



RIO

A simple guide to help you decide

ENDNOTES 1. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. 2. SiriusXM® audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets. See siriusxm.com/traffic for details.** Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. 3. Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. App uses your smartphone data service. Normal cellular service rates will apply. Your vehicle can connect to Internet hotspots, whether it's your personal wireless Internet at home or to a smartphone device with an Internet service plan (normal cellular service rates may apply). 4. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. 5. 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. A compatible *Bluetooth*®-enabled cell phone is required to use *Bluetooth*® wireless technology. 6. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. 7. ©2017 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc. 8. Apple iPhone® and select Android™ devices only are UVO eServices-compatible. iPhone® is a registered trademark of Apple Inc. Android™ is a trademark of Google Inc. 9. Vehicle Diagnostics checks powertrain, chassis, and airbag systems and is not a substitute for maintenance. See UVO eServices Maintenance Feature or Owner's Manual for maintenance schedule. 10. 911 Connect activates after airbag deployment and requires a cell phone connected via *Bluetooth*® wireless technology and a wireless signal. 11. 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires a cell phone connected via *Bluetooth*® wireless technology and a wireless signal. 12. Parking Minder operates on GPS with certain smartphones and UVO eServices app. Cellular service rates apply. 13. For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. 14. Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.

The content in this brochure is based upon information available at the time of printing and is subject to change without notice. Kia Motors America, Inc. makes no guarantees or warranties, either expressed or implied, with respect to the accuracy of the content presented. Please see kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. See your Kia retailer or kia.com for details on Kia's available limited warranties. ©2017 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.





FIRST UP:

How many doors would you like with that?



THE ALL-NEW RIO

Longer, roomier, and with a more sculpted vibe, this year's 4-door has a fresh new shape and ride designed to help you smoothly zip through your day — while being compact enough to squeeze into that last tight parking spot.

This page and cover: RIO EX SHOWN



THE ALL-NEW RIO 5-DOOR

All the great things about Rio, plus the easy-in, easy-out versatility of a hatchback and split-folding rear seats. With its confident ride and sporty attitude, the 5-door is ready to whisk you to your destination and give you quick access to your stuff when you get there.

RIO5 EX SHOWN



Now it's time to ZERO IN

Which of these Rios
was made just for you?



Both the sedan and Rio 5-door are available in the three trim choices you see here. To help you decide among them, we made this handy list of highlights for each one.

RIO EX SHOWN

RIO LX

all the essentials, and then some

DRIVING

1.6L Gasoline Direct Injection (GDI)
4-cylinder engine
130 hp @ 6,300 rpm
6-speed manual transmission or
6-speed Sportmatic® transmission
15" tires w/steel wheels
& full wheel covers

2018 EPA-estimated fuel economy:
(City/Highway/Combined)
Manual transmission: 29/37/32
Automatic transmission: 28/37/32

TECHNOLOGY

AM/FM/MP3/SiriusXM®² audio system

Steering-wheel-mounted audio controls³
USB/auxiliary input jacks
Auto Light Control

INTERIOR

Cloth seat trim
60/40 split-folding rear seats
(5-door only)
Air conditioning
Power door locks

RIO S

offers more tech and sportiness,
inside and out

1.6L Gasoline Direct Injection (GDI)
4-cylinder engine
130 hp @ 6,300 rpm
6-speed Sportmatic® transmission

15" tires w/steel wheels
& full wheel covers

2018 EPA-estimated fuel economy:
(City/Highway/Combined)
Automatic transmission: 28/37/32

Rear-Camera Display⁴

AM/FM/MP3/SiriusXM®² audio system

Bluetooth® wireless technology⁵
Steering-wheel-mounted audio controls³
USB/auxiliary input jacks
Auto Light Control
Cruise control

Cloth seat trim
60/40 split-folding rear seats
Air conditioning
Power door locks
Power windows w/driver's
one-touch auto-down
Power heated outside mirrors
Remote keyless entry

RIO EX

similar to the S, plus takes things
up a notch with even more tech
and interior sizzle

1.6L Gasoline Direct Injection (GDI)
4-cylinder engine
130 hp @ 6,300 rpm
6-speed Sportmatic® transmission

15" tires w/alloy wheels

Rear disc brakes
Fog lights

2018 EPA-estimated fuel economy:
(City/Highway/Combined)
Automatic transmission: 28/37/32

Autonomous Emergency Braking⁴
Rear-Camera Display⁴
AM/FM/MP3/SiriusXM®² audio system
UVO eServices³ Infotainment System
w/7" touch screen, Apple CarPlay™⁶
& Android Auto™⁷

