ENDNOTES 1. Dynamax is a trademark of Magna International, 2018. All rights reserved. 2. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. 3. Purchase/lease of a new 2019 Kia Sportage vehicle with UVO eServices or eServices w/Premium Navigation ("UVO eServices") includes a complimentary 5-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 5-year UVO eServices subscription expires, your access to UVO eServices will immediately terminate. Use of UVO eServices is subject

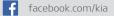
to agreement to the UVO Privacy Policy (available at https://www.myuvo.com/legal/privacy-policy.shtml) and Terms of Service (available at https://www.myuvo.com/legal/terms-of-service.shtml). UVO eServices is transferable to subsequent owner(s) during the original UVO eServices/eServices w/Premium Navigation service term. Only use UVO eServices when safe to do so. UVO eServices app is available from the App Store® or Google PlayTM Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO eServices at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage are required to use most features. UVO eServices features may vary by model, model year, and trim level. Features and specifications are subject to change. For more on details and limitations, visit myuvo.com or your authorized Kia dealer. 4. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. 5. ©2018 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc. 6. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. 7. ©2018 Harman International Industries, Inc. All rights reserved. Clari-Fi and QuantumLogic are trademarks and Harman Kardon is a registered trademark of Harman International Industries, Inc. 8. Select Apple iPhone® and Android™ devices only are UVO eServices-compatible. **9.** 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 siriusxm.com/traffic for details. Sirius, XM, Sirius XM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. 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. 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. 13. My Car Zone uses your smartphone data service. Features require optional Premium Navigation. Information must be manually synced in order to receive alerts. 14. 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. 15. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 16. 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. 17. YES Essentials® is a registered trademark of Sage Automotive Interiors. 18. HomeLink® is a registered trademark of Gentex Corporation.

SPORTAGE

A simple guide to help you decide











youtube.com/kia







LX

all the essentials, and then some

EX

upgrades the LX with leather, larger wheels, and more

SX TURBO

adds turbo power, sporty details, and those extra luxury features you've been wanting

DRIVING

4-cylinder engine 181 hp @ 6,000 rpm

6-speed Sportmatic® transmission 17" tires w/alloy wheels Drive Mode Select Projection headlights

4-cylinder engine

181 hp @ 6,000 rpm

6-speed Sportmatic® transmission

18" tires w/alloy wheels Drive Mode Select

LED daytime running lights

2.0L Turbo Gasoline Direct Injection (GDI) 4-cylinder engine

240 hp @ 6,000 rpm (FWD) 237 hp @ 6,000 rpm (AWD)

6-speed Sportmatic® transmission

19" tires w/alloy wheels

Drive Mode Select

HID headlights w/Low Beam Assist — Dynamic

High Beam Assist

TECHNOLOGY

Rear-Camera Display²

Rear-Camera Display²

Apple CarPlay^{TM4} & Android Auto^{TM5}

w/Lane Change Assist²

Rear Cross Traffic Collision Warning²

Rear-Camera Display² UVO eServices³

Apple CarPlay^{TM4} & Android Auto^{TM5}

Premium Navigation⁶ w/8" touch screen

Harman Kardon®7 premium audio

Parking Distance Warning — Reverse & Forward²

Rear Cross Traffic Collision Warning²

Lane Departure Warning²

Forward Collision-Avoidance Assist w/Pedestrian Detection²

Smart-Power Liftgate® Smart Welcome

INTERIOR

60/40 split-folding rear seats

Leather seat trim 60/40 split-folding rear seats Dual-zone automatic temperature control

10-way power-adjustable driver's seat w/lumbar support

Panoramic sunroof w/power sunshade

Leather seat trim 60/40 split-folding rear seats Dual-zone automatic temperature control Heated front seats Ventilated front seats 10-way power-adjustable driver's seat w/lumbar support 8-way power-adjustable front passenger seat



JUST ASK

GET YOUR KIA QUESTIONS ANSWERED. GO TO WWW.KIA.COM/KIAN TO LEARN MORE, OR SCAN THE FACEBOOK MESSENGER CODE AT RIGHT.





