



WE'VE EVOLVED

CERATO



KIA MOTORS

www.kia.co.za



THE POWER TO SURPRISE™

KIA Motors' brand slogan "The Power to Surprise™" represents the company's global commitment to surpassing customer expectations through continuous innovation and industry-leading warranties. KIA Motors, founded in 1944, is Korea's oldest car manufacturer, and now has over 40 000 employees across 13 manufacturing assembly operations in 8 countries. These plants produce more than 1.5 million vehicles a year, which are then sold through a network of distributors and dealers in 172 countries. KIA Motors is a major sponsor of the Australian Tennis Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™ - as well as a EUROTOP partner to UEFA. KIA is actively developing state-of-the-art eco-friendly cars for future commercialisation, meeting prevailing consumer demand for fuel-efficient and compact vehicles.

PRODUCT CONCEPT

The all-new KIA Cerato 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 all-new Cerato embodies KIA's new design philosophy in its most complete form so far. The all-new Cerato is a simple corporate statement to the motoring world that KIA is a brand underpinned by quality and reliability.

EXTERIOR

The front view of the all-new 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. A distinctively stylish rear-view is achieved by the rear combination lamps with revolutionary multicolour injection-moulded housings and a goggle-type graphic.





Supervision Cluster*

INTERIOR

Catering to different personal tastes, the all-new 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.



Centre Fascia

The supervision cluster* provides better visibility for safe 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.



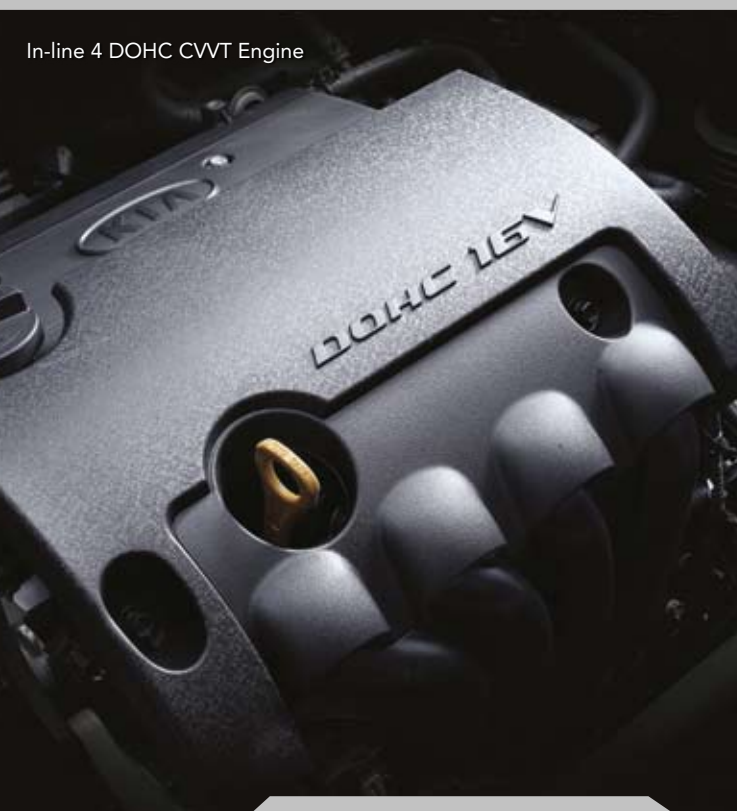
USB/AUX/iPod Connectivity

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 luggage space in the all-new Cerato is now "best in its class". The cargo capacity is increased by 17% and the higher and wider trunk will now also accommodate a total of 415 litres.

*2.0 model only



In-line 4 DOHC CVT Engine



PERFORMANCE

KIA has created a vehicle that will inspire driving passion. The all-new Cerato adopts 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 2.0-litre delivers a maximum power of 114.7kW @ 6 200rpm and a maximum torque of 194.2Nm @ 4 300rpm for a highly responsive and efficient drive. The alternative is the economical lightweight 1.6-litre model, which delivers maximum power of 91.2kW @ 6 300rpm and 156Nm of torque @ 4 200rpm 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



SAFETY

Active and passive safety measures are at the foundation of the all-new Cerato, where chassis, steering, handling and the braking power of front and rear disc brakes combine to offer a well-integrated safety package. The all-new 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



Active Headrest



Rear Parking Assist System*

SPECIFICATIONS

DIMENSIONS

Exterior (mm)

Overall length x width x height	4 530 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)	895/985

Interior (mm)

Interior length x width x height	1 903 x 1 467 x 1 207
Interior capacity (l)	2 740
Cargo area (l)	415

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	114.7/6 200
Max torque (Nm/rpm)	156/4 200	194.2/4 300
Engine type	In-Line 4 DOHC CVVT	In-Line 4 DOHC CVVT
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



Clear White



Bright Silver



Light Graphite



Titanium Silver



Dark Cherry



Ebony Black



Metal Bronze



Spicy Red



Santorini Blue

TRANSMISSION

		1.6 DOHC CVVT		2.0 DOHC CVVT	
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

Tow-bar (K264)
Headlamp shields (EGR-114110E)
Navigation System (Garmin DVD/GPS combo)

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



16-inch (205/55R-16") alloy wheel
(1.6 EX Model)



17-inch (215/45R-17") alloy wheel
(2.0 SX Model)



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