

2013.KIA.RIO





It's the start of something big. With outstanding horsepower and exceptional fuel efficiency, the 2013 Kia Rio is engineered to provide the best of both worlds. It has a Gasoline Direct Injection (GDI) engine that delivers 138 horsepower plus fuel efficiency of 30 mpg city/40 mpg highway.¹ With precise, agile handling, the Rio is remarkably fun to drive — and it's available as both a sedan and 5-door. For your convenience and for personalized audio entertainment, it has available advanced features including *Bluetooth*[®] wireless technology^{*2} 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.³

1, 2, 3, 4, * 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

To enhance fuel efficiency,¹ the available Eco Package* includes Idle Stop & Go (ISG). ISG turns off the engine when you come to a complete stop and then automatically restarts it when you take your foot off the brake pedal.



IMPRESSIVE PERFORMANCE

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



ADVANCED TECHNOLOGY

Available push-button start* provides convenient operation. An available rear-camera display**⁴ 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 exceptional performance 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.

5, * See Features and Specifications pages for availability and endnote. *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.⁵

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.

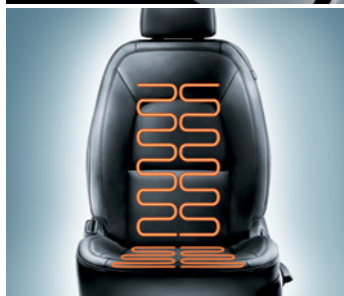
POWER SUNROOF*

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.



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.



PADDLE SHIFTERS*

Rio SX has paddle shifters that allow you to change gears without taking your hands off the wheel.



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.



PUSH-BUTTON START*

The available Smart Key remote lets you start or stop the engine with the push of a button.



STRIKING INTERIOR

Rio SX has a leather-wrapped steering wheel and gearshift knob, an upscale soft-touch dash plus a Supervision meter cluster for easy readability.



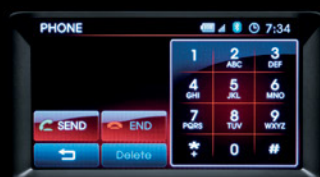


Impressive cabin space — first-class comfort. The Rio has an array of features designed to increase its versatility, enhance your comfort and make everyday driving more convenient. The interior is remarkably spacious and comfortable, with impressive head- and legroom for all seating positions. A 6-way adjustable driver's seat further contributes to the driver's comfort. The Rio SX also includes refinements such as available leather seat trim.

*See Features page for availability. Not all optional features are available on all trims. RIO SX WITH PREMIUM PACKAGE SHOWN.

Enjoy the benefits of advanced technology. The Rio has state-of-the-art features that make driving more enjoyable and give you easy access to your phone and personal audio entertainment. At the top of the list is UVO*⁶ Powered by Microsoft,^{®7} an available infotainment system⁸ that uses advanced voice-activation technology. Instead of memorizing difficult voice commands and menus, UVO, short for “your voice,” lets you make hands-free calls,² receive and respond to text messages, listen to streaming audio,² enjoy your personal music and even play your favorite song, artist or genre of music — all by giving a single, intuitive voice command. With its innovative technology, UVO makes infotainment remarkably easy to enjoy.

UVO
Powered by **Microsoft**[®]



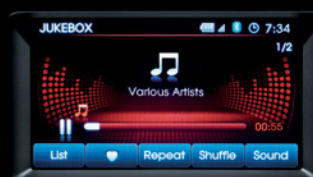
COLOR TOUCH SCREEN

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 phone² and vehicle information.



ADVANCED VOICE CONTROL

Microsoft⁷ 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.⁴



NAVIGATION SYSTEM*

Voice-command navigation⁸ available on the SX includes a color touch screen and real-time highway conditions from SiriusXM Traffic.⁹

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

SIRIUSXM SATELLITE RADIO

Get over 130 channels, including commercial-free music, plus the best sports, news, talk, comedy and entertainment.⁹



BLUETOOTH® WIRELESS TECHNOLOGY*

Available Bluetooth^{®2} wireless technology allows you to enjoy convenient, hands-free use of your compatible cell phone.





Take charge wherever you go. The 2013 Rio is designed to deliver outstanding horsepower combined with impressive fuel efficiency.¹ It features a Gasoline Direct Injection (GDI) engine with 138 horsepower and an available 6-speed automatic transmission that enhances fuel efficiency.¹ For even sportier performance, the Rio SX features a sport-tuned suspension and 17-inch alloy wheels.