VENTILATED FRONT SEATS*

help you stay cool from the bottom up

DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL* to save that relationship

SOUND-INSULATING ACOUSTIC FRONT WINDSHIELD

helps block that pesky wind and road noise

SPACE, SEATS, SUN

Here's how we make the most of them

Inside Sportage, you'll find all the elements for an incredible ride, such as seats that are oh-so-accommodating, an available panoramic sunroof* for wide-open views, and a quiet, roomy cabin to stretch out and enjoy it all.

*Optional feature available only on certain trims. See kia.com for details. Simulated screen shown. SX TURBO SHOWN

Designed to let you

PACK IT IN, ON, OR UNDER

Sportage makes it easy to pack up and go on a whim, with a variety of smart, convenient ways to accommodate different cargo shapes and sizes — along with plenty of room for your friends.

SMART-POWER LIFTGATE®*

opens automatically when you stand behind it for three seconds with the Smart Key* in your hand, pocket, or baq — perfect for when your arms are full

DUAL-LEVEL CARGO FLOOR

is intelligently designed so you can lower it when carrying taller items

SMART WELCOME WITH POWER-FOLDING MIRRORS*

unfolds the power-folding mirrors and turns on the interior and door-handle lights when it detects the Smart Key*

ROOF RAILS*

help you transport excess or oversized cargo

60/40 SPLIT-FOLDING REAR SEATS





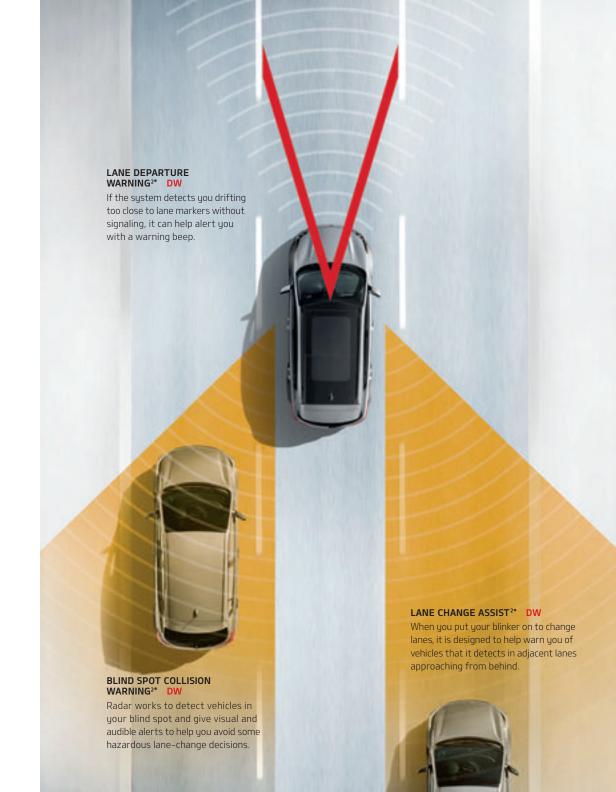


Three ways to help you

REMAIN CENTERED

amid the chaos of life

Vehicles in your blind spot, changing lanes in traffic, and unintentional drifting are just a few of the hazards that are part of everyday driving. Thankfully, these available advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road?





Senses, alerts, and helps STOP

Who needs a copilot when you can have the help of all these available advanced features?

FORWARD COLLISION WARNING2* DW

This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close.

FORWARD COLLISION-AVOIDANCE ASSIST WITH PEDESTRIAN DETECTION2* DW

This system is designed to help detect and alert you of a collision risk or pedestrian approaching, and even automatically apply the brakes in some cases.

BRAKE ASSIST SYSTEM

If you suddenly slam on your brakes, it's designed to sense the urgency and apply full braking 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 braking power accordingly.







Dark nights and curved roads? WE CAN HELP WITH THAT

Sportage keeps you ahead of the curve with available advanced illuminating technologies that are designed to combat the rigors of nighttime driving and help boost visibility in all sorts of conditions.

