

FROM COMPACT
TO CROSSOVER



RIO



RIO 5-DOOR



SOUL



FORTE KOUP



FORTE



FORTE5



OPTIMA



CADENZA



SPORTAGE



SORENTO



SEDONA

kia.com

2014
RIO



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Stylish, sporty and fun

With a 1.6L Gasoline Direct Injection (GDI) I4 engine that delivers 138 horsepower, precise, agile handling and sporty features like available paddle shifters,* the 2014 Rio is remarkably fun to drive. The Rio 5-Door includes a hatchback for quick access to its roomy cargo area,¹ providing versatility to match your lifestyle. To make everyday driving more convenient, Rio offers available technologically advanced features like voice-command navigation^{2*} with real-time highway conditions from SiriusXM Traffic^{3*} and UVO^{4*} — an infotainment system with voice-activation technology. Like all Kia models, Rio comes with an industry-leading 10-year/100,000-mile warranty program.⁵

EXCEPTIONAL PERFORMANCE

A 1.6L Gasoline Direct Injection (GDI) engine delivers 138 horsepower for impressive acceleration. An available six-speed automatic transmission* provides smooth and seamless shifting.

ADVANCED TECHNOLOGY

The available Rear-Camera Display^{6*} helps you see things behind your vehicle that you might not see by looking over your shoulder. In addition, you'll enjoy the convenience of available push-button start* with Smart Key remote.

PEACE OF MIND

Rio features a full range of advanced safety systems.⁷ These include six airbags, Electronic Stability Control (ESC), Hill-start Assist Control (HAC) and Vehicle Stability Management (VSM).

1, 2, 3, 4, 5, 6, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. *No system, no matter how advanced, can compensate for all driver error, driving conditions, accidents and/or injuries. Always drive responsibly. Cover: RIO SX/RIO 5-DOOR SX WITH PREMIUM PACKAGES SHOWN. This page: RIO SX WITH PREMIUM PACKAGE SHOWN.

Spacious and versatile

The Rio 5-Door delivers an ideal combination of unique styling and versatility. It has the same exceptional performance and all the technologically advanced features that the Rio sedan offers, 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 carry passengers, cargo, or a combination of both thanks to its adjustable seating configurations.



60/40 SPLIT-FOLDING SEATS

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



COVERED CONSOLE

Dual cupholders and a storage bin with a sliding armrest* let you keep personal items close at hand.



CONCEALED STORAGE

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

POWER SUNROOF

Enjoy plenty of fresh air and sunshine, thanks to the SX's available tinted sunroof. Its tilt-and-slide design makes operation quick and convenient.



HEATED FRONT SEATS

For optimum comfort in cold weather, the SX is available with leather-trimmed, heated front seats.



PADDLE SHIFTERS

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



PUSH-BUTTON START*

Start or stop the engine at the push of a button with the available Smart Key remote, even with the key fob in a pocket or purse.



POWER-FOLDING OUTSIDE MIRRORS*

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



STRIKING INTERIOR

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



Refined and comfortable

Rio's interior is designed to let driver and passengers alike travel in first-class comfort. The cabin is spacious and comfortable, with impressive head- and legroom for all seating positions along with a six-way adjustable driver's seat. Rio SX also includes available refinements such as heated front seats and leather seat trim.

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

Connect to your entertainment and your vehicle

Rio offers advanced 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^{4*} Powered by Microsoft,^{®7} an available infotainment system that uses innovative voice-activation technology. UVO, short for “your voice,” lets you make hands-free calls,⁴ receive and respond to text messages, listen to streaming audio,⁴ enjoy your personal music and even play your favorite song, artist or genre of music — all by giving a single, intuitive voice command.



VOICE-COMMAND NAVIGATION^{2*}
Available voice-command navigation includes a vivid color touch screen and real-time highway conditions from SiriusXM Traffic.^{3*}

SIRIUSXM[®] SATELLITE RADIO³
Get over 150 channels of commercial-free music, sports, news and talk in your Kia. With All Access, enjoy 160+ channels on your computer, smartphone and tablet.³

BLUETOOTH[®] WIRELESS TECHNOLOGY^{8*}
Streaming audio is always at your command when using a compatible Bluetooth[®] wireless technology-enabled device.

