

Introducing the new 1998 Sportage.

Get away from it all.





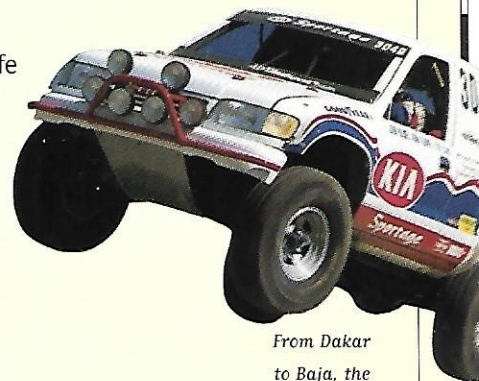
Now you can own a reliable SUV without getting soaked.

It's no mirage. The 1998 Kia Sportage has everything you'd expect in a rugged Sport Utility Vehicle. Except the "you've got to be kidding" price tag. Starting at under \$15,000,* the Sportage 4x2 is built with authentic SUV features including double-wishbone front suspension. A 16-valve, dual overhead cam engine with 130 horsepower. Three airbags including one for your knees.** Additionally, the 4x4 offers shift-on-the-move 4-wheel drive. Auto-lock/unlock front hubs. 2-speed transfer case. A low gear to get you out of the toughest off-road conditions. And a sturdy fully boxed ladder frame – the kind found on the 4x4 megatrucks that cowboys drive.

Sportage is engineered to withstand the pressures of modern day life – rugged terrain, falling debris, gaping holes and bad drivers. And that's just in cities and suburbs. Take it off-road and you'll see how comfortable it is in its natural habitat. Sportage chews through mud, drives over rocky roads and performs like a mountain goat when you head for the hills.

How can an affordable SUV be so gutsy? Five years of rough and tumble testing and over half a century of engineering. Kia Motors Corporation has been building vehicles longer than people have been trying to weasel out of parking tickets. Kia started by building bicycles in Korea. 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 two million Kias have rolled off the assembly line. With good breeding like this, it's no wonder the new Sportage is more durable and reliable than ever before.

So hop into a 1998 Sportage and get ready for adventure. While it may drain your energy, it will never drain your bank account.



*From Dakar
to Baja, the
Sportage can
really take
the heat.*

*MSRP for a 1998 4x2 Sportage with manual transmission. Excludes freight, taxes, license, title, options and Dealer charges. Actual prices are set by Dealer and may vary.

**For maximum protection in all collisions, always wear your safety belt.

w you're stylin'.

ere does the Sportage get its rockin' good looks? Genetic
ring? Cosmetic surgery? A little of both. The new models
bolder front grille, new front bumper with integrated
ins and an extended rear bumper. Plus your choice of
looking steel or machine-finished alloy wheels.*

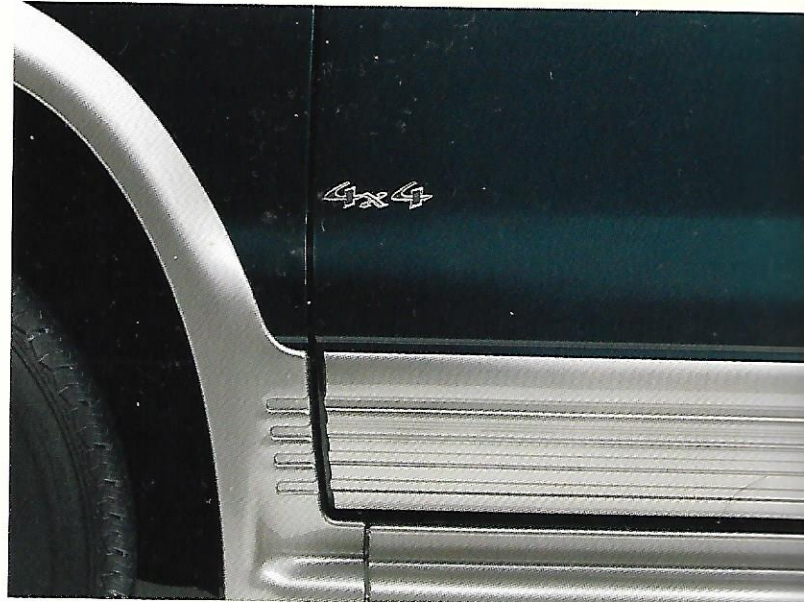
e's heavy duty outerwear also includes all-new impact-resistant
r-type clear lens headlights with tail lights fashioned in the
rodynamic style. Plus coat upon coat of chip-resistant,