LOW BEAM ASSIST — DYNAMIC* DW

headlights are designed to track with your steering angle and vehicle speed to help enhance directional lighting

HIGH BEAM ASSIST* DW

automatically dims the high beams for oncoming vehicles, then returns to high-beam setting once the vehicle passes

BI-XENON HID HEADLIGHTS*

help provide bright, exceptional visibility in both low- and high-beam settings

FOG LIGHTS*

help you see better in foggy weather

AUTO ON/OFF HEADLIGHTS

turn on or off automatically depending on outside light levels





BUT IT SEES EVEN BETTER

From approaching cars to that wayward shopping cart hiding in your blind spot, a little extra help goes a long way when backing up. That's why Sportage has got your back, with available features that can help alert you to a variety of potential hazards that are already behind you — as well as those heading your way.

REAR CROSS TRAFFIC COLLISION WARNING2* DW

uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you're in reverse

PARKING DISTANCE WARNING — REVERSE & FORWARD^{2*} DW

is designed to give an audible warning if it detects certain objects close to your vehicle while parking

REAR-CAMERA DISPLAY²

is designed to automatically display the rear view on your screen when you put your Sportage in reverse

GRID LINES ON THE SCREEN HELP GUIDE YOU

with yellow (getting close) and red (stop!) grid lines that help track how much space you have before you bump into something



UVO eServices

It connects, checks, finds, reminds

MEET UVO

your personal assistant

Kia's UVO eServices^{3*} smart telematics lets you integrate your compatible smartphone⁸ with your Sportage to stay connected with a range of ingenious features (see a few of our favorites below). All you have to do is activate UVO eServices^{3*} and download the UVO eServices^{3*} app from the App Store^{®4} or Google Play^{TM5} Store. The best part is, there are no subscription fees for five years.

911 CONNECT¹⁰

will attempt to call 911 and give emergency responders your location if your airbag deploys

ROADSIDE ASSISTANCE¹¹

connects you with our call center for 24/7 assistance

VEHICLE DIAGNOSTICS¹²

helps you monitor the condition of your Sportage and even schedule service if needed

PARKING MINDER

keeps track of where you parked and even sets reminders for your parking meter

MY CAR ZONE¹³

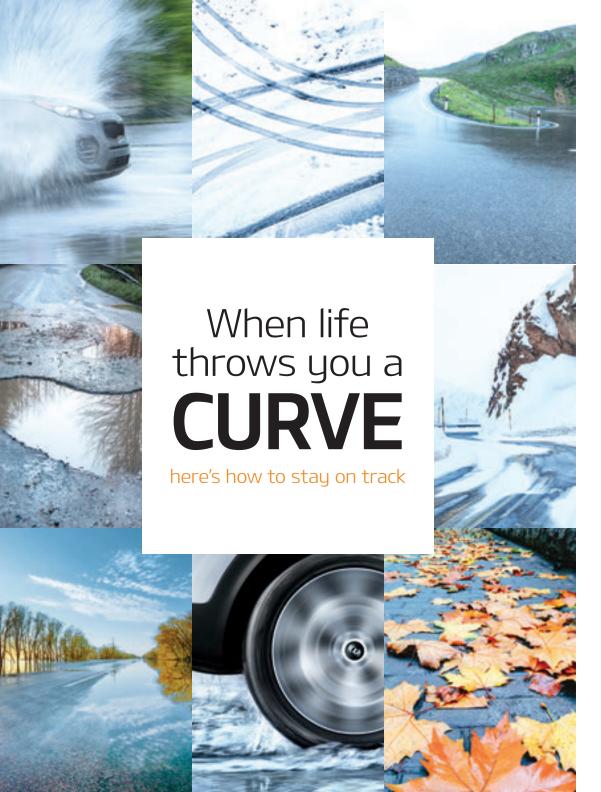
works with Sportages equipped with Premium Navigation^{6*} to let you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR

can sync your favorite POIs from your compatible smartphone* to Sportages with Premium Navigation







Sportage is packed with advanced technologies to help combat slipping or skidding in a variety of challenging situations. Here's how each one works to help you stay in control.

TO ENHANCE CONTROL

ELECTRONIC STABILITY CONTROL (ESC)

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

TO KEEP YOU ON COURSE

VEHICLE STABILITY MANAGEMENT (VSM)

VSM is designed to intervene to help enhance stability and steering responses when driving on some 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.



