

The all new 1998 Sephia.  
Built from the ground up.





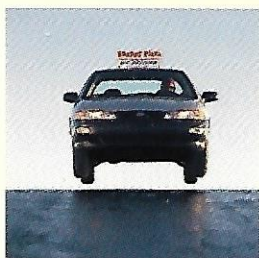
Age 1: When the Sephia was just a baby, we took it on a 100,000 mile joy ride across the U.S.A. alongside a Honda Civic. We followed the Civic everywhere except into its steep

price range. For kicks (and dings and dents) we gave 2,000 Sephias to the most abusive testers on the planet: rental car customers. We used their unabashed feedback to make an even tougher car.

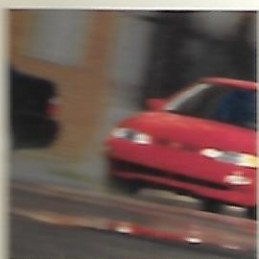


Age 2: We sent the Sephia to school. Driving school. There, it made the acquaintance of concrete curbs, metal trash cans and unsuspecting car bumpers. Lesson learned: If you can dish it out,

we can take it. For another slice of real life, we gave a couple Sephias to the kamikaze delivery drivers at Snappy Pizza in Portland, Oregon. The not-so-surprising result: The Sephia really delivers.

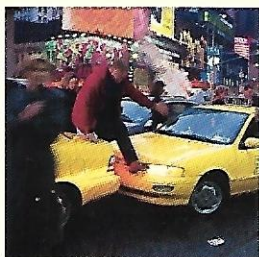


## The Sephia's Rough Childhood



Age 3: The Sephia's next 100,000 mile tour of duty was alongside a Toyota Corolla. The Sephia matched it mile for mile and needed little more than routine factory

maintenance. And a good night's sleep. Why was the Sephia getting so many whistles? We painted a few yellow and gave them to New York



City cab drivers. And we survived. That's more than you can say about most New Yorkers.



Age 4: The Sephia invited the Toyota Corolla on a 200,000-mile run. Aside from a little road dust, 81% of the engine parts tested were

The place where music lives

ANDREW CARNEGIE

CARNegie HALL

Starring The All New

CARNegie HALL

Starring The All New 1998





3

MUSIC HALL

CARNegie HALL

CARNegie HALL  
Starring  
The  
All  
New  
1998  
Sephia  
KIA MOTORS AMERICA, INC.



# Introducing a brand new car that just happens to have a couple million miles on it.

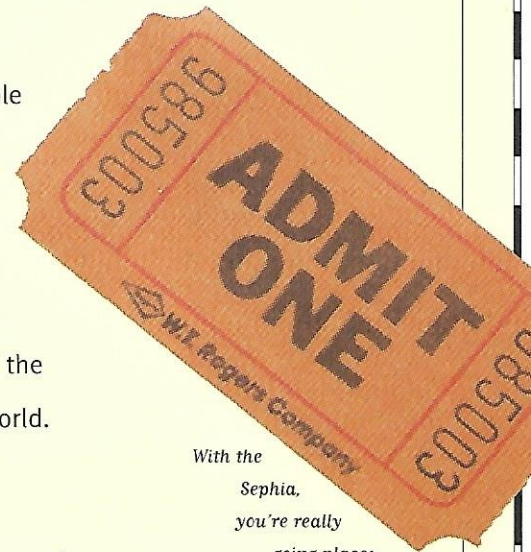
**Y**ou might not know it at first glance, but the all-new Sephia has been around the block a few times. Over seven million at last count. You see, the 1998 Sephia is the result of five years of testing and over half a century of engineering.

Kia Motors Corporation has been building cars longer than people have been reporting Elvis sightings. Kia actually started by building bicycles in Korea. Naturally, a nation of tired legs soon demanded motorized vehicles. So that's what Kia built. First motorcycles. Then trucks. Farm equipment. Tour buses. And of course, cars. At last count, over 2 million Kias have rolled off the factory floor and onto roads in over 100 countries around the world. Including the good old U.S. of A.

