd looks fresher than ever. Both hatchback and wagon carry their individual styling signature, with the clear Kia family connection showing through. The new dynamic "Kia face" is made up of the redesigned front bumper, grille and headlamps. Apart from 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.

In profile, the new cee'd reveals smooth flowing lines designed to please both the eye and your sensible side. The aerodynamic design of the new Kia cee'd equals greater stability, a lack of wind noise and better fuel economy.

DRIVING PLEASURE

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

It's easy to take control of the road, when you've got plenty of clever help. The new Kia cee'd is equipped with a whole range of active driving technology for improved road handling and stability. Fully independent front and rear suspension guarantees a comfortable ride. Also, electric power-assisted steering makes both motorway driving and parking a thoroughly relaxed affair.





EBD

Electronic Brakeforce
Distribution ensures
balanced braking.



ESC

Electronic Stability
Control improves
stability in extreme
driving conditions.



ABS

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



HAC

Hill Start Assist
Control. Takes the
sting out of starting
on steep hills.



BAS

Brake Assistant
System ensures the
brake force applied
is just right.



ABS

ECODYNAMICS

We think more to end up with less

At Kia, we constantly search for new ways to improve your driving experience. Sometimes, this even means a little restraint, as our new engines reveal. Fitted with Start/Stop System (ISG), the engines consume less fuel when the car is idle. For example, when you stop at a traffic light, the engine is turned off and switched on automatically when you resume the journey. Idle Stop and Go (ISG) can save up to 15 per cent fuel, whilst reducing noise and exhaust emissions. Low resistance tyres and an optimum shift indicator also increase efficiency on the Kia cee'd. All elements work together to create what we call "EcoDynamics".



Start/Stop System (ISG).



Low resistance tyres for greater efficiency



All models with Start/Stop System carry the EcoDynamics badge.



Save up to 15 per cent fuel.



ecoDynamics



Kia is one of the first car makers to adopt a Start/Stop technology.





The Zilina plant has been formally certified as an environmental facility. It minimises energy and water waste during the manufacturing process.



Our eco-friendly Take-back and End-Of-Life service ensures a Kia 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 versions and eco-friendly fuel cell vehicles.

