

2012.KIA.RIO





It's the start of something big. Introducing the all-new 2012 Kia Rio, available as both a sedan and 5-door. It's engineered to provide the best of both worlds, with a Gasoline Direct Injection (GDI) engine that delivers class-leading¹ horsepower plus class-leading¹ fuel efficiency of 30 mpg city/40 mpg highway.² With precise, agile handling, the Rio is also remarkably fun to drive. For your convenience and for personalized audio entertainment, it has available advanced features including *Bluetooth*[®] wireless technology*³ and UVO* — an in-vehicle infotainment system. Like all Kia models, the Rio comes with an industry-leading 10-year/100,000-mile warranty program.⁴

1, 2, 3, 4, 5, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. RIO SX WITH PREMIUM PACKAGE SHOWN.



EXCEPTIONAL EFFICIENCY

An Active Eco System is included on automatic transmission models. With a push of the Eco button, the system automatically adjusts the engine and transmission to optimize fuel efficiency.²



CLASS-LEADING PERFORMANCE

A 1.6L, 138-hp Gasoline Direct Injection (GDI) engine delivers class-leading horsepower and fuel efficiency.¹ An available 6-speed automatic transmission provides crisp shifting and improved fuel efficiency.²



ADVANCED TECHNOLOGY

Available push-button start* provides convenient operation. An available rear-camera display⁴⁵ lets you see things behind your vehicle that you might not see by looking over your shoulder.



PEACE OF MIND

Rio features a full range of advanced active and passive safety systems. These include six airbags, Electronic Stability Control (ESC), Hill-start Assist Control (HAC) and Vehicle Stability Management (VSM).



Spacious and adaptable. The Rio 5-door delivers an ideal combination of unique styling and impressive versatility. It has the same class-leading performance¹ and all the technologically advanced features that the Rio sedan has, plus the added convenience of a hatchback. Its fifth door gives you quick and easy access to its roomy cargo area. The Rio 5-door also lets you conveniently carry passengers, cargo or a combination of both, thanks to its easily adjustable seating configurations.

1, 6, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. RIO 5-DOOR SX WITH PREMIUM PACKAGE SHOWN.



60/40 SPLIT-FOLDING SEATS

Split-folding rear seats give you the flexibility to conveniently carry passengers or cargo.⁶

COVERED CONSOLE

Convenient features include dual cup holders and a storage bin with sliding armrest* for your personal items.

CONCEALED STORAGE

The cargo cover allows you to store your valuable items safely out of sight.



Remarkable cabin space — first-class comfort. The interior of the all-new Rio is both stylish and comfortable. EX and SX models feature sleek metal-paint interior trim, and the SX includes refinements such as available leather seat trim. Rio also has a spacious cabin, versatile seating configurations and a 6-way adjustable driver's seat, so driver and passengers alike can relax and travel in comfort.

RIO 5-DOOR SX WITH PREMIUM PACKAGE SHOWN.





3 See Specifications page for endnote. RIO SX WITH PREMIUM PACKAGE SHOWN.



STRIKING INTERIOR DESIGN

Rio features sleek, contemporary styling. Rio SX has a leather-wrapped steering wheel and gearshift knob, an upscale soft-touch dash plus metal pedals.

EASY-TO-READ GAUGES

The instrument panel is stylish and functional, with gauges designed for easy reading. A Supervision meter cluster on the SX enhances readability.

EXCELLENT ERGONOMICS

The Rio EX and SX feature steering-wheel-mounted controls that let you conveniently operate the audio system, your *Bluetooth*[®] wireless technology-enabled devices and cruise control. Rio EX and SX also have power windows with driver-side one-touch automatic up and down operation.

TRIP COMPUTER

A trip computer lets you monitor trip distance, distance to empty and average miles per gallon. It also provides a readout of current mpg performance.

Kia UVO^{*7} Powered by Microsoft.^{®9} Technology keeps giving us new ways to be entertained, stay in touch and be kept informed. Getting to enjoy this, however, can be complicated, especially while driving. UVO, short for “your voice,” is an in-vehicle infotainment system available on EX and SX models.⁸ Kia and Microsoft⁹ have teamed up to provide this voice-activated system. Developed on a Windows^{®9} Embedded Automotive platform, it lets you manage your music conveniently and enjoy hands-free use of your phone.³ UVO has an intuitive touch screen and Microsoft advanced voice-activation technology that actually recognizes your own speech pattern and voice inflection.

