





facebook.com/kia witter.com/kia



Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. 120V charger is included with vehicle. 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.

The compact crossover reimagined

With a striking synthesis of performance, versatility, and refinement, the 2018 Kia Sportage invites you to discover just how good a compact crossover can be. Sleek exterior styling is complemented by a comfortable and spacious interior, while available Dynamax^{TM1} fully active all-wheel drive* can increase traction and control to help deliver impressive all-around capability. Plus, a variety of available technologically advanced features monitor your driving environment and enhance your daily drive. Like all Kia models, Sportage also comes with an industry-leading, 10-year/100,000-mile warranty program, a testament to its outstanding quality and reliability.

4-cyl • Availa

- 2.4L Gasoline Direct Injection
- 4-cylinder engine
- Available Dynamax^{™1}
 fully active all-wheel drive
- 17" tires w/alloy wheels
- Cloth seat trim w/YES

 <u>Essen</u>tials^{®3} fabric treatment

EX

- 2.4L Gasoline Direct Injection 4-cylinder engine
- Available Dynamax^{™1}
 fully active all-wheel drive
- 18" tires w/alloy wheels
- Roof rails
- Leather seat trim

SX TURB

- 2.0L Turbo Gasoline Direct Injection 4-cylinder engine
- Available Dynamax^{™1} fully active all-wheel drive
- 19" tires w/alloy wheels
- Roof rails
- Panoramic sunroof
 w/power sunshade
- Front & rear metal-style accent plates
- Leather seat trim

See a more extensive list of features and choose your ideal trim level on the Features pages in the back of the brochure.

Big on comfort

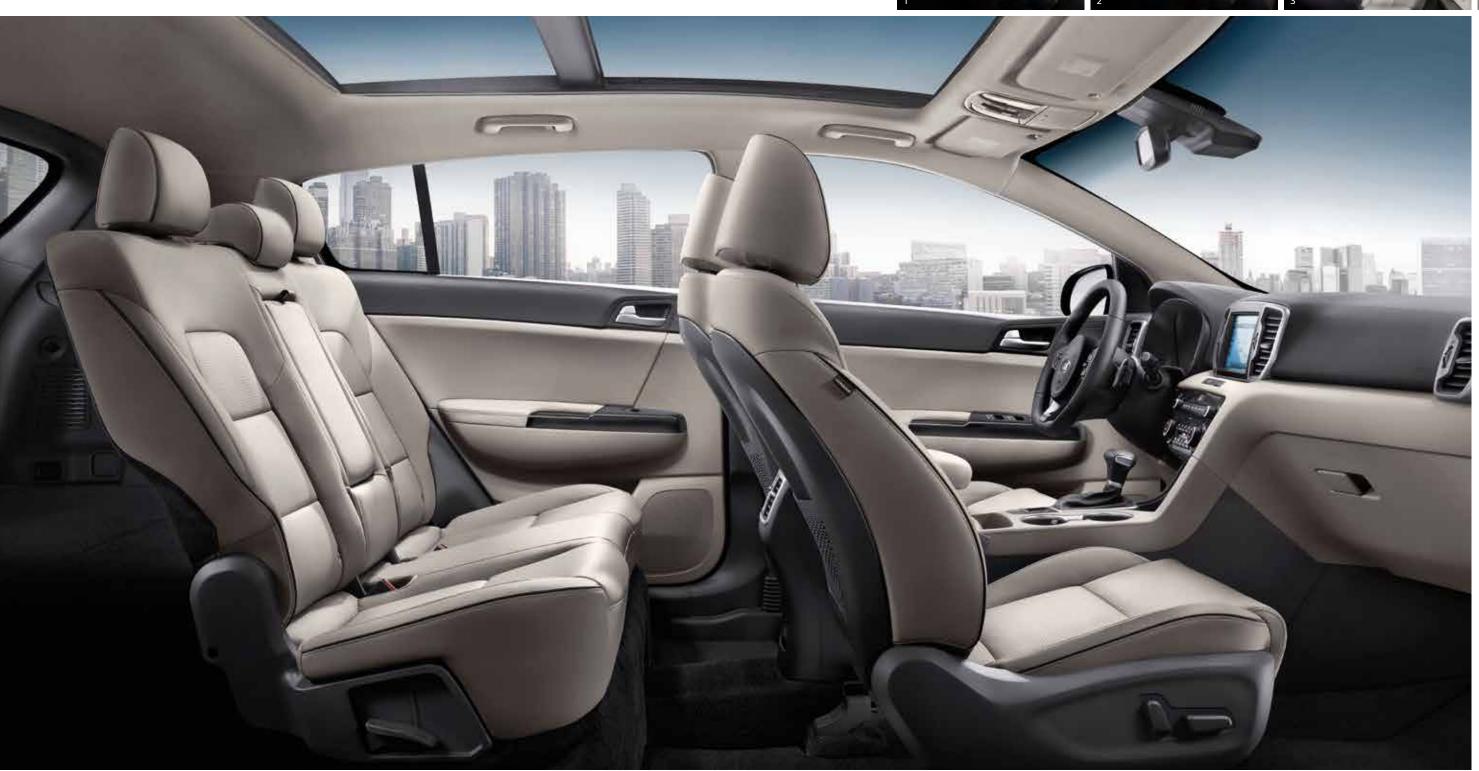
Sportage challenges preconceived notions of a compact crossover, seating up to five people in remarkably spacious and comfortable accommodations, and features interior refinements such as soft-touch materials and available LED lighting.* Plus, high-quality construction, including sound-insulating acoustic glass, contributes to a quieter ride.