RESPONSIBILITY

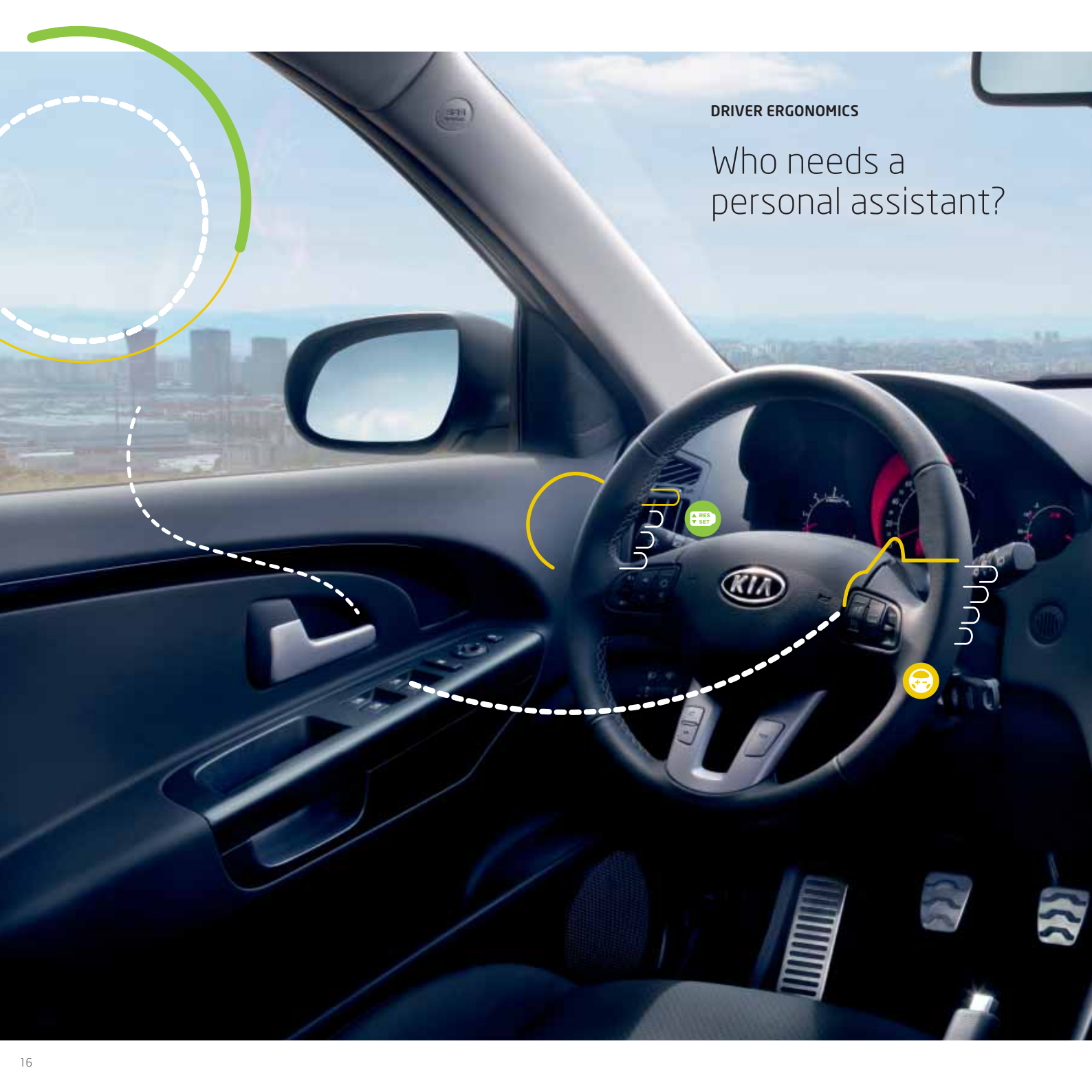
Leaving behind nothing but a good impression

Creating cars that are kinder to the environment is a big challenge. And one we're very happy to address. 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 high-powered engines with reduced emissions and noise, spearheading automobile innovation in the 21st century.



DRIVER ERGONOMICS

Who needs a personal assistant?





Adjust the temperature for the left and right side with optional dual zone climate control air-conditioning.



All close at hand with the 4-spoke steering wheel: adjust volume, access trip computer, set cruise control.



The new audio system with RDS radio, CD-player, USB connectivity for MP3 and iPod outlets.

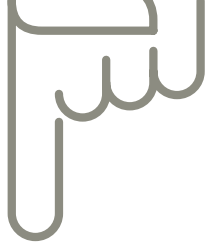


Set the speed you require with cruise control simply by using the buttons on the steering wheel.



The new touch-screen 6.5" full-map navigation system makes finding your way as easy as a walk in the park.





CONNECTIVITY

Touch and go

The new Kia cee'd is an expert at making your life easier. As the driver, you will appreciate the beautifully crafted, ergonomic cockpit where everything is close at hand. Adjust the volume of your state-of-the-art audio system via the steering wheel buttons, check essential journey statistics or find your destination via the new full-map navigation system. You can even choose parking sensors to help you manoeuvre without a scratch. There's plenty of well-considered technology for increased comfort and minimum distraction.



Music to every fans' ears: listen to your favourite tunes simply by plugging your iPod or MP3 player into the USB/AUX port provided.



The stylish centre console houses the new high quality audio unit with a single central dial for added simplicity and control. Listen to AM/FM or CD via six speakers placed throughout the spacious cabin.



Bluetooth®: stay connected with hands-free Bluetooth.



If you choose the full-map satellite navigation system, all audio features can be controlled effortlessly via touch-screen.





CABIN ERGONOMICS

You're almost home

Most people drive home to relax. The new Kia cee'd helps you unwind the moment you get behind the wheel. The comfy seats are clad in soft leather or beautiful fabric. For added convenience the front seats come with adjustable lumbar support and active headrests for added safety. Rear passengers will enjoy the spacious cabin with plenty of head- and legroom. High quality materials and a premium finish create a welcoming atmosphere throughout.