Okay, America doesn't exactly need another sedan. What it does need, however, is a well-made car that is affordable to those of us who haven't won the lottery. The Japanese used to fill that niche. But somehow, between the value-of-the-yen thing and the huge-demand-for-Japanese-cars thing, the price of Japanese cars has gone through the optional sunroof. That's where Kia comes in. Our singular goal is to provide cars that are as well made as Japanese cars, at a price that doesn't come close.

The all-new model is bigger and more powerful than ever and includes a roomier interior, enhanced styling and added safety features. It's the most durable and reliable model yet.

The 1998 Sephia is well-built, well-equipped and well within your budget. You'll have to remind yourself it's an economy car.



With the  
Sephia,  
you're really  
going places.

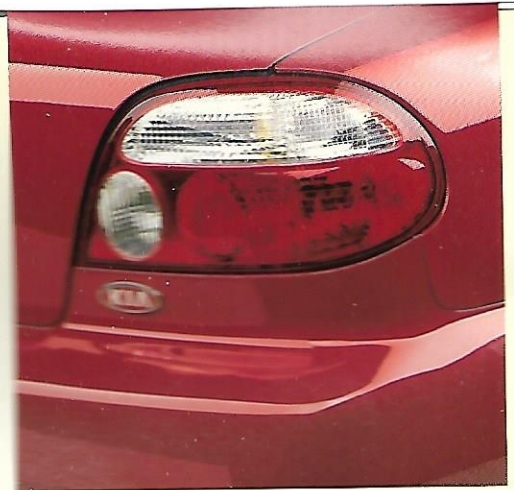
g bubble bath.

...and the all-new Sephia...  
...with not just talking...  
The all-new Sephia features all-new aerodynamic...  
...redesigned tail lights. Body-color bumpers...  
...color door handles and side view mirrors...  
...gloves with coat upon coat of...  
...paint. In eight stylish colors.



...for your image

Like other rugged players out there...  
...encountered, the Sephia...  
...likes to take a bath every...  
...and so on.



Our designers caught the drift and redesigned the Sephia's tail lights to cut through the wind more easily.

The Sephia looks like a million bucks, but costs considerably less. But even so, you may still get soaked. Not for more clams, mind you. We're talking H<sub>2</sub>O here. Because the Sephia leaves you with plenty of money for niceties like a super-deluxe car wash with extra foam and a few squirts of tango-mango air freshener. (You may want to skip the tropical fruit scent in favor of the Sephia's genuine new car smell, which is included free in every model.)



A beatnik poet once said, "Headlights are the windows to the soul of your car." We just think halogen headlamps should look sharp and help you see where you're going.

Rancho  
Super  
CAR WASH



om service.



Sweet (great!) You'll love the ergonomically designed instrument panel.

**W**hile some compact cars make you feel like you're sitting in a trash compactor on wheels, that's not the case with the all-new Sephia. Because, the 1998 models have been designed with extra room for your head, legs, elbows and other important body parts. The Sephia has more cubic feet of interior volume than nearly every car in its class, including the Toyota Corolla, Honda Civic, Saturn SL and Hyundai Elantra. The Sephia even has a more spacious interior than the much more expensive Nissan Altima. So if a "comparable" car claims to have a roomier interior than the Sephia, they're stretching the truth.

Want to see for yourself? Sit your you-know-what down in the super-soft seats and let's get touchy-feely. (Don't worry Mom, we're in the front seat.) Run your hands along the sleek new instrument panel. Notice how the stereo is right smack in the center? That's so you (and perhaps, unfortunately, your passengers) can switch radio stations faster than you can say "annoying waterbed commercial." You'll also find a built-in pocket for maps or other small treasures. And a rear window defroster. But don't try anything funny.





The new air conditioning ducts keep  
passenger doors open, comfortable.



New console dual cupholder keeps thirstables in their  
place and out of your lap.