1, * See Features and Specifications pages for availability and endnote. *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 exceptional horsepower plus outstanding fuel efficiency of 30 mpg city/40 mpg highway.¹

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.¹

IDLE STOP & GO

An Eco Package* is available for maximum fuel efficiency.¹ It includes Idle Stop & Go (ISG), which automatically turns off the engine when you come to a complete stop and then seamlessly restarts the engine when you release the brake pedal.

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.¹

SMOOTH AND PRECISE HANDLING

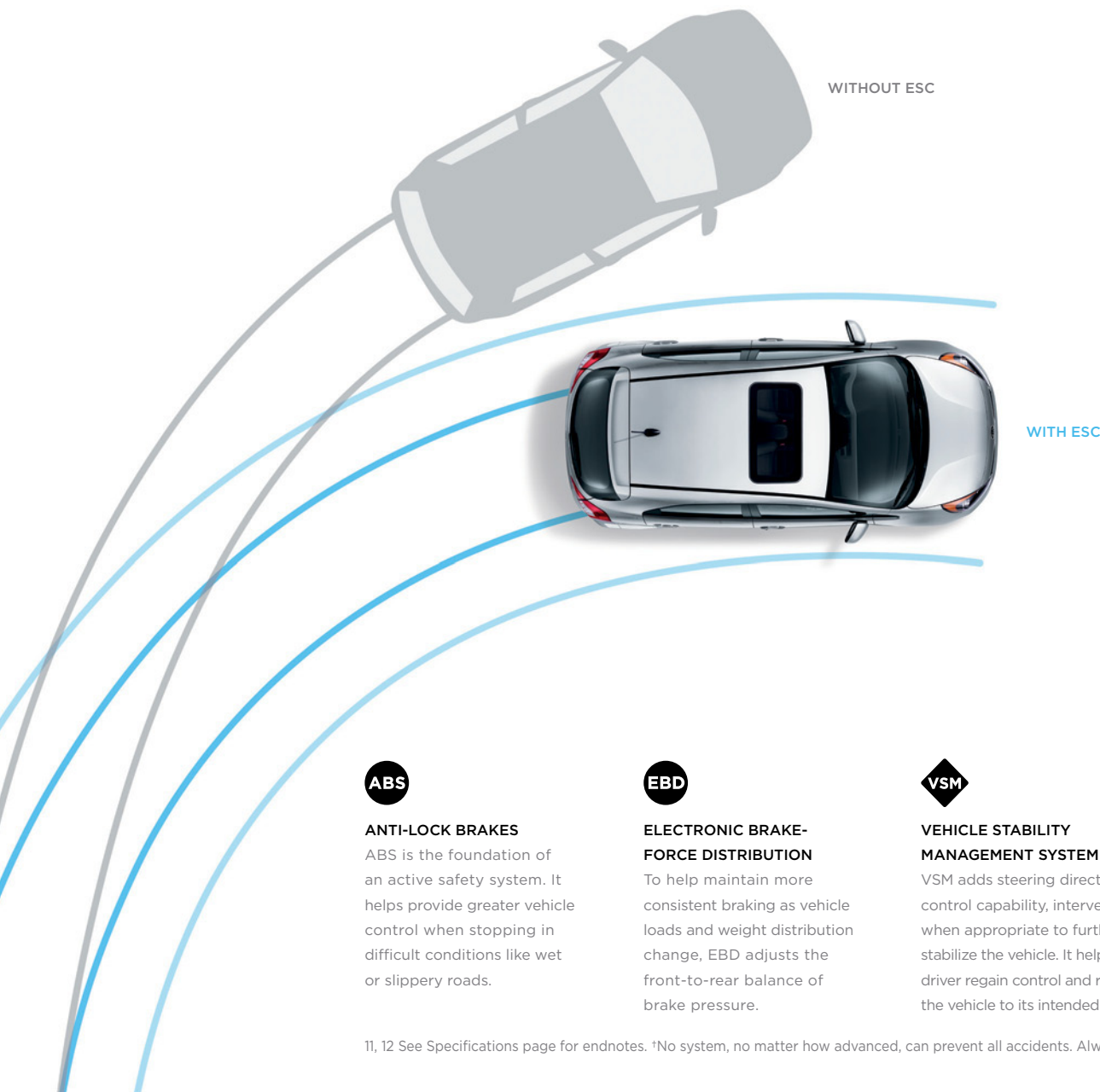
The Rio features a MacPherson-strut front-suspension system that is tuned for a remarkably smooth and comfortable ride. The SX features sleek 17-inch alloy wheels, complemented by a sport-tuned suspension and low-profile tires for precise, sporty handling.