USB/AUXILIARY MP3 JACKS
Now you have the freedom to listen to your favorite tunes from your own music library. Simply connect your MP3 player to the audio system using an accessory USB cable, sold separately.

UVO^{4*} Infotainment System



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 Bluetooth^{®8} enabled cell phone, and vehicle information.



ADVANCED VOICE CONTROL
Microsoft^{®7} speech technology can learn the speaking patterns of multiple users and respond quickly to long phrases. Even with Rio's multiple music-source options, finding a song is as easy as saying its title.



DIGITAL MUSIC STORAGE
UVO features easy-to-use, in-dash digital storage space large enough to hold up to 700 megabytes of your favorite music. The system lets you load your tunes and sort them by either title or artist.



REAR-CAMERA DISPLAY^{9†}
Whenever you shift into reverse, a live image from a rear camera displays on the screen, showing objects behind the vehicle you might not otherwise see.

2, 3, 4, 6, 7, 8, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. †Simulated screen. RIO SX WITH PREMIUM PACKAGE SHOWN.



Performance you can count on

Rio delivers outstanding performance that puts the fun back into driving. It features a Gasoline Direct Injection (GDI) engine with 138 horsepower and an available smooth-shifting, six-speed automatic transmission.* For increased agility and responsiveness, Rio SX features a sport-tuned suspension and 17-inch alloy wheels.

ADVANCED ENGINEERING

The GDI engine includes dual Continuously Variable Valve Timing (CVVT), which automatically adjusts valve timing to help provide maximum power and reduce exhaust emissions.

INNOVATIVE TECHNOLOGY

An available Eco Package* includes Idle Stop & Go (ISG). ISG automatically turns off the engine when you come to a complete stop and then seamlessly restarts the engine when you release the brake pedal.

OPTIMUM EFFICIENCY

Automatic transmission models have an Active Eco System. With a push of the Eco button, it adjusts the engine and transmission for efficient performance.

SMOOTH AND PRECISE HANDLING

Rio features a MacPherson-strut front-suspension system, complemented by a rear torsion beam axle with gas shock absorbers that is tuned to provide you with a smooth and comfortable ride.

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

AIRBAG & SEAT BELT SENSORS⁹

An advanced sensor system manages six airbags by monitoring the severity of an impact, presence of passengers and seat belt use, and then controls airbag inflation accordingly.

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 in some situations.

SIDE-IMPACT DOOR BEAMS

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The A and B pillars are also reinforced to help strengthen the body of the vehicle.

FRONT & REAR CRUMPLE ZONES

Front and rear crumple zones are specially engineered to help absorb and dissipate impact energy, helping to preserve the structural integrity of the passenger compartment in certain collisions.

REAR CHILD-SAFETY DOOR LOCKS

Rear child-safety door locks are designed to help prevent the doors from being opened accidentally, which is especially important when small children are passengers. With the doors in the locked position, they can only be opened from the outside.

LATCH SYSTEM

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

Designed to help protect driver and passengers

Rio’s safety systems are engineered to help you maintain control,[†] even in harsh road conditions, and help minimize injury when certain traffic accidents are unavoidable. These safety systems are designed to function automatically, leaving you free to focus on the road ahead.

In addition, front and rear three-point seat belts — complemented by an advanced airbag system that includes dual front, front seat-mounted side, and full-length side curtain airbags⁹ — help protect the driver and passengers in certain situations.

VEHICLE STABILITY MANAGEMENT (VSM)

VSM is engineered to help add steering direction control capability. The system intervenes in appropriate situations to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)

ESC provides improved directional stability, which helps you maintain better control in difficult driving situations. During emergency maneuvers, it can control the engine and brakes to help keep your Rio on course.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

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

HILL-START ASSIST CONTROL (HAC)

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

ANTI-LOCK BRAKES (ABS)

ABS is the foundation of an active safety system and contributes to driver confidence. The system helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.

⁹ See Specifications page for endnote. [†]No system, no matter how advanced, can compensate for all driver error, driving conditions, accidents and/or injuries. Always drive responsibly. Inflated airbags are shown for illustration only. RIO SX WITH PREMIUM PACKAGE SHOWN.