# 1998 Sephia Standard Features



1998 Sephia

## Sephia

1.8 liter, 125hp, 4-cylinder DOHC engine

5-speed manual transmission

Dual airbags\*

Four-wheel independent suspension

185/65 R14 tires

Front and rear stabilizer bars

Steel passenger cage

Steel side-door impact beams

Front/rear crumple zones

MacPherson strut front suspension

Rack and pinion steering

2-speed intermittent wipers

Rear window defroster

Tinted glass

Dual cupholders

Clear lens halogen headlights

Height-adjustable safety belt anchors

Remote trunk, fuel and hood releases

Manual remote dual outer mirrors

Corrosion-resistant, stainless steel muffler

Body-color bumpers and front grille

Body-color door handles

Body-color outer mirrors

Low-fuel warning light

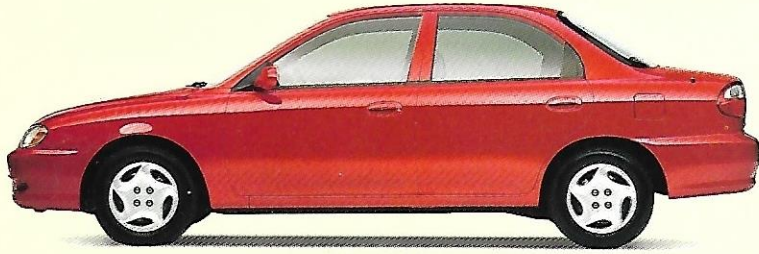
Front-door map pockets

Fully carpeted trunk

Driver's footrest







1998 Sephia LS

## Sephia LS

**In addition to, or in place of, the previous features:**

Power steering

Fold-down 60/40 split rear seat

Tilt steering wheel

Rear seat heater ducts

Deluxe full cloth seating

Full wheel covers

Driver's seat cushion tilt

Passenger vanity mirror

Body-color bodyside molding

**The optional LS Power Package:**

**In addition to, or in place of, the equipment on the Sephia LS.**

AM/FM/CD stereo with six speakers

Air conditioning

Power windows

Power door locks

Power mirrors

Cruise control

Tachometer

Variable intermittent wipers

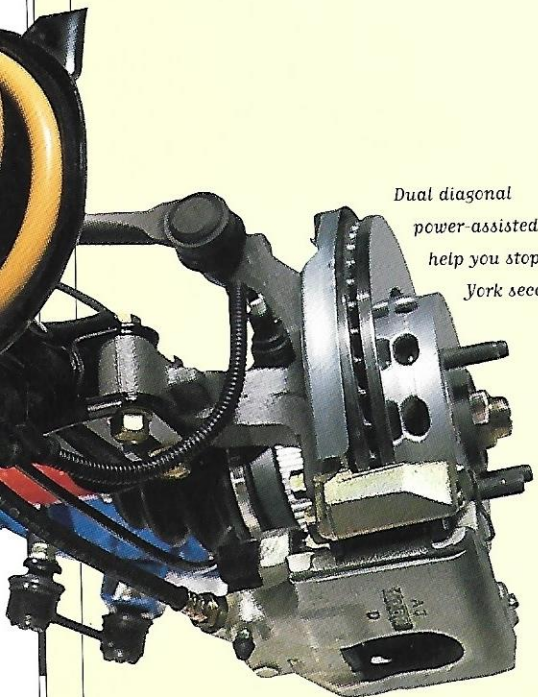


...and whistles

# Course in Sephia safety.



protection from  
side impacts.



Dual diagonal  
power-assisted brakes  
help you stop in a New  
York second.

**E**ven if you have a lucky rabbit's foot dangling from your rearview mirror, at some point you may find yourself in an accident. That's why the Sephia is engineered for safety.

Every Sephia is reinforced with crumple zones (to help absorb front and rear impacts), steel side-door impact beams, dual airbags\*\* and energy-absorbing bumpers. Because if you ever are in an accident, we want you to know we've done our part to try to make sure you come out of it in one piece.

Of course the best kind of safety features are the ones that help you avoid accidents all together. Sephia offers plenty of these as well.