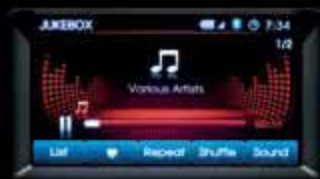
UVO
Powered by Microsoft[®]



COLOR TOUCH SCREEN
UVO's vivid 4.3-inch color LCD touch screen delivers direct access to radio stations, music on your MP3 player or USB media drive, your phonebook from a compatible cell phone³ and vehicle information.



ADVANCED VOICE CONTROL
Microsoft speech technology can learn the speaking patterns of multiple users and it responds quickly to long phrases. Even with Rio's multiple music-source options, finding a song is as easy as saying its title.



DIGITAL JUKEBOX
UVO's in-dash digital storage is large enough to hold up to 700 megabytes of your favorite music. The system lets you load your tunes into personal MyMusic folders and sort them by either title or artist.



REAR-CAMERA DISPLAY[†]
Whenever you shift into reverse, an image from an integrated rear camera is displayed on the UVO screen. It lets you see things behind your vehicle that you might not see by looking over your shoulder.⁵

Advanced technology at your command. The new Rio has a long list of state-of-the-art features that give you access to your own personal audio entertainment and make driving more convenient. These include an integrated USB/auxiliary jack for your MP3 player,¹⁰ SiriusXM Satellite Radio¹¹ and available features such as push-button start with Smart Key remote,* a voice-command navigation system⁸ with real-time highway conditions from SiriusXM Traffic^{TM*11} and *Bluetooth*[®] wireless technology.*³

POWER SUNROOF*

The SX offers an available tinted sunroof so you can enjoy plenty of fresh air. It has a tilt-and-slide design for convenient operation.

USB/AUXILIARY JACK FOR MP3 AUDIO PLAYERS

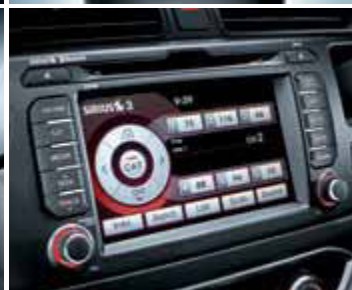
An integrated USB/auxiliary jack lets you listen to your favorite tunes right from your own music library.¹⁰

HEATED LEATHER SEATS*

To enhance your comfort during cold weather, the SX is available with heated driver's and front passenger's seats with leather trim.

NAVIGATION SYSTEM*

Voice-command navigation⁸ available on the SX includes a color touch screen and real-time highway conditions from SiriusXM Traffic.^{TM11}



PUSH-BUTTON START*

The available Smart Key remote lets you start or stop the engine with the push of a button — even with the key fob in your pocket or purse.

POWER-FOLDING MIRRORS*

Available power-folding side mirrors let you conveniently tuck the mirrors in close to the vehicle's body for easy parking in a garage or in tight spaces.

SIRIUSXM SATELLITE RADIO

Get over 130 channels, including commercial-free music, plus the best sports, news, talk, comedy and entertainment.¹¹

BLUETOOTH[®] WIRELESS TECHNOLOGY*

Available *Bluetooth*^{®3} wireless technology allows you to enjoy convenient, hands-free use of your compatible cell phone.





Take charge wherever you go. The all-new Rio is designed to deliver class-leading¹ horsepower combined with class-leading¹ fuel efficiency.² It features a Gasoline Direct Injection (GDI) engine with 138 horsepower and an available 6-speed automatic transmission that enhances fuel efficiency.² For even sportier performance, the Rio SX features a sport-tuned suspension and 17-inch alloy wheels.

1, 2, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. RIO SX WITH PREMIUM PACKAGE SHOWN.



