


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 Telluride, 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 (www.kia.com) is a maker of world-class quality vehicles for the young-at-heart. Founded in 1944, Kia today sells around 3 million vehicles a year in over 190 countries, with 52,000 employees worldwide, annual revenues of over KRW 58 trillion (about US\$50 billion) and manufacturing facilities in six countries. Kia is spearheading the transition to electric vehicles and pursuing mobility services to help tackle urban challenges around the world. The company's brand slogan – "The Power to Surprise" – represents Kia's global commitment to surprise the world with exciting, inspiring experiences that go beyond expectations.

For more information, please visit the Kia Motors Global Media Center at www.kianewscenter.com.

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The Power to Surprise



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The new
RIO



Practicality looks better than ever

Whether you choose it for aesthetics or practicality, the 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 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 new Rio is more than just the attractive new car on your street. With its comfortable seats, surprising versatility, and practical dependability, 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 left, with a blurred background of trees and buildings, suggesting motion. The license plate area displays 'RIO'. The car is positioned on the right side of the frame, with a wide, paved road ahead. To the left, there is a modern bridge with a white arch. The sky is blue with some light clouds. The overall scene is bright and sunny, with long shadows cast on the road.

Bring new style to everyday excursions

Sometimes beauty runs deep and endures. With winning style, ample seating and cargo capacity, the 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.



Bluetooth multi-connection Pair one or two phones at once. Stream music from one phone and access Bluetooth functions via two phones.

Color 8" LCD touch-screen audio The 8" TFT-LCD touch-screen audio system displays artist and track names, station information and more, and can be controlled with the tap of a finger. The system is MP3-compatible.

USB audio input Flash drives and other compatible audio devices can be linked via the USB connection and accessed using the audio controls.



Supervision cluster with 4.2" 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.

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

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 new Rio offers a simple presentation of the information you need to see as you focus on 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 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 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 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 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.



Blind-Spot Collision Warning (BCW) The system has rear corner radar sensors that monitor your blind spots and warns you of approaching cars with a flashing light on the side-view mirror.

Rear Cross-Traffic Collision Warning (RCCW) When reversing out of a parking space or driveway, the radar-based RCCW warns you to potential traffic crossing your path.

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.

Rear View Monitor (RVM) Rear View Monitor with Parking Guidance gives you a live view of what's behind you. Lines superimposed on the image help you know how much space you have.

DRIVE
WISE



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 new Rio features intelligent active safety technologies and substantial passive safety enhancements for your peace of mind.

51% AHSS application

The new Rio uses more than 51% Advanced High Strength Steel (AHSS), which is a more than 54% increase from the previous model. This equates to phenomenal body rigidity that enhances cabin protection as well as dynamic performance.



8 zones with hot-stamped components

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

97m of structural adhesive

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



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

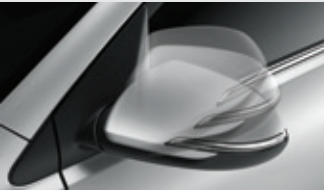
Your car should deliver everything you expect from a drive. Choose the options and accessories that will make it yours and yours alone.



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



Bi-function headlamps
High and low beams are integrated into the same lighting element, which is tastefully mounted within the clear protective housing.



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



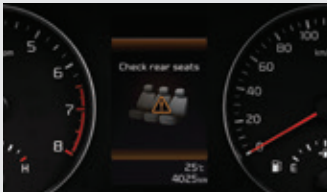
Radiator grille
A sporty new grille design employs a smooth black insert that visually connects the light assemblies. Most of the airflow for cooling the engine now enters through the lower intake.



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.



Rear Occupant Alert
Don't leave anyone in the rear seats when you park. Rear Occupant Alert tracks door-latch use, and reminds you with a message in the cluster.



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.



Rain sensor
The rain sensor detects raindrops on the windshield and activates the wipers for clear visibility.



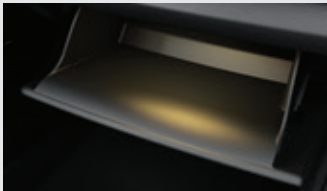
Adjustable seatbelt anchor
The height-adjustable seatbelt anchors allow for seatbelts to be raised and lowered to achieve a perfect fit.



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

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.