**ONE OF THE CLEANEST,
MOST FUEL-EFFICIENT
VEHICLES ON THE ROAD**

2012 RIO

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.¹¹ 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.

^{11, 12} 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.¹¹



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.¹²



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.

ESC demonstration and 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.¹³



COMMITMENT TO AMERICA

Kia Motors has invested over \$1.1 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.¹ 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

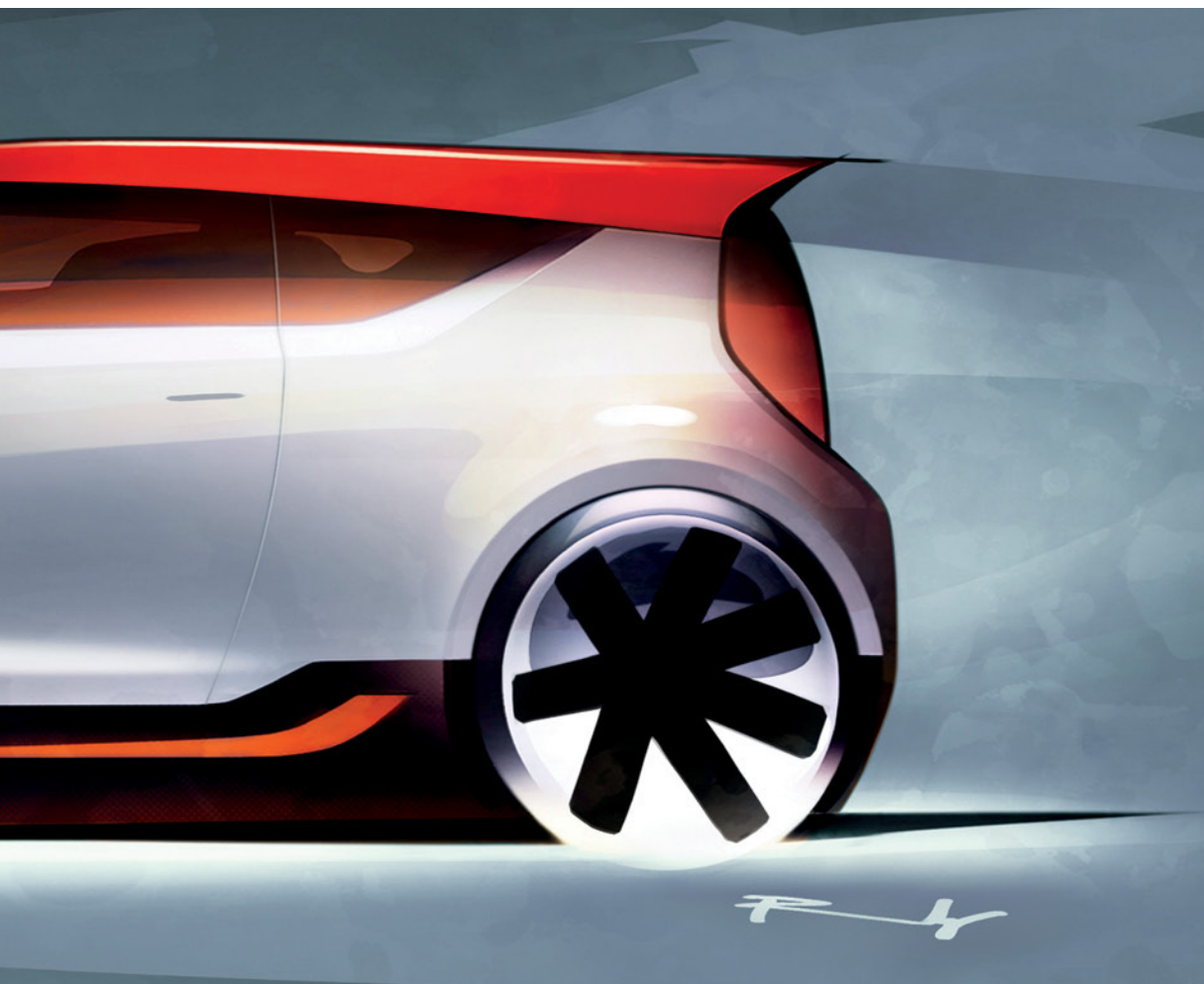
In 2010, Kia Motors sold its 3 millionth vehicle in the U.S.A., and it took less time to reach that milestone to reach that milestone than Toyota.¹⁴ In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.¹⁵



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.

¹Kia Sorento and certain Optima GDI models assembled in the United States from U.S. and globally-sourced parts. 3, 13, 14, 15, 16, 17, 18, 19 See Specifications page for endnotes.