Delivering on a promise

Kia is committed to producing world-class vehicles to suit most every driving need. This promise has led to the development of stylish vehicles with an extraordinary combination of precision engineering, outstanding performance, innovative features and advanced safety systems. The value found in every Kia vehicle has been widely recognized¹⁰ — one reason Kia has been honored in Interbrand’s Best Global Brands 2012 Report.¹¹



TAKING ON THE COMPETITION

The Kia Racing team is dedicated to competing against world-class competition — and winning. That dedication is part of Kia’s belief that the knowledge gained in competition can be applied to the entire Kia lineup to provide you with vehicles that perform beyond your expectations. The Kia Racing team includes championship-winning drivers with a proven track record, and during the 2013 racing season they kept the momentum going. That means you can look for Kia drivers in the winner’s circle at racetracks across America in the months ahead.



COMPELLING DESIGN

Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia recognizable at first sight. Today, the lineup consists of vehicles that fill owners as well as Kia’s designers with pride.



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 recently produced its one millionth vehicle after less than four years of operation. The Sorento crossover and certain Optima midsize sedans are currently being built at this plant.¹ Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 11,000 jobs in West Point and the surrounding areas. It’s all part of Kia Motors’ commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

INDUSTRY-LEADING WARRANTY PROGRAM⁵

Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an industry-leading warranty program.⁵

- 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 assistance¹⁴

DONORSCHOOSE.ORG

Kia is committed to providing assistance to those in need. That’s why Kia became the first car company to partner with DonorsChoose.org, an online charity that allows organizations and individuals to donate to classrooms in need. To date, the “Double Your Impact” campaign — which began with Kia’s \$1 million donation — has resulted in contributions from more than 21,000 “citizen philanthropists” and benefitted nearly 500,000 public school students. In 2013, Kia is launching a major funding campaign that will raise the total impact to \$5 million in just two years.



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA

12



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE LPGA

13

¹The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally-sourced parts. 5, 10, 11, 12, 13, 14 See Specifications page for endnotes.



PACKAGES

LX POWER PACKAGE

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



EX CONVENIENCE PACKAGE

- 1. 15" alloy wheels
- 2. UVO⁴ infotainment system, Rear-Camera Display⁶
- 3. Auto-on/off headlights
- 4. Leather-wrapped steering wheel & gearshift knob
- 5. Power-folding outside mirrors w/turn-signal indicators
- 6. Front fog lights
- 7. Dual illuminated visor vanity mirrors
- 8. Dual map lights
- 9. Soft-touch dash (not shown)



EX ECO PACKAGE

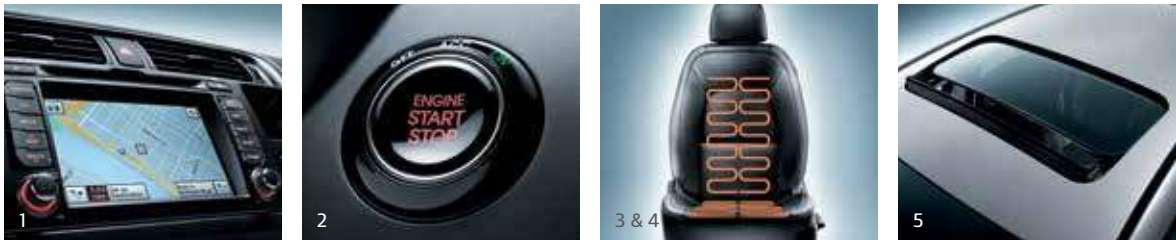
(REQUIRES CONVENIENCE PACKAGE)