1. HEATED & VENTILATED FRONT SEATS*

Available heated front seats are perfect for cold days. In addition, available ventilated front seats let you enjoy optimal comfort in warm weather.

2. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*

To create personalized climate zones for both the driver and front passenger, the available dual-zone automatic temperature control has individual temperature settings. Rear-seat passengers have their own rear vent.

3. RECLINING REAR SEATS

Second-row seats have 17 separate reclining positions. A fold-down center armrest for rear passengers includes cup holders.*

4. STAIN-RESISTANT CLOTH SEATS

Cloth seat trim with YES Essentials®3 fabric treatment on the LX features anti-soil surfaces for added durability and easy cleaning.

LEATHER SEATS

EX and SX Turbo have leather seat trim, along with a leather-wrapped steering wheel and gearshift knob.

PANORAMIC SUNROOF*

The available panoramic sunroof creates a feeling of spaciousness and includes a convenient power sunshade.

SOUND-INSULATING ACOUSTIC GLASS

For a quieter drive, the windshield has sound-insulating glass with thin film on each side of the insulating center layer.

1. SMART-POWER LIFTGATE®*

An available Smart-Power Liftgate® opens automatically if you simply stand within a few feet of it for three seconds with the available Smart Key* in your possession — which is especially helpful when you have your hands full.

2. SPLIT-FOLDING REAR SEATS

The rear seats' 60/40 split-folding design allows you to expand the cargo area and carry passengers at the same time. They also fold within 8 degrees of horizontal, making the cargo floor virtually flat.

3. DUAL-LEVEL CARGO FLOOR

The floor of the cargo area has an innovative dual-level design, allowing you to lower it for more flexible storage options and carrying taller items.⁴

CONCEALED STORAGE

A storage compartment beneath the cargo floor provides plenty of room for miscellaneous belongings. An available removable tray* keeps loose items neatly organized.

LARGE CENTER CONSOLE

The center console features a padded armrest, dual cup holders, and a tray for small items. The armrest flips up for access to a large storage compartment.

ROOF RAILS*

Available roof rails increase Sportage's cargo-carrying capacity and enhance its overall capabilities.†











VOICE-COMMAND NAVIGATION5*

An advanced voice-command navigation system is available on Sportage EX and standard on SX Turbo. It includes a vivid 8-inch color touch screen and delivers updated highway conditions from SiriusXM Traffic.^{TM6}

SIRIUSXM® SATELLITE RADIO⁶

Enjoy over 150 channels, including commercial-free music, sports, news, and entertainment, during a 3-month SiriusXM All Access trial subscription. Plus, listening on the app and online is included in the trial, so you'll hear the best SiriusXM has to offer on your compatible devices.

STEERING-WHEEL-MOUNTED Cluding CONTROLS

You can operate a variety of features with the convenient steering-wheel-mounted controls, including the audio system's volume and mode selection and all of the cruise control system's functions.

1. REAR-CAMERA DISPLAY⁷

To help you see things behind your vehicle that you might not see by looking over your shoulder, a Rear-Camera Display with Dynamic Guidelines assists you with backup maneuvers.