Centre console with storage box, two front and two rear cup holders



Perforated leather available on top grades





EQUIPMENT

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

Whether you're a technology buff, the practical type or, if you like the comfort of leather, choose from a wide range of options to suit your cee'd.

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- 1 Front and rear power windows.
- 2 Electric power sunroof, rain sensor and automatically dimming rear-view mirror.
- 3 6.5L cooled glovebox.
- 4 Rear centre armrest.
- 5 Parking sensors.
- 6 Independent heated front seat controls.

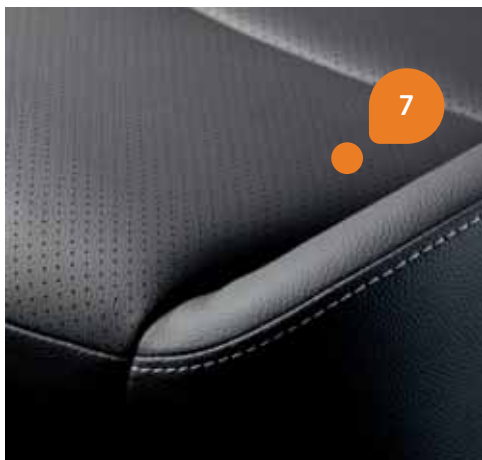


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SPORTS PACK

Confidence comes with the right wardrobe

If you would like to boost your athletic side, opt for the specially designed Sports Pack. It features a special radiator grille, unique high-gloss bezel headlamps and 17" Hyper silver alloy wheels. Inside, the sporty theme continues – with leather-trim steering wheel, gear shift lever and hand brake lever. The seats feature tyre-track pattern fabric or leather with grey stitching. This stylish touch is repeated on steering wheel and centre arm rest cover. Stainless steel door-scuff plates and alloy pedals complete the sporty feel.



- 1 High-glossy black bezel headlamp
- 2 Sports grille
- 3 Sports gearshift
- 4 Alloy pedals
- 5 Signature door sill
- 6 Tyre track seat fabric
- 7 Leather seats with grey stitch
- 8 17" Hyper silver alloy wheels

MODULARITY

Beautifully multi-talented

The cee'd makes everyone on board feel comfortable. But you'll be equally reassured to know 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 with the 60:40 split rear seats, as you require.

Or opt for the extra roomy Sporty Wagon. Folding down the seats creates a massive 1,664 litres in the cee'd SW. For easy access and loading, especially in tight parking spaces, the wagon is fitted with a unique extended tailgate hinge system.