Bluetooth® wireless technology⁵
Steering-wheel-mounted audio controls³
USB/auxiliary input jacks
Auto Light Control
Cruise control
Supervision meter cluster

Premium cloth seat trim
60/40 split-folding rear seats

Air conditioning
Power door locks
Power windows w/driver's
one-touch auto-up/-down
Power heated outside mirrors
Remote keyless entry
Leather-wrapped steering wheel



Senses, alerts, and helps **STOP**

Even the best drivers can use a little help. So we created Kia Drive Wise,* our available, advanced driver-assistance marvels that are designed to keep you alert and aware of sudden changes in the flow of traffic ahead of you — and even help you brake if needed.

FORWARD COLLISION WARNING SYSTEM DW**

Forward Collision Warning System detects slowing or stopped traffic ahead, and can alert you if you get too close.

AUTONOMOUS EMERGENCY BRAKING DW**

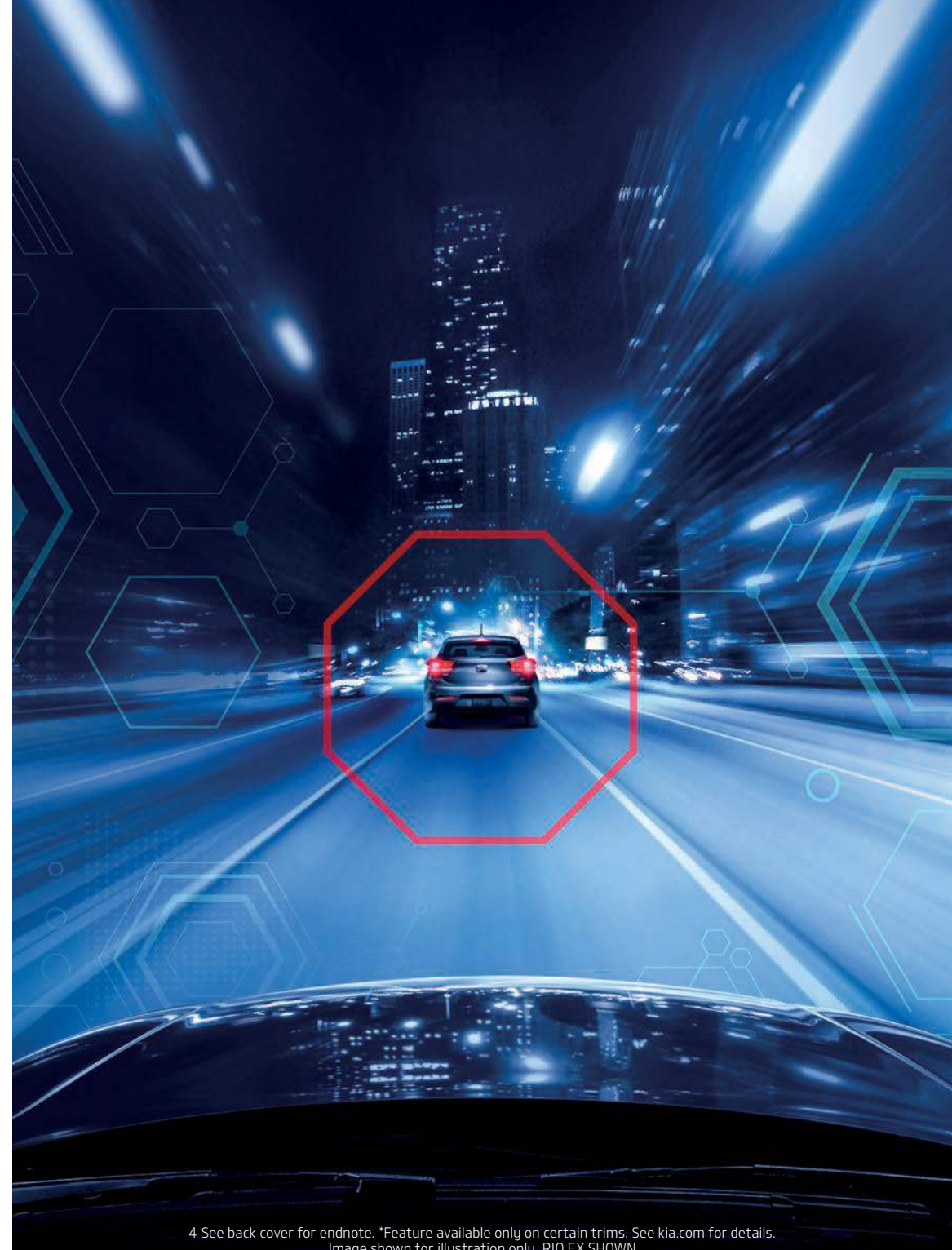
This system is designed to detect and monitor vehicles ahead of you and automatically apply the brakes if it determines a crash is imminent.