2. HARMAN KARDON® PREMIUM AUDIO*

An available premium 8-speaker Harman Kardon audio system includes a subwoofer, an external amplifier, and Clari-Fi^{TMB} technology, which instantly improves the quality of compressed, digitized music for crisp, clear, dynamic sound.

3. HEATED STEERING WHEEL*

Sportage's premium features include an available heated steering wheel that is especially appreciated on cold winter days.

Sportage SX Turbo includes a sporty, leather-wrapped,
D-shaped steering wheel.

4. SUPERVISION METER CLUSTER*

An available advanced Thin–Film Transistor (TFT) coating brings high-contrast graphics and outstanding readability to the supervision meter cluster's 4.2-inch color LCD. It displays trip computer, audio, service, and user settings.

5. PADDLE SHIFTERS*

For sportier driving, SX Turbo features steering-wheel-mounted⁵ paddle shifters that allow shifting with two hands firmly on the wheel and give the driver precise control of the 6-speed Sportmatic® transmission.

Advanced technology at your command

Sportage connects you to life-enriching conveniences of modern driving, including communication, data, and entertainment. All this intuitive technology is efficiently organized and designed to make sure you are connected and informed, enhancing your confidence while driving and helping to keep you focused on the road.







1. UVO — SHORT FOR "YOUR VOICE"5*

The available UVO Infotainment System provides you with an easy, hands-free way to integrate a compatible smartphone⁹ with your Sportage. UVO* can keep track of your vehicle's parking location with **Parking Minder**, 10 monitor your vehicle's driving habits, access 911 Connect¹¹ or Enhanced Roadside Assist.¹² and check maintenance requirements with **Vehicle Diagnostics**¹³ on the large touch screen. Additionally, there are no subscription fees⁵ for the first 10 years to access all of these benefits.

4. UVO eSERVICES APP5

An available free app, downloaded at the App Store^{®14} or Google Play™ Store,15 lets you use a compatible smartphone⁹ to access UVO* features. Or use a computer to access UVO* through myUVO.com.

5. PUSH-BUTTON START WITH **SMART KEY***

For everyday driving convenience, you can start or stop the engine with the push of a button, and open a locked door, with the available Smart Key remote — even when you have it in your pocket or purse.

2. APPLE CarPlayTM14* 3. ANDROID AUTOTM15*

Apple CarPlay and Android Auto let you take full advantage of the available UVO* Infotainment System by simply connecting your compatible smartphone⁹ with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

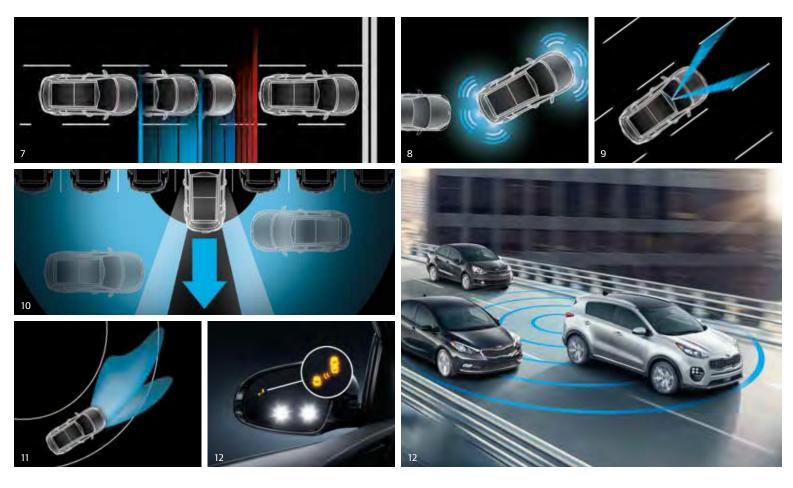
6. SMART WELCOME WITH POWER-FOLDING MIRRORS*

When you approach your Sportage and it detects the presence of the available Smart Key remote,* the available Smart Welcome system unfolds the power-folding mirrors and turns on the interior and door-handle lights.

A wiser state of mind

The driver's state of mind was essential in the development of Kia Drive Wise — a suite of available driver-assistance technologies.* Its features are intended to keep you alert, calm, and aware of surrounding traffic, and intervene if necessary to help you avoid collisions.