All images shown are of the cee'd Sporty Wagon

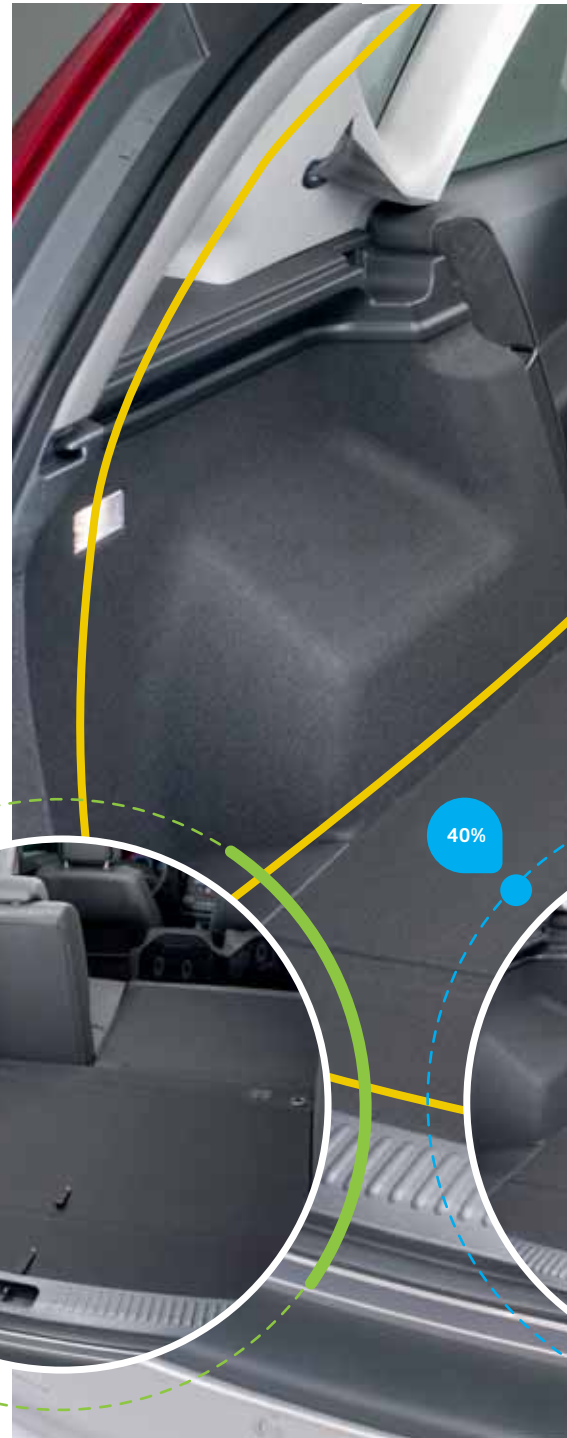
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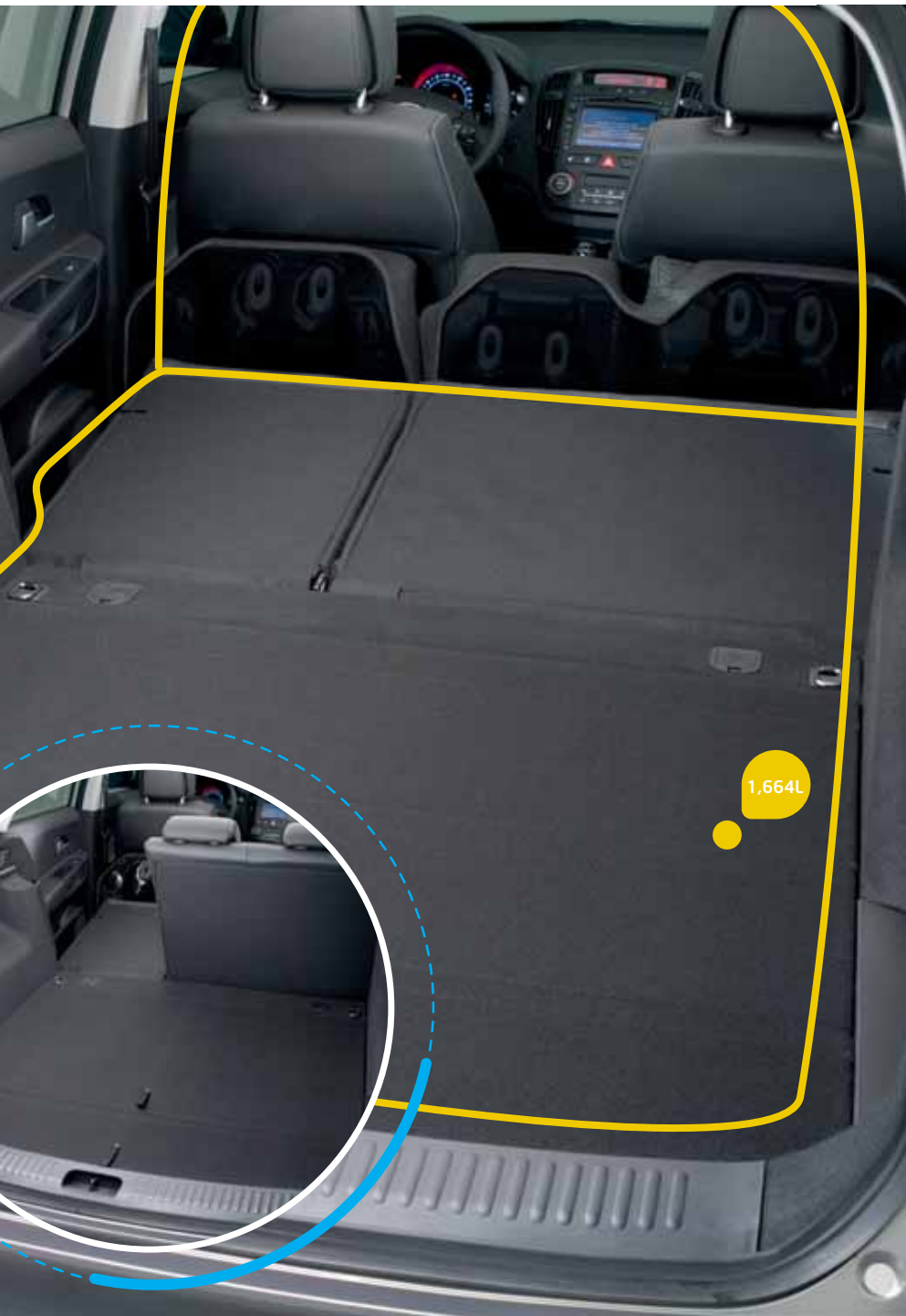