10

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.³

- 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 assistance¹⁶



OFFICIAL
AUTOMOTIVE
PARTNER OF
THE LPGA

17



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA

18

Packages

POWER PACKAGE (LX)

- 1. Power windows w/driver's one-touch auto up/down
- 2. Power door locks w/remote keyless entry



CONVENIENCE PACKAGE (EX)

- 1. 15" alloy wheels
- 2. UVO[®] in-vehicle infotainment system, rear-camera display⁴
- 3. Auto-on/off headlights
- 4. Leather-wrapped steering wheel and gearshift knob
- 5. Outside mirrors w/turn-signal indicators
- 6. Power-folding outside mirrors
- 7. Front fog lights
- 8. Dual illuminated visor vanity mirrors
- 9. Dual map lights
- 10. Soft-touch dash (not shown)



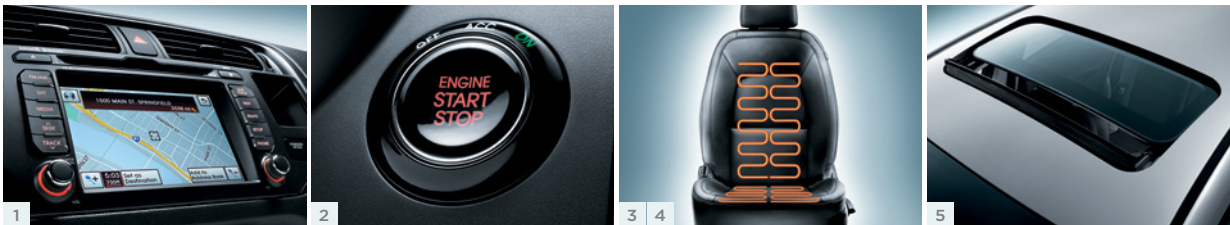
ECO PACKAGE (EX)

- 1. Idle Stop & Go (ISG)



PREMIUM PACKAGE (SX)

- 1. Voice-command navigation w/SiriusXM Traffic,⁹ rear-camera display⁴ (replaces UVO in-vehicle infotainment system)
- 2. Push-button start w/Smart Key
- 3. Leather seat trim
- 4. Heated front seats
- 5. Power sunroof w/tilt



Exterior Colors

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 Colors

BEIGE CLOTH (LX)	BLACK CLOTH (LX)	BEIGE PREMIUM CLOTH (EX)	BLACK PREMIUM CLOTH (EX/SX)	BLACK LEATHER (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, ⁶ rear-camera display ⁴	—	○	●
AM/FM/CD/MP3/SiriusXM ⁹ audio system	●	●	●
Four speakers	●	—	—
Four speakers w/A-pillar-mounted tweeters	—	●	●
USB/auxiliary input jacks	●	●	●
<i>Bluetooth</i> ^{#2} wireless technology	—	●	●
Voice-command navigation ⁸ w/SiriusXM Traffic, ⁹ rear-camera display ⁴	—	—	○
Push-button start w/Smart Key	—	—	○
Steering-wheel-mounted audio buttons	●	—	—
Steering-wheel-mounted audio/ <i>Bluetooth</i> ^{#2} wireless technology/cruise-control buttons	—	●	●
Steering-wheel-mounted paddle shifters	—	—	●
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	●	—	—

	LX	EX	SX
Tilt & telescopic steering column	—	●	●
Trip computer	●	●	●
Center console w/sliding armrest & storage	—	●	●
Dual map lights	—	○	●
Luggage under-floor tray and net (5-door)	—	●	●
Luggage area cover (5-door)	●	●	●
Dual front cup holders/lower-door-trim bottle holders	●	●	●

SEATING & TRIM

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 ¹¹	●	●	●
Dual front seat-mounted side airbags ¹¹	●	●	●
Full-length side curtain airbags ¹¹	●	●	●
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) ¹²	●	●	●
Side-impact door beams	●	●	●
Front & rear crumple zones	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●
Rear child-safety door locks	●	●	●

● 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)/12.3 cu. ft. w/luggage under-floor tray (5-door EX/SX)
(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

2013 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
Automatic transmission (EX w/ISG)	31/40	31/40
Fuel tank capacity (gallons)	11.4	11.4

ENDNOTES:



kia.com



facebook.com/kia



twitter.com/kia



youtube.com/kia

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 America makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors America may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown may include optional equipment. All video and camera screens shown in brochure are simulated. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia retailer or website for further details concerning Kia's available limited warranties. ©2012 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc., is prohibited.