7. AUTONOMOUS EMERGENCY BRAKING⁷

This available system is designed to monitor vehicles and pedestrians traveling ahead of you. If the system determines a crash might be imminent, it works to automatically apply the brakes, helping to avoid a collision or mitigate the effects if it cannot be avoided

10. REAR CROSS-TRAFFIC ALERT7*

This available feature helps warn the driver of cross traffic while the vehicle is in reverse by automatically activating a sequence of audible and visual alerts to help reduce the likelihood of a collision

11. DYNAMIC BENDING LIGHT & HIGH-BEAM ASSIST*

SX Turbo's Bi-Xenon HID headlights include Dynamic Bending Light, which pivots the headlights to follow curves in the road. Available High-Beam Assist automatically dims the lights for oncoming traffic or engages the high beams when the road is clear.

8. FRONT & REAR PARK ASSIST7*

An available sonar-sensor system is concealed in both the front and rear bumpers. When parking, an audible warning is given if the system detects certain objects close to your vehicle.

9. LANE DEPARTURE WARNING7*

This available system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, it helps alert you with a combination of audible and visual warnings.

12. BLIND-SPOT DETECTION WITH LANE-CHANGE ASSIST7*

An available radar system helps detect vehicles in the driver's blind spot and then provides audio and visual alerts. Lane-Change Assist helps detect vehicles in adjacent lanes approaching from behind.



OUTSTANDING PERFORMANCE

A 181-horsepower 2.4L Gasoline Direct Injection (GDI) engine and the available 240-horsepower turbocharged 2.0L GDI engine* (FWD†) both deliver inspiring performance and strong acceleration.

PRECISE HANDLING

Sportage SX Turbo features larger front brakes and a sport-tuned suspension that provides you with crisp handling, outstanding responsiveness, and a smooth ride.

DRIVE MODE SELECT SYSTEM

Drive Mode selectable electronic steering and powertrain control allows you to choose between Normal, Eco, or Sport settings.

FULLY ACTIVE ALL-WHEEL DRIVE*

Available Dynamax^{TM1} fully active all-wheel drive uses electronic sensors to monitor road conditions, and then, for enhanced traction and control, distributes power to the appropriate wheels.

ENGINEERED FOR A QUIET RIDE

Sportage is engineered to reward you with a quiet ride. Sleek aerodynamics reduce wind noise, while sound-absorbing insulation further helps to reduce, block, and absorb unwanted sound.

ISO-STRUCTURE™ CONSTRUCTION

Sportage has a uniquely engineered body that combines various high-tensile strength steel alloys. This body structure helps provide crash protection, improves driving dynamics, and lays the foundation for a quieter ride.



HILL-START ASSIST CONTROL (HAC)

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.

DOWNHILL BRAKE CONTROL (DBC)

When descending a steep slope, DBC automatically maintains a steady speed without the need to step on the accelerator or brake pedals.

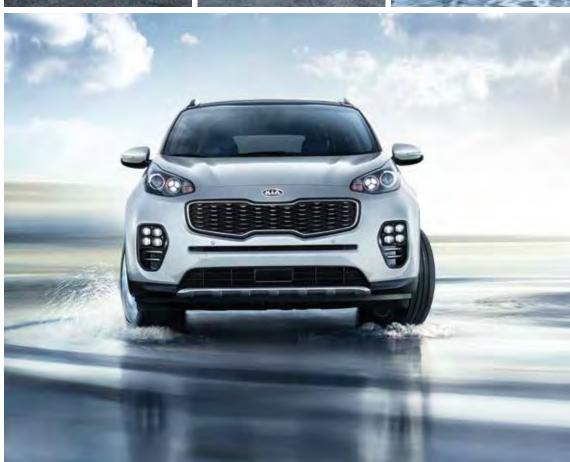
VEHICLE STABILITY MANAGEMENT (VSM)

For additional steering-direction-control capability, the VSM system is designed to intervene in appropriate situations to help the driver regain control of the vehicle.











ELECTRONIC STABILITY CONTROL (ESC)

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

TRACTION CONTROL SYSTEM (TCS)

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

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system can automatically adjust the frontto-rear balance of brake pressure.

BRAKE ASSIST SYSTEM (BAS)

If BAS detects emergency braking, based on how quickly you step on the brake pedal, it applies full braking force, which can help shorten your overall stopping distance.