Navy Package Interior



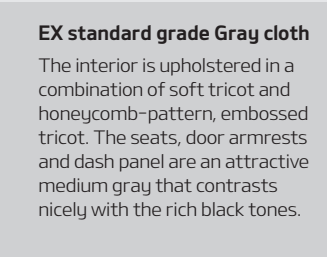
Navy can be soothing. An alluring deep blue graces the dash, the door armrests and the seat edges, offsetting the dominant black and gray tones of the interior with a touch of intrigue.

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

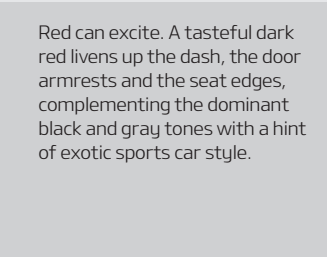
The interior is upholstered in a combination of soft tricot and honeycomb-pattern, embossed tricot. The seats, door armrests and dash panel are an attractive medium gray that contrasts nicely with the rich black tones.



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.

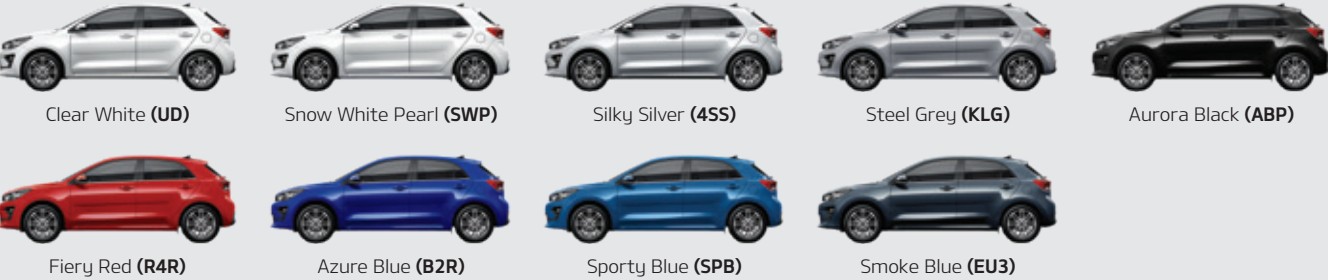
Red Package Interior



Red can excite. A tasteful dark red livens up the dash, the door armrests and the seat edges, complementing the dominant black and gray tones with a hint of exotic sports car style.

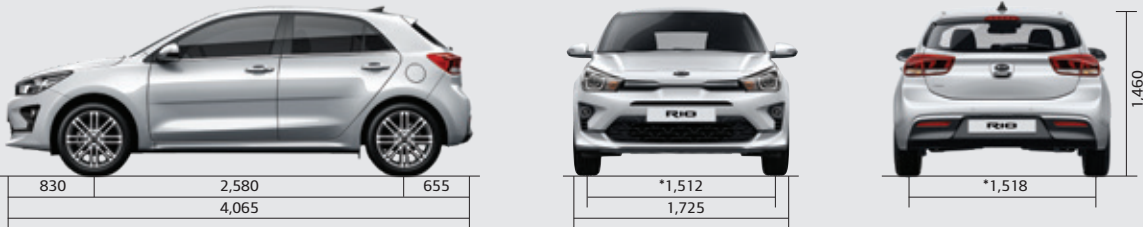
Exterior colors and wheels

Exterior Colors

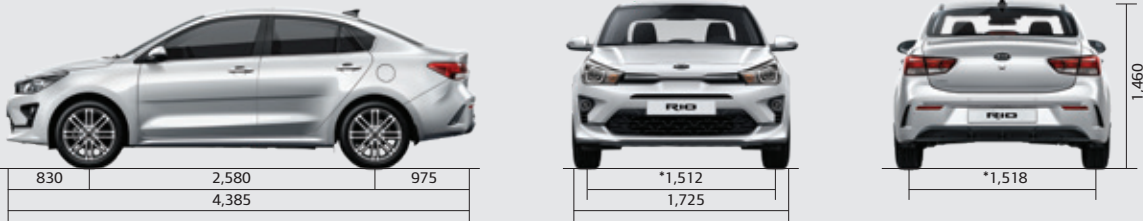


Dimensions (mm) _ *17-inch wheel based

5-door model



4-door model



Wheels



※ 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 reported 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.