- 1. Idle Stop & Go (ISG) system



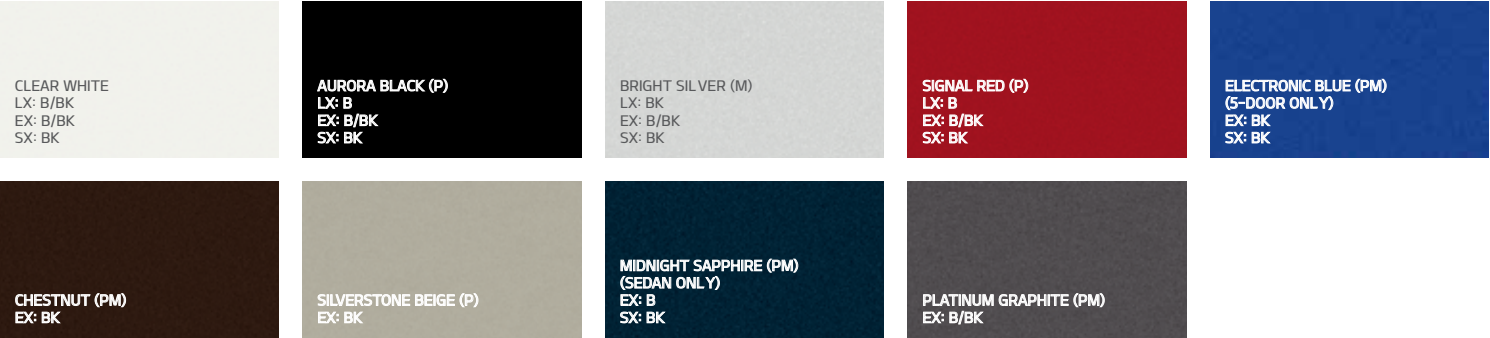
SX PREMIUM PACKAGE

- 1. Voice-command navigation w/SiriusXM Traffic,³ Rear-Camera Display⁶ (replaces UVO⁴ infotainment system)
- 2. Push-button start w/Smart Key
- 3. Leather seat trim
- 4. Heated front seats
- 5. Power sunroof w/tilt



COLORS

EXTERIOR



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

INTERIOR COMBINATIONS ARE INDICATED BY:

B = BEIGE INTERIOR, BK = BLACK INTERIOR.

INTERIOR



ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.

*AVAILABLE ON SX PREMIUM PACKAGE.



3, 4, 6 See Specifications page for endnotes. RIO SX WITH PREMIUM PACKAGE SHOWN.

FEATURES

MECHANICAL & EXTERIOR

1.6L Gasoline Direct Injection 4-cylinder engine	●	●	—
15" tires w/steel wheel covers	●	●	—
15" tires w/alloy wheels	—	○	—
17" tires w/alloy wheels	—	—	●
Idle Stop & Go (ISG) system	—	○	—
6-speed automatic transmission w/Sportmatic®	○	●	●
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	●	●	●
Power-folding outside mirrors w/turn-signal indicators	—	○	●
Rear spoiler (5-Door)	●	●	●
Power sunroof w/tilt	—	—	○

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SiriusXM¹ satellite radio	●	●	●
4 speakers	●	—	—
4 speakers w/A-pillar-mounted tweeters	—	●	●
UVO⁴ infotainment system	—	○	●
Voice-command navigation² w/SiriusXM Traffic³	—	—	○
Rear-Camera Display⁶	—	○	●
Push-button start w/Smart Key	—	—	○
Bluetooth® wireless technology⁸	○	●	●
USB/auxiliary input jacks	●	●	●
Steering-wheel-mounted audio controls	●	—	—
Steering-wheel-mounted audio w/Bluetooth® wireless technology⁸ w/cruise controls	—	●	●
Steering-wheel-mounted paddle shifters	—	—	●
Active Eco System	●^	●	●
Supervision meter cluster	—	—	●

SEATING & TRIM

Cloth seat trim	●	—	—
Premium cloth seat trim	—	●	●
Leather seat trim	—	—	○
Heated front seats	—	—	○
6-way adjustable driver’s seat	●	●	●
60/40 split-folding rear seat	●	●	●

RESTRAINT & SAFETY SYSTEMS

Dual front advanced airbags⁹	●	●	●
Dual front seat-mounted side airbags⁹	●	●	●
Full-length side curtain airbags⁹	●	●	●
Front & rear 3-point seat belts	●	●	●
Front seat belt pretensioners w/force limiters	●	●	●
Height-adjustable front seat belt anchors	●	●	●
4-wheel anti-lock brakes (ABS)	●	●	●