PERFORMANCE AND EFFICIENCY

Rio's 1.6L, 4-cylinder Gasoline Direct Injection (GDI) engine delivers class-leading¹ horsepower plus class-leading¹ fuel efficiency of 30 mpg city/40 mpg highway.²

ADVANCED ENGINEERING

The GDI engine's advanced technology includes dual Continuously Variable Valve Timing (CVVT). CVVT automatically adjusts valve timing for increased power and improved fuel efficiency.²

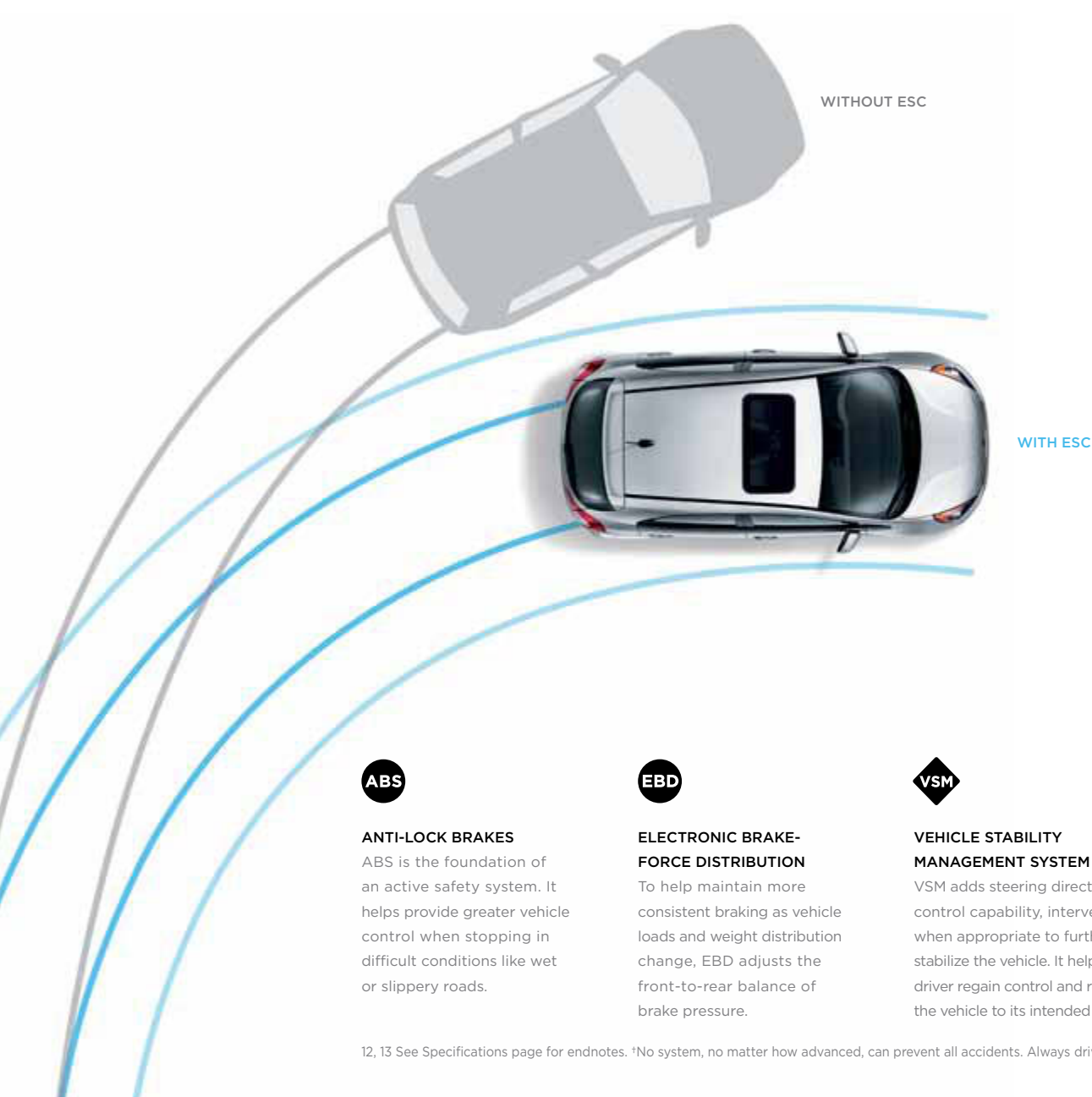
OPTIMIZED PERFORMANCE

Automatic transmission models have an Active Eco System. With a push of the Eco button, it adjusts the engine and transmission to optimize fuel efficiency.²

SMOOTH AND PRECISE HANDLING

The Rio features a MacPherson-strut front-suspension system that is tuned for a remarkably smooth and comfortable ride. The SX features sleek 17-inch alloy wheels, complemented by a sport-tuned suspension and low-profile tires for precise, sporty handling.