For 2019 Sportage when equipped with optional Forward Collision–Avoidance Assist w/Pedestrian Detection and HID headlights.

INSURANCE INSTITUTE FOR HIGHWAY SAFETY

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

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 SYSTEM¹⁴

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

AIRBAG & SEAT-BELT SENSORS¹⁴

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

FRONT SEAT-BELT PRETENSIONERS

tighten driver and frontpassenger seat belts in certain collisions to help reduce injuries

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

let you adjust the front seat belts for a more customized fi to help improve effectiveness

REINFORCED BODY CAGE

helps absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions



[†]No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. 14, 15 See back cover for endnotes. Simulated image. Inflated airbags shown for illustration purposes only. SX TURBO SHOWN



Wondering whose powertrain WARRANTY is top of the line?

INDUSTRY-LEADING WARRANTY PROGRAM¹⁶:

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





SNOW WHITE PEARL (FX. SX) YOU HAVE A PURE HEART AND GENTLE NATURE. YOU LOVE LONG NAPS.



SPARKLING SILVER (LX, EX, SX) YOU NOTICE THE SUBTLE IRONIES IN LIFE. NOTHING IS EVER BLACK AND WHITE TO YOU.



BLACK CHERRY (LX, EX, SX) YOUR SWEET NATURE IS SOMETIMES BELIED BY YOUR LOVE OF DARK COMEDIES.



PACIFIC BLUE (LX. FX. SX) A WAVE OF CALM WASHES OVER YOU AS YOU REALIZE, YES, THIS IS DEFINITELY THE COLOR FOR YOU.





BURNISHED COPPER (IX. FX. SX) YOU HAVE A WARM DEMEANOR AND ALWAYS APPEAR POLISHED WHEN THE SITUATION CALLS FOR IT.



HYPER RED (LX, EX, SX) YOU CRAVE EXCITEMENT, AND YOUR POSITIVE ENERGY IS DOWNRIGHT CONTAGIOUS.



MINERAL SILVER (LX, EX, SX) THOUGH YOU HAVE A SPARKLING PERSONALITY, YOUR SOUL REMAINS SALT-OF-THE-EARTH.



CLEAR WHITE (LX) YOU ARE OPEN TO EXPLORING ENDLESS POSSIBILITIES. YOUR GLASS IS ALWAYS HALF-FULL.

PACKAGE that completes you

Choose the

LX POPULAR PACKAGE

10-way power-adjustable driver's seat w/lumbar support

Heated front seats

Cloth seat trim w/YES Essentials®17 fabric treatment

UVO eServices³

Apple CarPlau^{TM4} & Android Auto^{TM5}

7" touch screen

Dual-zone automatic temperature control

Air ionizer

Auto defogger

Dual illuminated visor vanity mirrors

Solar glass

Roof rails

EX PREMIUM PACKAGE

Panoramic sunroof w/power sunshade

Heated steering wheel

Auto-dimming rearview mirror w/HomeLink®18

LED interior lighting

EX TECHNOLOGY PACKAGE

(REOUIRES EX PREMIUM PACKAGE)

Premium Navigation⁶ w/8" touch screen

Harman Kardon®7 premium audio system w/8 speakers

Smart-Power Liftgate®

Ventilated front seats

8-way power-adjustable front passenger seat

Lane Departure Warning²

High Beam Assist

Forward Collision-Avoidance Assist w/Pedestrian Detection²

Parking Distance Warning — Reverse & Forward²

Compact spare tire

EX SPORT APPEARANCE PACKAGE

(NOT AVAILABLE W/PREMIUM OR TECHNOLOGY PACKAGES)

Front & rear silver skid plates

LED fog lamps

LED taillights

D-shaped steering wheel

Paddle shifters

Metal door scuff plates

Cool Grau interior

Satin side sills & window trim

Unique gloss black front grille

Chrome Gray wheels

Available only with Snow White Pearl, Black Cherry, or Pacific Blue exterior colors.

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. ©2018 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.

The content in this brochure is based upon information available at the time of printing and is subject to change