BRAKE ASSIST SYSTEM

If you suddenly slam on the brakes, it's designed to sense the urgency and apply full brake power, which can help shorten your braking distance.

ELECTRONIC BRAKE-FORCE DISTRIBUTION

Based on the vehicle's weight distribution, it helps adjust the balance of brake power accordingly.



4 See back cover for endnote. *Feature available only on certain trims. See kia.com for details. Image shown for illustration only. RIO EX SHOWN



It looks great from the back **BUT IT SEES EVEN BETTER**

Rio's available Rear-Camera Display^{4*} is a feature you'll use daily because it helps you see things behind you that you might miss by simply using your mirrors or looking over your shoulder.



THE REAR-CAMERA DISPLAY TURNS ON AUTOMATICALLY

Just put Rio in reverse and the rear view is designed to automatically pop up on the bright, high-contrast floating media monitor.



GRID LINES WILL HELP GUIDE YOU

Yellow (getting close) and red (stop!) grid lines appear on the screen to help you gauge how much space you have before you bump into something.

4 See back cover for endnote. *Feature available only on certain trims. See kia.com for details. Image shown for illustration only. RIO5 EX SHOWN



How to tell if you're **LEFT-BRAINED:** you're reading about the features right now

SIRIUSXM®2

lets you take your
favorite stations
everywhere

BLUETOOTH® WIRELESS TECHNOLOGY5*

gives you
hands-free calling

STEERING-WHEEL- MOUNTED AUDIO CONTROLS3

puts your music
at your fingertips

SUPERVISION METER CLUSTER*

displays information
in high-contrast,
easy-to-read graphics

FLOATING MEDIA MONITOR

for stand-up style,
with 7" touch screen



AIR CONDITIONING

but of course

REMOTE KEYLESS ENTRY*

no more fumbling around for keys

POWER WINDOWS* & DOOR LOCKS

for push-button convenience

LEATHER-WRAPPED STEERING WHEEL*

gives you a firm grasp on style

60/40 SPLIT-FOLDING SEATS*

fits your friends *and* their
giant piñata

OR RIGHT-BRAINED:

you're already planning a road trip



You ask UVO ANSWERS

UVO eSERVICES³ INFOTAINMENT SYSTEM*

Links with your compatible smartphone⁸ for a hands-free way to stream music, check maintenance requirements with Vehicle Diagnostics,⁹ access 911 Connect¹⁰ or Enhanced Roadside Assist,¹¹ and more — all with no subscription fees for 10 years.

UVO eSERVICES APP^{3*}

Download it from the App Store^{®6} or Google Play^{™7} Store to take advantage of additional features like Parking Minder,¹² which helps you find your car in that gigantic parking lot.

APPLE CarPlay^{™6*} & ANDROID AUTO^{™7*}

Just plug your compatible smartphone⁸ into the USB port to navigate to your destination, make calls, play voicemails, or send texts via voice command. Certain apps even work through the touch screen.

"Call roadside assistance"

Enhanced Roadside Assist

"Play SiriusXM[®] channel 2"

Voice command

"Perform vehicle diagnostics"

Vehicle Diagnostics

"Play voicemail messages"

Apple CarPlay[™]
& Android Auto[™]

"Call mom"

Voice command

"Find the nearest coffee shop"

Apple CarPlay[™]
& Android Auto[™]

"Read text messages"

Apple CarPlay[™]
& Android Auto[™]

"Play Road Trip set list"

Apple CarPlay[™]
& Android Auto[™]

Commands shown may require additional steps.

3, 6, 7, 8, 9, 10, 11, 12 See back cover for endnotes. *Feature available only on certain trims. See kia.com for details.



Because
**DRIVING
AND SMILING**
should happen simultaneously

Rio is flat-out fun to drive, with a responsive 1.6L GDI engine, a new rear suspension for great handling, and high-strength steel body construction for quiet, smooth, smile-inducing outings — whether you're maneuvering around town at low speeds or hitting the open road.