ANTI-LOCK BRAKING SYSTEM (ABS)

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

TORQUE VECTORING CORNER CONTROL (TVCC)*

All-wheel-drive models feature TVCC, which can apply braking force to the rear inside-corner wheel for increased cornering stability and control.

Dedicated to making safety a top priority

Kia's technologically advanced systems are engineered to give you greater confidence on the road and help you maintain control, even in harsh road conditions and some emergency situations.† In addition, these systems are designed to function automatically, freeing you to focus on safe driving.





ADVANCED AIRBAG SYSTEM

An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.¹⁶

AIRBAG & SEAT-BELT SENSORS

This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat-belt use, and then helps control airbag inflation accordingly.¹⁶

FRONT SEAT-BELT PRETENSIONERS

Pretensioners are designed to tighten the front seat belts in the event of certain collisions. This can help to reduce the likelihood of injuries.

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

The front height-adjustable seat-belt anchors allow the driver's and front-passenger's seat belts to be raised and lowered for a proper fit, helping ensure effective operation.

FRONT & REAR CRUMPLE ZONES

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

SIDE-IMPACT DOOR BEAMS

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

Discover world-class quality

Kia is committed to producing exceptional vehicles with superb quality and reliability to suit most every driving need. From compact to crossover, Kia delivers an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems.



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 has produced over 2 million vehicles since 2009. The Sorento crossover and certain Optima midsize sedans are currently being assembled at this plant.† Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 15,000 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.

COMPELLING DESIGN

Under the direction of President and Chief Design Officer Peter Schreyer, Kia vehicles have captured worldwide attention for their interior and exterior styling. The passionate collaboration of Kia's designers has created a look that makes every model as bold as it is distinctive.

INDUSTRY-LEADING WARRANTY PROGRAM²

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.

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











OFFICIAL AUTOMOTIVE PARTNER OF THE LPGA¹⁸

COLORS

EXTERIOR



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

INTERIOR



PACKAGES

LX POPULAR PACKAGE















SOLAR GLASS (NOT SHOWN)

EX PREMIUM PACKAGE









LX TECHNOLOGY PACKAGE (REQUIRES LX POPULAR PACKAGE)











EX TECHNOLOGY PACKAGE/EX AWD TECHNOLOGY PACKAGE (REQUIRES EX PREMIUM PACKAGE)























MECHANICAL & EXTERIOR

2.4L Gasoline Direct Injection 4-cylinder engine

181 horsepower @ 6,000 rpm

175 lb.-ft. torque @ 4,000 rpm

6-speed Sportmatic® transmission

Optional Dynamax^{TM1} fully active all-wheel drive

17" tires w/allou wheels

Power outside mirrors

Clear-lens projection headlights

LED daytime running lights

Chrome window trim & body-color door handles

Privacy glass (rear windows & liftgate glass)

Acoustic glass (front windshield)

Rear spoiler

INTERIOR & CONVENIENCE

AM/FM/MP3/SiriusXM®6 audio system

Rear-Camera Display⁷

Bluetooth® wireless technology20

USB/auxiliary input jacks

Cruise control

Steering-wheel-mounted⁵ audio controls

Drive Mode Select System

Meter cluster w/3.5" mono TFT LCD

Air conditioning

Power windows w/driver's one-touch auto down

Power door locks w/remote keyless entry

Dual-level cargo floor

SEATING & TRIM

Cloth seat trim w/YES Essentials®3 fabric treatment

60/40 split-folding rear seats

Reclining rear seats

Rear center armrest w/cup holders

Soft-touch materials

RESTRAINT & SAFETY SYSTEMS¹⁶

Dual front advanced airbags

Dual front seat-mounted side airbags

Full-length side curtain airbags

Front & rear 3-point seat belts

Front seat-belt pretensioners

Height-adjustable front seat-belt anchors

Anti-lock Braking System (ABS)

Electronic Stability Control (ESC)

Vehicle Stability Management (VSM)

Traction Control System (TCS)

Brake Assist System (BAS) Electronic Brake-force Distribution (EBD)

Hill-start Assist Control (HAC)

Downhill Brake Control (DBC)

Side-impact door beams

Front & rear crumple zones

Lower Anchors and Tethers for Children (LATCH)