Prepared for the unexpected. Rio's active safety systems are engineered to help you avoid accidents,[†] and its passive systems are designed to help minimize injuries when they are unavoidable. Dual front airbags, front-seat-mounted side airbags and side curtain airbags for both front and rear seating positions are managed by an advanced sensor system.¹² Front seat-belt pretensioners have been designed to tighten the seat belts in the event of certain collisions, helping to reduce the likelihood of injuries. Rio wraps all of this — and you — in a protective, high-strength steel-reinforced body that uses a “halo” construction design.



ELECTRONIC STABILITY CONTROL

ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Rio on course.



ANTI-LOCK BRAKES

ABS is the foundation of an active safety system. It helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.



ELECTRONIC BRAKE-FORCE DISTRIBUTION

To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.



VEHICLE STABILITY MANAGEMENT SYSTEM

VSM adds steering direction control capability, intervening when appropriate to further stabilize the vehicle. It helps the driver regain control and return the vehicle to its intended path.



HILL-START ASSIST CONTROL

To help keep you from rolling backward when starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

^{12, 13} See Specifications page for endnotes. [†]No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed.



AIRBAG & SEAT-BELT SENSORS

This advanced system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.¹²



FRONT SEAT-BELT PRETENSIONERS

Pretensioners have been designed to tighten the seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries.



REINFORCED BODY

A "halo" construction design includes a safety hoop for the center pillar and high-strength roof rail. The center roof rail, side sill and seat members are also reinforced to help protect in case of a side collision.



TIRE-PRESSURE MONITORING SYSTEM

This system includes air-pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you.¹³