60%



40%





Keep your items safely stored away.





ENGINES

Show your true colours:
with engines to suit



ENGINES

Thrifty, yet full of energy

The Kia cee'd is powered by the latest engine technology, designed to suit both your driving style and the highest environmental standards. Opt for one of the three diesel engines and you'll enjoy fuel economy and performance in equal measure. The key to their success is a range of advanced technologies including a variable geometry turbocharger and second generation Bosch fuel injection. Choose between new 1.6 litre models ranging from 90 to 115 PS, and the top performing 2.0 litre CRDi (140 PS) engine.

If you're a petrol person, you'll thoroughly enjoy the choice of 1.4 litre (90 PS), 1.6 litre (126 PS) and 2.0 litre (143 PS) DOHC engines. They feature CVVT (Continuous Variable Valve Timing) technology and electronic fuel injection to boost performance.

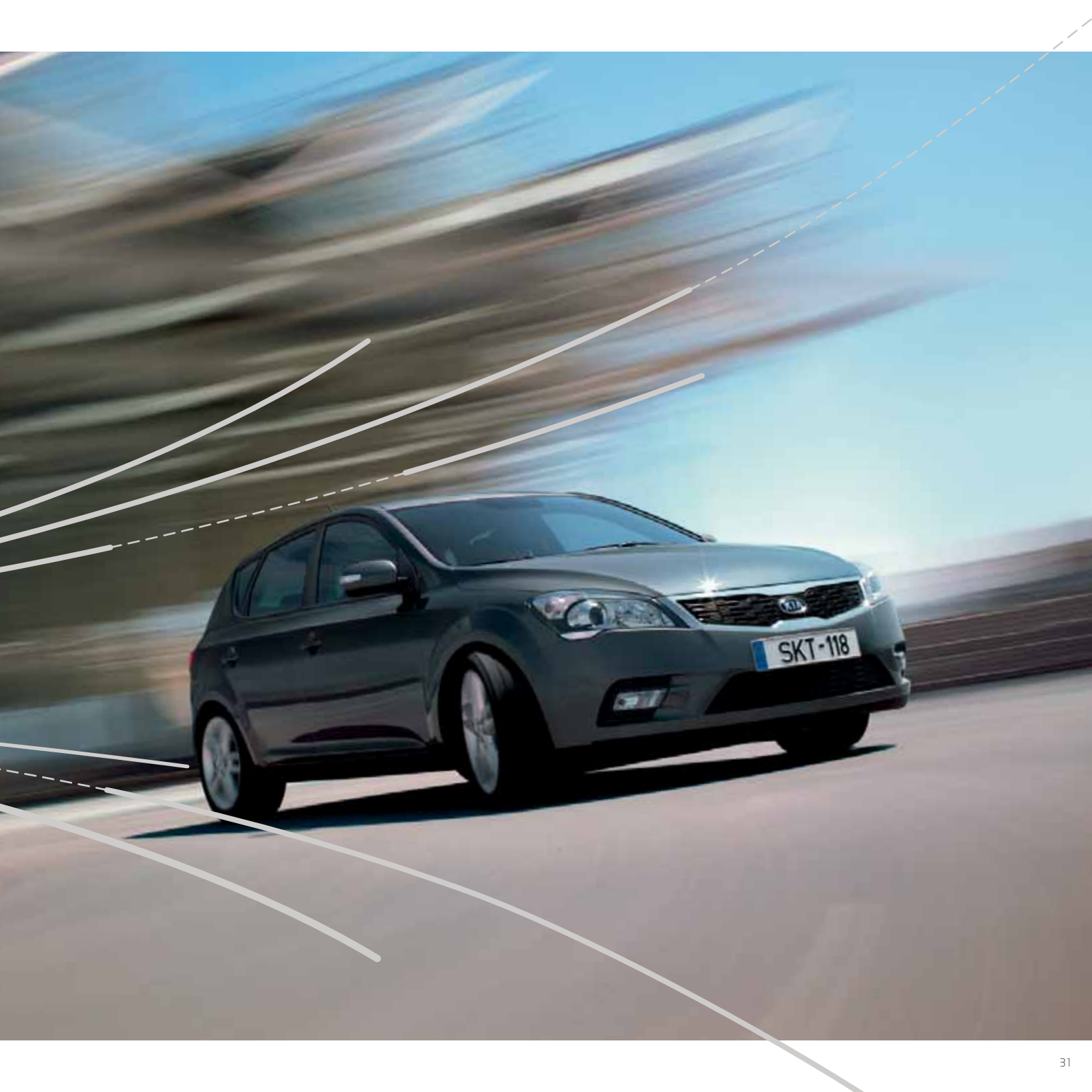


Get more for your money with advanced engines that consume less fuel.



The cee'd power palette ranges from 90 to 143 PS.

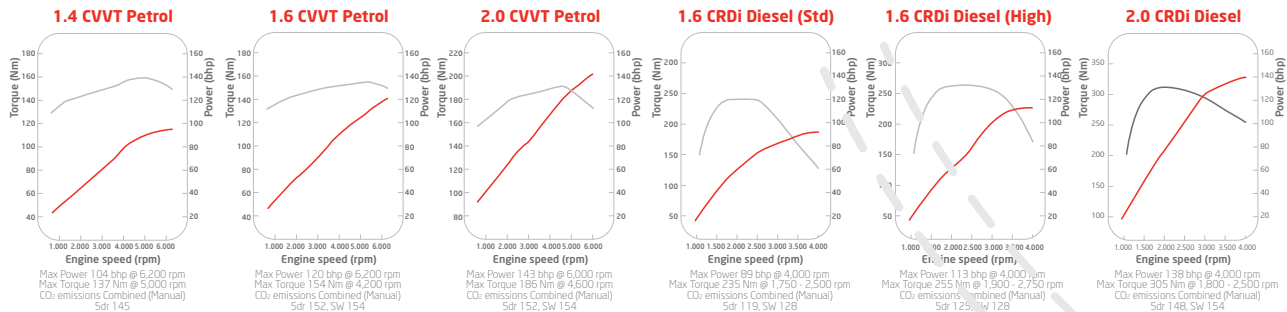




ENGINES / TRANSMISSIONS

Lean machines, and bright ideas

All diesel engines are fitted with 6-speed manual transmission as standard, petrol models feature a 5-speed manual gearbox for extra smooth gear changes. If you prefer to let the cee'd do the work, choose automatic transmission as an option. The new engine range now features advanced low emission technology to meet the strictest European guidelines. If you want to do even more to curb emissions, choose the new Start/Stop System (ISG). It helps save up to 15 per cent fuel and significantly reduces CO₂. The system is available for the 1.4 litre and 1.6 litre petrol engines and the 1.6 litre diesel. All models equipped with Start/Stop System (ISG) carry the EcoDynamics badge.





Kia engines
deliver excellent
performance
combined with
great fuel
efficiency
and advanced
low emissions
technology



Special protection
courtesy of the Kia
cee'd

ABS





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



SAFETY

Back-up whenever you need it

The new Kia cee'd gives you all the right reasons to be confident. Our engineers at the 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 hatchback has been awarded 5 stars in the latest Euro NCAP crash test results, making it one of the safest cars in its class.