MECHANICAL & EXTERIOR

2.4L Gasoline Direct Injection 4-cylinder engine

181 horsepower @ 6,000 rpm

175 lb.-ft. torque @ 4,000 rpm

Optional Dynamax^{TM1} fully active all-wheel drive

18" tires w/alloy wheels

Heated outside mirrors

Power-folding outside mirrors w/turn-signal indicators

Front fog lights w/gloss black & chrome trim

Roof rails

Windshield wiper de-icer

Chrome trim door handles

Gloss black w/chrome trim front grille

INTERIOR & CONVENIENCE

UVO link⁵ Infotainment System w/7" touch screen, Apple CarPlay^{TM14} & Android Auto^{TM15} Blind-Spot Detection w/Lane-Change Assist7

Rear Cross-Traffic Alert⁷

Push-button start w/Smart Key & immobilizer

Smart Welcome (power-folding mirrors, illuminated 240 horsepower @ 6,000 rpm

door-handle pockets, interior lighting)

Dual-zone automatic temperature control

w/cluster ionizer & auto defogger

Power windows w/driver's one-touch auto up/down

Rear USB charger

SEATING & TRIM

Leather seat trim

Heated front seats

10-way power-adjustable driver's seat

w/lumbar support

Leather-wrapped steering wheel & gearshift knob

Gloss-black accent trim

MECHANICAL & EXTERIOR

2.0L Turbo Gasoline Direct Injection 4-cylinder engine

(AWD = 237 horsepower @ 6,000 rpm)

260 lb.-ft. torque @ 1,450-3,500 rpm

Optional Dynamax^{TM1} fully active all-wheel drive

+SX Turbo (replaces and adds to EX trim)

Sport-tuned suspension

19" tires w/alloy wheels

Panoramic sunroof w/power sunshade

Bi-Xenon HID headlights w/Dynamic Bending Light

High-Beam Assist

Front LED fog lights w/gloss black & satin trim

Rear LED combination taillights

Front & rear metal-style accent plates

Satin finish side sills

Satin window trim & door handles

Gloss black w/satin trim front grille

Dual exhaust

INTERIOR & CONVENIENCE

Harman Kardon® 320-watt premium audio system w/Clari-Fi™8 & 8 speakers

UVO geo⁵ Infotainment System w/voice-command navigation, 8" touch screen, Apple CarPlay™14

& Android Auto^{TM15}

Front & Rear Park Assist System⁷

Lane Departure Warning System⁷

Forward Collision Warning System⁷

Autonomous Emergency Braking⁷

Smart-Power Liftgate®

Supervision meter cluster w/4.2" TFT color LCD

Auto-dimming rearview mirror w/HomeLink®19

LED overhead front & rear reading lamps

Compact spare tire

SEATING & TRIM

Ventilated front seats

8-way power-adjustable front passenger seat

D-shaped steering wheel

Heated steering wheel

Steering-wheel-mounted⁵ paddle shifters

Authentic dashboard stitching



for a full list of the latest features and specifications, visit:

ENDNOTES

1. Dynamax is a trademark of Magna International, 2017. All rights reserved. 2. 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. 3. YES Essentials® is a registered trademark of Sage Automotive Interiors. 4. All cargo should be evenly distributed and properly secured, and never piled higher than the seatbacks. Images shown for illustration purposes only. 5. 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). 6. 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 www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets. See www.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. 7. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. 8. ©2017 Harman International Industries, Inc. All

rights reserved. Clari-Fi is a trademark and Harman Kardon is a registered trademark of Harman International Industries, Inc. 9. Apple iPhone® and select Android™ devices only are UVO-compatible. iPhone® is a registered trademark of Apple Inc. Android™ is a trademark of Google Inc. 10. Parking Minder operates on GPS with certain smartphones and UVO eServices app. Cellular service rates apply. 11. 911 Connect activates after airbag deployment and requires a cell phone connected via Bluetooth[®] wireless technology and a wireless signal.

12. 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.

13. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and is not a substitute for maintenance. See UVO Maintenance Feature or Owner's Manual for maintenance schedule.

14. Apple, the Apple logo, Apple CarPlay, App Store, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.

15. ©2017 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc.

16. 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.

17. NBA identifications are the intellectual property of NBA Proporties. Inc. All views in strictly and intellectual property of the total DCA are overaged but by DCA are overaged by the JCCA are overaged by the property of strictly. Properties, Inc. ©2017 NBA Properties, Inc. All rights reserved. 18. 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. 19. HomeLink® is a registered trademark of Gentex Corporation. 20. 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.