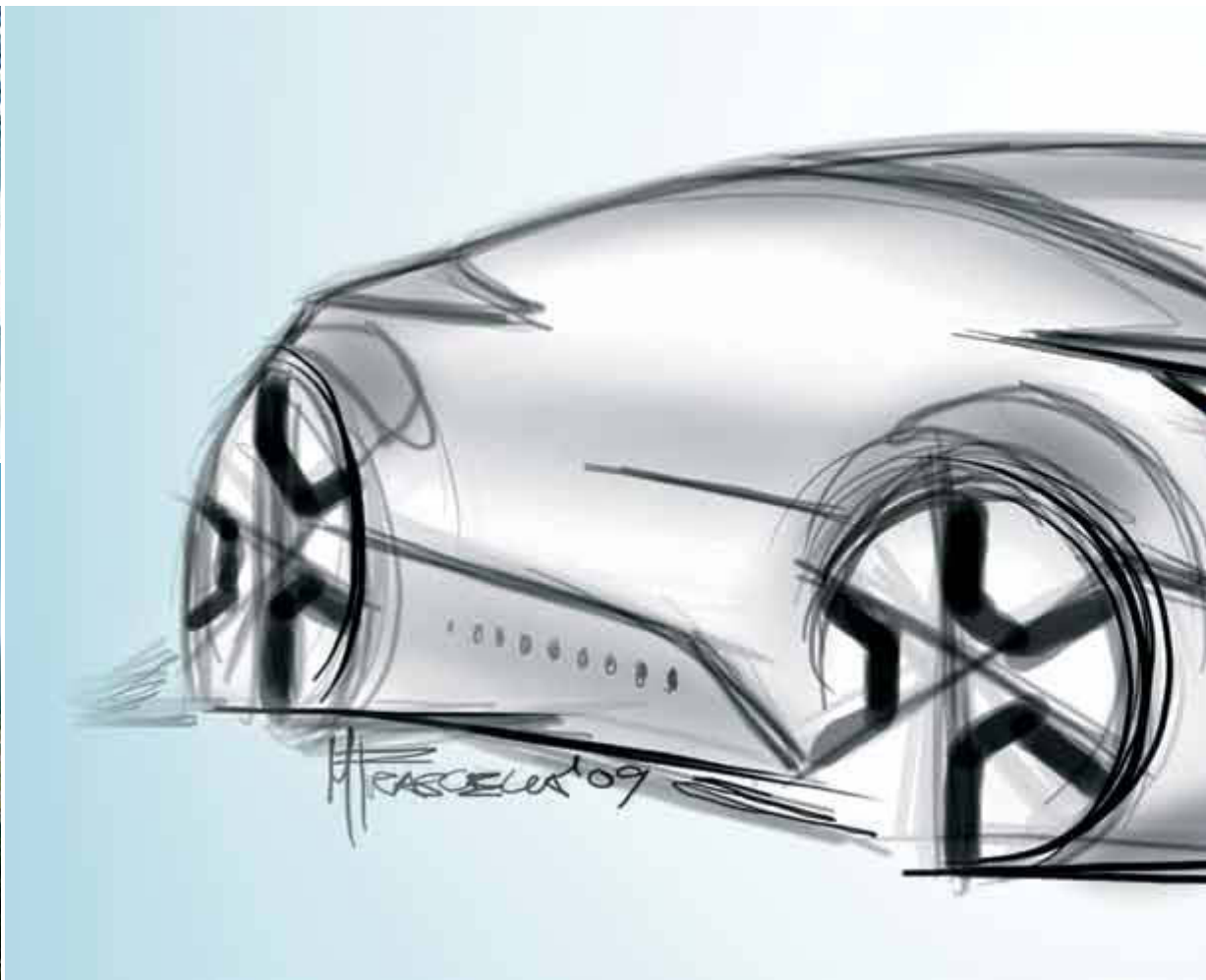


LATCH SYSTEM

The standardized LATCH (Lower Anchors and Tethers for Children) system makes it easier to securely install a compatible child seat in the two ends of the rear seat.

Inflated airbags are shown for illustration only. RIO SX WITH PREMIUM PACKAGE SHOWN.

A passion for excellence. For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized, and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹⁴



COMMITMENT TO AMERICA

Kia Motors has invested over \$1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant is capable of producing 360,000 vehicles a year. The Sorento crossover and Optima midsize sedans are currently being built at this plant.[†] In addition to producing high-quality vehicles, more than 3,000 new jobs were created at the facility plus 7,500 additional jobs in the surrounding area. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.



PRIDE OF QUALITY

Kia Motors designs and develops vehicles and rigorously puts them to the test at high-tech facilities and proving grounds worldwide. The result is a full line of vehicles with world-class quality.



SELLING STRONG

In 2010, Kia Motors sold its 3 millionth vehicle in the U.S.A., and it took less time to reach that milestone than Toyota.¹⁵ In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.¹⁶



VISIT KIA.COM

See our award-winning website to check out specifications, videos, packages, accessories and more. Experience 360° views, or find which of our 700-plus retailers is nearest to you.

[†]Assembled in the United States from U.S. and globally sourced parts. Select Optima models. 4, 14, 15, 16, 17, 18, 19 See Specifications page for endnotes.



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INDUSTRY-LEADING WARRANTY PROGRAM

At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with an industry-leading warranty program.⁴

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance¹⁷

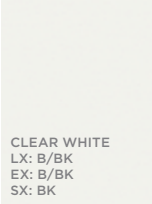
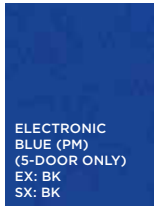
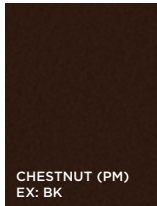
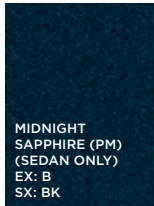
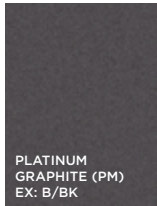


OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA

18

Colors

EXTERIOR

 CLEAR WHITE LX: B/BK EX: B/BK SX: BK	 AURORA BLACK (P) LX: B EX: B/BK SX: BK	 BRIGHT SILVER (M) LX: BK EX: B/BK SX: BK
 SIGNAL RED (P) LX: B EX: B/BK SX: BK	 ELECTRONIC BLUE (PM) (5-DOOR ONLY) EX: BK SX: BK	 CHESTNUT (PM) EX: BK
 SILVERSTONE BEIGE (P) EX: BK	 MIDNIGHT SAPPHIRE (PM) (SEDAN ONLY) EX: B SX: BK	 PLATINUM GRAPHITE (PM) EX: B/BK

INTERIOR

		
BEIGE CLOTH (LX)	BLACK CLOTH (LX)	BLACK LEATHER (SX)*
		
BEIGE PREMIUM CLOTH (EX)	BLACK PREMIUM CLOTH (EX/SX)	

(M) = METALLIC PAINT, (P) = PEARL PAINT,
(PM) = PEARL METALLIC PAINT.

INTERIOR COMBINATIONS ARE INDICATED BY:
B = BEIGE INTERIOR, BK = BLACK INTERIOR.

*OPTIONAL

ACTUAL VEHICLE COLORS MAY VARY FROM
PRINTED BROCHURE.

Features

EXTERIOR

	LX	EX	SX
15" tires w/steel wheel covers	●	●	—
15" tires w/alloy wheels	—	○	—
17" tires w/alloy wheels	—	—	●
Sport-tuned suspension	—	—	●
Body-color exterior door handles	●	●	●
Black mesh radiator grille	●	—	—
Black mesh radiator grille w/chrome surround	—	●	●
Dual body-color heated power mirrors	●	●	●
Outside mirrors w/turn-signal indicators	—	○	●
Power-folding outside mirrors	—	○	●
Rear spoiler (5-door)	●	●	●
Power sunroof w/tilt	—	—	○
4-lens multi-reflector headlights (5-door)	●	●	—
Projection headlights (5-door)	—	—	●
2-lens multi-reflector headlights (sedan)	●	●	●
Projection front fog lights (5-door)	—	○	●
Front fog lights (sedan)	—	○	●
Front LED accent lights	—	—	●
LED taillights	—	—	●
Dual exhaust tips	—	—	●
Front variable intermittent windshield wipers	●	●	●
Rear window wiper and washer (5-door)	●	●	●
Locking fuel-filler door	●	●	●
Heated rear glass w/timer	●	●	●

INTERIOR & CONVENIENCE

UVO in-vehicle infotainment system ⁷ w/rear-camera display ⁵	—	○	●
AM/FM/CD/MP3/SiriusXM ¹¹ audio system	●	●	●
Four speakers	●	—	—
Four speakers w/A-pillar-mounted tweeters	—	●	●
USB/auxiliary input jacks	●	●	●
Bluetooth ^{®3} wireless technology	—	●	●
Navigation ⁸ w/SiriusXM Traffic ^{™11} & rear-camera display ⁵	—	—	○
Push-button start w/Smart Key	—	—	○
Steering-wheel-mounted audio buttons	●	—	—
Steering-wheel-mounted audio/Bluetooth ^{®3} wireless technology/cruise-control buttons	—	●	●
Cruise control	—	●	●
Active Eco System	● [^]	●	●
Supervision meter cluster	—	—	●
Auto-on/off headlights	—	○	●
Power windows w/driver's one-touch auto up & down	○	●	●
Power door locks w/remote keyless entry	○	●	●
Air conditioning	●	●	●
Tilt steering column	●	—	—
Tilt & telescopic steering column	—	●	●
Trip computer	●	●	●
Center console w/sliding armrest & storage	—	●	●
Dual map lights	—	○	●
Luggage area cover (5-door)	●	●	●
Dual front cup holders/lower-door-trim bottle holders	●	●	●

SEATING & TRIM

	LX	EX	SX
Cloth seat trim	●	—	—
Premium cloth seat trim	—	●	●
Leather seat trim	—	—	○
6-way adjustable driver's seat	●	●	●
Heated front seats	—	—	○
60/40 split-folding rear seat	●	●	●
Leather-wrapped steering wheel/gearshift knob	—	○	●
Soft-touch dash	—	○	●
Front door padded armrest	—	●	●
Metal-paint interior trim	—	●	●
Metal pedals	—	—	●