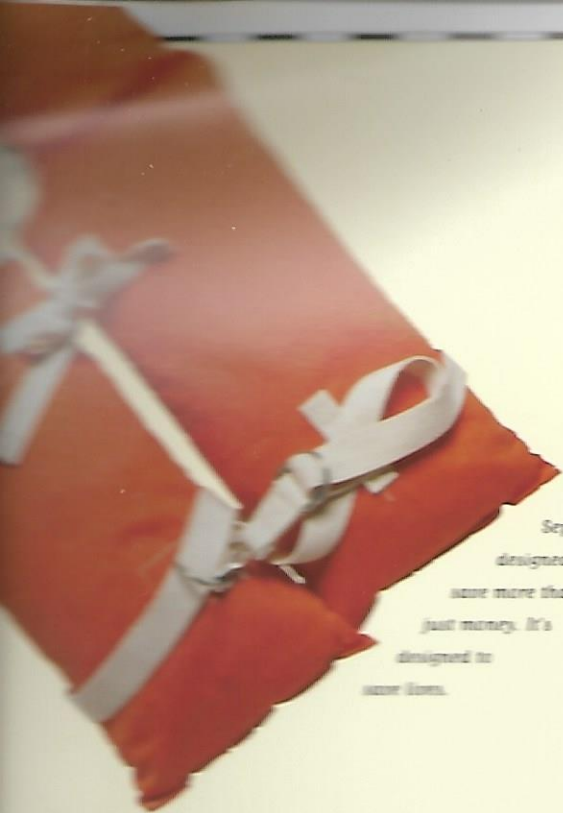


Need a quick fix?  
Kia's 24-hour  
roadside assistance  
is just a toll-free  
phone call away.\*

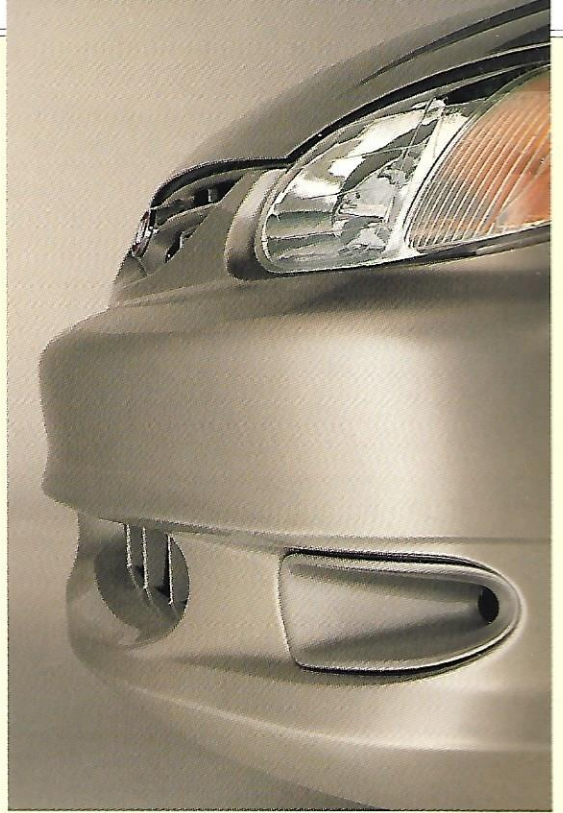
Dual airbags are standard features on both models.\*\*



The height  
adjustable safety  
belt anchors are  
designed to  
accommodate  
everyone from  
Daddy Dimples  
to your 6'6"  
athlete.



The all-new  
 Sephia is  
 designed to  
 save more than  
 just money. It's  
 designed to  
 save lives.



*The Sephia's bumpers aren't afraid of things that go bump in the night. Or the parking lot.*

Available four-wheel anti-lock brakes help you stop in the nick of time. A rear window defroster helps you see from the inside out. And aerodynamic profile headlights help you steer clear of trouble.