TRUST IN SAFETY

Confidence made from steel, air and clever thinking

The cee'd is packed with technology to help you avoid danger in the first place. It comes in the shape of features such as ABS (Anti-lock Braking System), EBD (Electronic Brakeforce Distribution), and ESC (Electronic Stability Control). Together, they help you stay in control and ensure excellent road handling.

What's more, the rigid bodyshell is engineered for extra stiffness – more than two thirds are 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 is fitted with six airbags as standard: dual front airbags, front side airbags, and full-length curtain airbags to protect all passengers. The front seats feature active headrests which help prevent neck whiplash and head injuries during a rear impact. Five seats are fitted with 3-point seatbelts.

We've also made sure your Kia is well protected against theft. Standard security measures include an advanced electronic immobiliser. Thanks to speed sensing auto locking, the doors lock when you pull away and, in the unlikely event of an accident, unlock automatically.





Stay in control
with active driving
technology control.



Six airbags inflate
when necessary.



ISOFIX child safety
anchor points are
standard.



If the tyre pressure
is too low, optional
TPMS warns you.



In a rear collision
the headrests
move forwards and
upwards to prevent
whiplash injuries.



ACCESSORIES

Final touches, added by you

No Kia driver is the same. Which is why we've designed a wide range of additional features to make the 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 practical traits of the SW, the choice is (almost) endless.



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- 1 Side door moulding.
- 2 Spoiler with third brake light.
- 3 Roof rack - aluminium.
- 4 Trunk liner.
- 5 Tow-bar.

PEACE OF MIND

Confidence is contagious

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our revolutionary 7-year warranty reflects this commitment. You'll also find it in a whole range of Kia initiatives designed to create better, more efficient and more enjoyable cars.

Stay in touch with Kia

Visit www.kia.eu for all the latest news and updates. For example, you may want to find out more about our achievements in alternative fuel technology development, like liquid gas, hybrid and fuel cell technology. Or discover what our Environment Research Centre is currently working on. We're also involved in major sporting events, like the 2010 FIFA World Cup, and we sponsor tennis star Rafael Nadal.

7-year vehicle warranty

Every Kia cee'd in Europe will benefit from a 7-year/150,000 km new car warranty, comprising 5-year cover on the entire car and an additional 2-year cover for the power train. This warranty is free and transferable to subsequent owners, provided the car is regularly maintained in accordance with the servicing schedule.

5-year paint warranty

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

12-year anti perforation warranty

Your new Kia automobile comes with superior corrosion protection and a 144-month 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. Please ask for details.



7-year /150,000 km for the power train and
5-year /150,000 km for the entire vehicle.
Valid for Kia cee'd in all EU states (Norway,
Switzerland, Iceland and Gibraltar).



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



Plenty of new ideas
for better driving.



Go to www.kia.eu
for all the latest
and greatest.

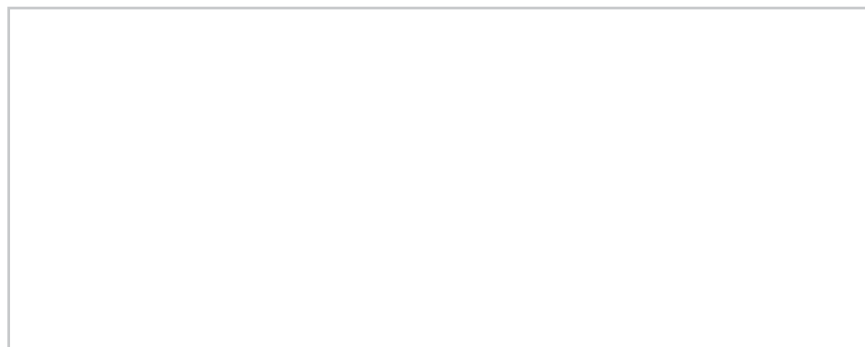




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7-years /150,000 km for the power train and
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