RESTRAINT & SAFETY SYSTEMS

Dual front advanced airbags ¹²	●	●	●
Dual front seat-mounted side airbags ¹²	●	●	●
Full-length side curtain airbags ¹²	●	●	●
Front & rear 3-point seat belts	●	●	●
Front seat-belt pretensioners w/force limiters	●	●	●
Height-adjustable front seat-belt anchors	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock brakes (ABS)	●	●	●
Electronic Stability Control (ESC)	●	●	●
Vehicle Stability Management (VSM)	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
Tire-Pressure Monitoring System (TPMS) ¹³	●	●	●
Side-impact door beams	●	●	●
Front & rear crumple zones	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●
Rear child-safety door locks	●	●	●

LX POWER PACKAGE

Power windows w/driver's one-touch auto up/down, power door locks w/remote keyless entry

EX CONVENIENCE PACKAGE

15" alloy wheels, UVO in-vehicle infotainment system,⁷ rear-camera display,⁵ auto-on/off headlights, leather-wrapped steering wheel and gearshift knob, outside mirrors w/turn-signal indicators, power-folding outside mirrors, front fog lights, dual illuminated visor vanity mirrors, dual map lights, soft-touch dash

SX PREMIUM PACKAGE

Navigation w/SiriusXM Traffic^{™11} (replaces UVO in-vehicle infotainment system), push-button start w/Smart Key, leather seat trim, heated front seats, power sunroof w/tilt

● STANDARD ○ OPTIONAL — NOT AVAILABLE
[^] LX Automatic Transmission only.

Specifications

ENGINE	LX/EX/SX
Type	1.6L, inline 4-cylinder, aluminum block & head
Valve gear	DOHC, four valves/cylinder, Dual Continuously Variable Valve Timing (CVVT)
Displacement	1,591 cc
Compression ratio	11.0:1
Horsepower (SAE net)	138 hp @ 6,300 rpm
Torque (SAE net)	123 lb.-ft. @ 4,850 rpm
Fuel system	Gasoline Direct Injection (GDI)
Transmission	6-speed manual (LX) Electronically controlled 6-speed automatic, overdrive (EX/SX) (optional on LX)

DIMENSIONS	LX/EX/SX
Wheelbase	101.2 in.
Track (front/rear)	59.9 in./60.0 in.
Length	171.9 in. (sedan)/159.3 in. (5-door)
Width	67.7 in.
Height	57.3 in.
Ground clearance	5.5 in.
Legroom (front/rear)	43.8 in./31.1 in.
Headroom (front/rear)	40.0 in./37.6 in.
Shoulder room (front/rear)	53.1 in./52.1 in.
Hip room (front/rear)	52.1 in./51.2 in.
Passenger volume	88.4 cu. ft.
Cargo volume (rear seat up)	13.7 cu. ft. (sedan)/15.0 cu. ft. (5-door)
(rear seat down)	49.8 cu. ft. (5-door)

BODY & CHASSIS	LX/EX/SX
Body type	Steel unibody
Front suspension	MacPherson type w/gas shock absorbers
Rear suspension	Coupled torsion beam axle w/gas shock absorbers
Steering type	Rack & pinion, Electric Power Steering
Turns, lock-to-lock	2.8
Turning circle, curb-to-curb	33.5 ft. (LX/EX), 34.5 ft. (SX)

CURB WEIGHT	1.6L I4
Manual transmission	2,410 lbs. (sedan)/2,410 lbs. (5-door)
Automatic transmission	2,480 lbs. (sedan)/2,483 lbs. (5-door)

BRAKES	LX/EX	SX
Type	Power-assisted, ABS + Electronic Stability Control	Power-assisted, ABS + Electronic Stability Control
Front	10.1 in. ventilated discs	11.0 in. ventilated discs
Rear	10.3 in. solid discs	10.3 in. solid discs

TIRES	LX/EX	SX
Type	185/65R15	205/45R17

2012 EPA-ESTIMATED FUEL ECONOMY ²⁰	SEDAN LX/EX/SX	5-DOOR LX/EX/SX
(Estimated EPA City/Highway MPG)		
Manual transmission	30/40	30/40
Automatic transmission	30/40	30/40
Fuel tank capacity (gallons)	11.4	11.4

ENDNOTES:



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