That's not the only way Sephia can rescue you. In the event you ever find yourself with a dead battery, flat tire, no gas, or (yikes!) your keys locked inside your car, not to worry – roadside assistance is just a toll-free phone call away, at 1-800-333-4KIA.\*



*Stability control.*

*The Sephia's intermittent windshield wipers make the rain, rain go away.*



...it comes  
 to safety,  
 the Sephia  
 goes through



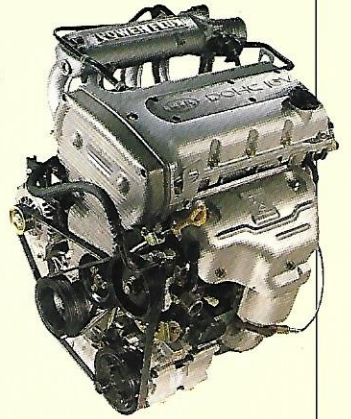






# Unwind with a friend.

**T**he Sephia is engineered so you won't be thrown for a curve even while you're going around one. Both models include four-wheel independent suspension, MacPherson struts and front and rear stabilizer bars. Plus rack and pinion steering or power steering, for those who choose the LS model.



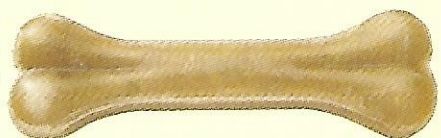
The Sephia has a number of features to keep the noise down – although we can't do much about your kids and pets. All-new double-door sealing, enhanced aerodynamic styling, and a smooth-running engine help keep the sound to a whisper.

When you hop into the driver's seat of a brand new Sephia, you'll instantly be in a position of power. Because Sephia's 1.8 liter, 16-valve, multi-port, fuel-injected engine offers more horsepower than nearly any base car in its class – including the Corolla, Civic, Escort and Saturn. When it comes to performance, the Sephia runs circles around the other guys.



HORSEPOWER COMPARISON CHART

*Chew on this.*  
The Sephia's fuel economy is an impressive 24 mpg city, 31 mpg highway.\*



The newly designed rear suspension provides a smoother ride.



## Kia Accessories



to finish from unsightly insect  
spatters and road debris with a  
black. Featuring ultra-soft  
"no tools" installation.  
Front Mask



### Front and Rear Mudguards

Here's the dirt: Kia's handsome, custom-molded flaps are so easy to install, you can practically do it with one hand tied behind your back. No drilling or ugly eye goggles required.

oK2Y1 51 850 Front  
Mudguard Kit

oK2Y1 51 880 Rear  
Mudguard Kit



### Rear Spoiler

For your spoiled side, a sporty, custom-designed spoiler.

oK2A1 50 910 Rear Spoiler



### Bodyside Molding

Protects your Sephia from door dings. After all, a little molding never hurt anyone.

Bodyside molding – See your Dealer for details



### AM/FM/CD Stereo

This powerful (25w x 4 channel) AM/FM/CD audio system features outstanding frequency response; you can groove to one of your 24 preset stations or slide in a compact disc to play, scan, repeat or get random.

US960 AY 015

AM/FM/CD Stereo

US980 AY 015 KT

Installation Kit

### Other Sephia Accessories not shown:

#### Carpeted Floor Mats

US980 AY 010 75 Beige

US980 AY 010 96 Gray

#### Air Conditioning

oK2AA 61 020

### Warranty Information

All Kia accessories are designed and manufactured to provide a precise fit and years of trouble-free service. Kia stands behind this quality with a three-year/36,000 mile limited warranty when the accessory is installed prior to delivery of your new Kia vehicle. Accessories installed by a Kia dealer after vehicle delivery carry a 12-month/unlimited mileage limited warranty or the remainder of the vehicle three-

## Specifications

Sephia and Sephia LS 4-door
1600 cc 4-cylinder, iron block, aluminum head
121.0 in/3043 mm
DOHC 4 valves per cylinder
105 hp @ 6,500 rpm
148 lb.-ft. @ 4,500 rpm
95-1
5-speed manual, 4-speed electronically controlled automatic with overdrive on and off feature

Sephia and Sephia LS 4-door
174.4 Inches
66.9 Inches
55.5 Inches
100.8 Inches
6.12 Inches
39.6 Inches
37.7 Inches
43.3 Inches
34.4 Inches
94.1 Cubic Feet
10.4 Cubic Feet