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 & washer (5-Door)	●	●	●
Locking fuel-filler door	●	●	●
Heated rear glass w/timer	●	●	●

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 under-floor tray & net (5-Door)	—	●	●
Luggage area cover (5-Door)	●	●	●
Dual front cupholders/lower-door-trim bottle holders	●	●	●
Rear child-safety door locks	●	●	●
Tire-Pressure Monitoring System (TPMS)¹⁵	●	●	●

Leather-wrapped steering wheel & gearshift knob	—	○	●
Soft-touch dash	—	○	●
Front-door padded armrest	—	●	●
Metal-paint interior trim	—	●	●
Metal pedals	—	—	●

Electronic Stability Control (ESC)	●	●	●
Vehicle Stability Management (VSM)	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
Side-impact door beams	●	●	●
Front & rear crumple zones	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●

● STANDARD ○ OPTIONAL — NOT AVAILABLE
^LX AUTOMATIC TRANSMISSION ONLY

SPECIFICATIONS

ENGINE

CURB WEIGHT

	1.6L I4
Manual transmission	2,494 lbs. (sedan)/2,479 lbs. (5-Door)
Automatic transmission	2,573 lbs. (sedan)/2,564 lbs. (5-Door)

BODY & CHASSIS

	1.6L I4
Body type	Steel unibody
Front suspension	MacPherson type w/gas-filled shock absorbers
Rear suspension	Coupled torsion beam axle w/gas-filled shock absorbers
Steering type	Rack & pinion, Electric Power Steering (EPS)
Turns, lock-to-lock	2.8
Turning circle, curb-to-curb	33.5 ft. (LX/EX), 34.5 ft. (SX)

TIRES & BRAKES

	1.6L I4
Tire Type	185/65R15 (LX/EX), 205/45R17 (SX)
Brake Type	Power-assisted, ABS + Electronic Stability Control
Front	10.1 in. (LX/EX), 11.0 in. (SX) ventilated discs
Rear	10.3 in. solid discs

2014 EPA-ESTIMATED FUEL ECONOMY¹⁶

	1.6L I4	1.6L I4 w/ISG
City/Highway MPG		
Manual transmission	27/37	—
Automatic transmission	27/37	28/37
Fuel tank capacity (gallons)	11.4	11.4

ENDNOTES

1. All cargo should be evenly distributed and properly secured, and never piled higher than the seat backs. 2. Navigation not available with UVO system. 3. All SiriusXM services require a subscription, sold separately, after 3-month trial included with vehicle purchase. If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. See our Customer Agreement for complete terms at www.siriusxm.com. Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA , D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Certain channels not available on SiriusXM Internet Radio or on mobile devices. 4. Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury and death. The driver’s primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment or vehicle systems which take the driver’s eyes, attention and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. See retailer for details. 5. The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and the New Vehicle Limited Warranty (Basic). All warranties and roadside assistance are limited. See retailer for details or go to kia.com. 6. The Rear-Camera Display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing

up. The Rear-Camera Display may not detect every object behind the vehicle. 7. Microsoft® and Windows® are registered trademarks of Microsoft® Corporation in the United States and/or other countries. 8. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and trade names are those of their respective owners. A compatible Bluetooth® enabled cell phone is required to use Bluetooth® wireless technology. 9. For maximum protection, always wear your seat belt. 10. Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book’s kbb.com. 2012 model-year vehicle’s projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial 5-year ownership period. For more information, visit www.kbb.com. 11. Interbrand’s Best Global Brands 2012 report is a look at financial performance of the brand, role of brand in the purchase decision process and the brand strength. Go to www.bestglobalbrands.com for more information. 12. NBA Identifications are the intellectual properties of NBA Properties, Inc. ©2013 NBA Properties, Inc. All rights reserved. 13. All materials and intellectual property related to the LPGA are owned by the LPGA, and any unauthorized use is strictly prohibited without the LPGA’s expressed prior written consent. 14. 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Certain limitations apply. Coverage details are available in the Kia Warranty and Consumer Information Manual. 15. Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis. 16. Refer to specifications above for 2014 EPA fuel economy estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle’s condition.