JUST THE FACTS:

1.6L Gasoline Direct Injection 4-cylinder engine

130 hp @ 6,300 rpm

6-speed manual transmission or
available 6-speed Sportmatic® transmission*

*Feature available only on certain trims. See kia.com for details. RIO5 EX SHOWN



When life throws you a **CURVE** here's how to stay on track



TO ENHANCE CONTROL

ELECTRONIC STABILITY CONTROL (ESC)

In difficult driving situations, ESC is designed to control the engine and brakes for improved directional stability.

TO KEEP YOU ON COURSE

VEHICLE STABILITY MANAGEMENT (VSM)

VSM can intervene to enhance stability and steering responses when driving on slippery roads.

TO HELP PREVENT SLIPPING

TRACTION CONTROL SYSTEM (TCS)

When TCS senses wheelspin during acceleration, it uses a combination of engine power and brake force to help transfer power to the wheel that has more traction.

WHEN YOU HIT THE BRAKES

ANTI-LOCK BRAKING SYSTEM (ABS)

The cornerstone of active safety features, ABS helps provide greater control when stopping in difficult conditions like wet or slippery roads.

No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. Image shown for illustration only.



IT DETECTS, COORDINATES, AND REACTS

to give you more peace of mind

Advanced sensor systems, strategically placed airbags, and breakthroughs in material design that have led to stronger body construction are just a few of the ways Kia never stops working to help increase your protection.

ADVANCED AIRBAG SYSTEM¹³

includes dual front, front seat-mounted side, and full-length side curtain airbags to help protect driver and passengers

AIRBAG & SEAT-BELT SENSORS¹³

monitor the severity of certain impacts and seat-belt use, then help to control airbag inflation accordingly

FRONT SEAT-BELT PRETENSIONERS

tighten extra slack in driver and front-passenger seat belts in certain collisions to help reduce injuries

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

let you adjust the front seat belts for a proper fit to help optimize effectiveness

REINFORCED BODY CAGE

helps absorb impact energy in certain collisions to protect the passenger compartment



No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. ¹³ See back cover for endnote. Simulated image. Inflated airbags shown for illustration purposes only. RIO EX SHOWN



Find out which of these powertrain **WARRANTIES** comes out on top

INDUSTRY-LEADING WARRANTY PROGRAM¹⁴

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 assistance

Kia

10-year/100,000-mile

Subaru

5-year/60,000-mile

Toyota

5-year/60,000-mile

Honda

5-year/60,000-mile

Chrysler

5-year/60,000-mile

Ford

5-year/60,000-mile

Mazda

5-year/60,000-mile

Porsche

4-year/50,000-mile

Mercedes

4-year/50,000-mile

BMW

4-year/50,000-mile

Volvo

4-year/50,000-mile

Audi

4-year/50,000-mile





Find out
WHICH COLOR
is your perfect match



Actual colors may vary from printed brochure. See kia.com/rio for interior combinations.
RIO EX SHOWN



CLEAR WHITE
(LX, S, EX)

YOU ARE OPEN TO EXPLORING
ENDLESS POSSIBILITIES. YOUR
GLASS IS ALWAYS HALF-FULL.



SMOKE BLUE
(EX)

YOU LIKE LISTENING TO THE BLUES
AROUND A CAMPFIRE AT TWILIGHT.
CURRENT MOOD: MELLOW.



SILKY SILVER
(LX, S, EX)

YOU NOTICE THE SUBTLE IRONIES IN
LIFE. NOTHING IS EVER BLACK AND
WHITE TO YOU.



ICE WINE
(S)

YOU'RE A SPARKLING
CONVERSATIONALIST AND NEVER
FORGET YOUR COOLER ON A HOT DAY.



CURRENT RED
(S, EX)

YOU SEEK ADVENTURE AND ARE THE
LIFE OF THE PARTY. NO CHILI
PEPPER IS OFF LIMITS TO YOU.



PHANTOM GRAY
(EX)

YOU ARE CALM BEFORE, DURING,
AND AFTER THE STORM AND EXCEL
AT PLAYING HIDE-AND-SEEK.



DEEP-SEA BLUE
(S, EX)

YOU ARE DRAWN TO THE WATER
AND YOUR SOUL RUNS DEEP.
DOLPHINS GRAVITATE TOWARD YOU.



AURORA BLACK
(LX, S)

YOU'RE A NIGHT PERSON WHO
ENJOYS EATING LICORICE WHILE
WATCHING FILM NOIR.