Sephia and Sephia LS 4-door
Sephia - 2,478 lbs/1,124 kg Sephia LS - 2,551 lbs/1,157 kg
Sephia - 2,534 lbs/1,149 kg Sephia LS - 2,606 lbs/1,182 kg

Sephia and Sephia LS 4-door
Front engine, front-wheel drive
Steel unit body
Independent, MacPherson struts, coil springs, w/stabilizer bar
Independent, multi-link w/struts, w/stabilizer bar
Rack and pinion, engine-speed-sensitive power assist (LS)
Power-assist front disc, rear drum
185/65R14, steel belted radial

Sephia and Sephia LS 4-door
13.2 gal. (50 liters)
Unleaded (87 octane or higher)
Manual transmission - 24 city/31 highway Automatic transmission - 23 city/31 highway

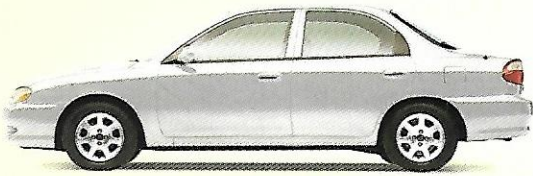
## Features and Options

Mechanical	Sephia 4-door	Sephia LS 4-door
1.8 L DOHC 4 Cylinder	S	S
5-Speed Manual	S	S
4-Speed Automatic	O	O
4-Wheel ABS with Rear Disc Brakes	-	O
Power Steering	O	S
Tires	185/65R14	185/65R14

Exterior	Sephia 4-door	Sephia LS 4-door
Full Wheel Covers	A/P	S
Alloy Wheels	-	O
Manual Remote Body-color Dual Mirrors	S	S
Power Dual Body Color Mirrors	-	P/P
Body-color Exterior Door Handles	S	S
Rear Defroster	S	S
Body-color Bodyside Moldings	A/P	S
Front Wipers 2-Speed Intermittent	S	S
Variable Intermittent Front Wipers	-	P/P
Body-color Front Grille	S	S

Interior	Sephia 4-door	Sephia LS 4-door
Cloth/Vinyl Seating	S	-
Deluxe Cloth Seating	-	S
Cloth Door Inserts	S	S
Driver's seat cushion tilt	-	S
Tinted Glass	S	S
Dual Airbags	S	S
Power Windows	-	P/P
Tilt Steering	-	S
Power Door Locks	-	P/P
Front Door Map Pockets	S	S
Cruise Control	-	P/P
Tachometer	-	P/P
Center Console with Armrest	S	S
Dual Cupholder	S	S
60/40 Split Rear Seat	-	S
Height Adjustable Safety Belt Anchors	S	S
Driver's Footrest	S	S
Rear Heater Ducts	-	S
Low Fuel Indicator	S	S
Dual Sunvisors	S	S
Passenger Vanity Mirror	-	S
Air Conditioning	O	P/P, O
Hood/Fuel Remote Releases	S	S
Remote Trunk Release	S	S

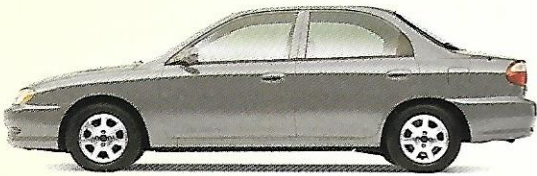
Exterior	Interior
White	Gray Beige
Pewter	Gray Beige
Evergreen	Gray Beige
Cobalt Blue	Gray Beige
Garnet Red	Gray Beige
Classic Red	Gray Beige
Violet Mist	Gray Beige
Black	Gray Beige



White



Garnet Red



Pewter



Classic Red



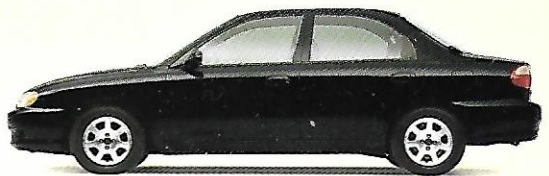
Evergreen



Violet Mist



Cobalt Blue



Black



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