*The new paint colors
are so bright you
might need shades.*



*The Sportage
designers didn't
spare a thing.
A new cam-lock
allows you to
release and keep
open the spare tire
carrier in one
easy step.*

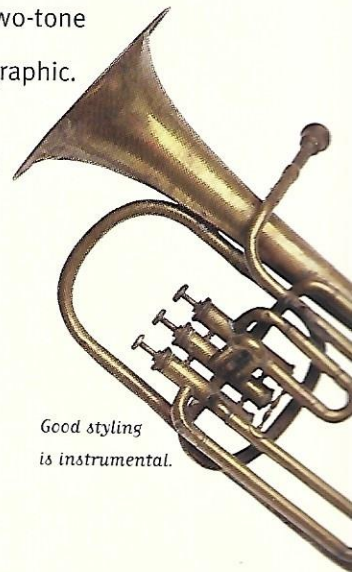


*You'll never see the Fashion Police in your rearview mirror when you drive an EX
model with sporty two-tone paint and bodyside cladding.*

high-quality paint. In your choice of over half a dozen handsome
colors. EX models also have rugged two-tone
bodyside cladding with body accent graphic.

The new Sportage looks like a million
bucks but costs considerably less.

*Alloy wheels are optional on base 4x2 model.



*Good styling
is instrumental.*



Stylish five spoke





What can you fit into 125.7 cubic feet?

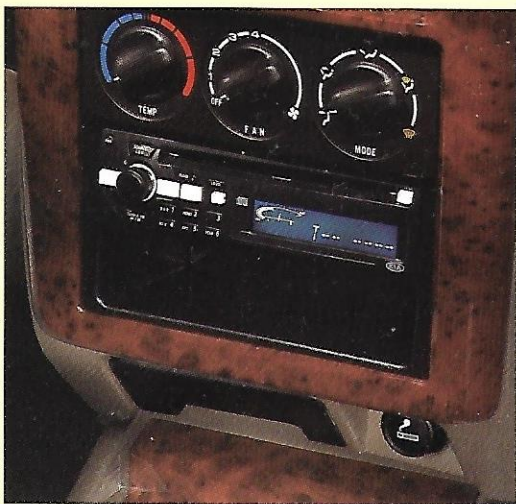
...oes and relax awhile. Because your new Sportage is
...e your home away from home. That's why we
...r to hold all kinds of furniture. The indoor/
...ikes, golf clubs, skis, boots, poles,
...at ever else you can fit into 25.8
...space and 55.4 cubic feet with
...down.

...coon, you'll have access to all the



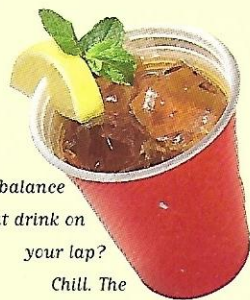
...ockets for maps or other small treasures. Tilt steering wheel. Split 50/50
...fold-down rear seats that fold flat as a pancake. A dual cupholder.
...Rear window defroster. A theft-deterrent system to keep your
...toys safe and sound.

Plus you'll have a state-of-the-art On-Board
Diagnostic system to "monitor" fuel injection,
ignition, transmission and emission control systems.
You know, the kind of stuff you don't need to worry



The AM/FM/CD audio system with six speakers ensures you'll have a blast — even if you're just driving to work.*

*Standard in EX only.



Can't balance
that drink on
your lap?
Chill. The
Sportage has
a dual cupholder.

Control freak? You'll love the conveniently designed instrument panel with optional wood grain inserts on the EX model.



1998 Sportage Standard Features



1998 Sportage 4x2*

Sportage 4x2

2.0 liter, 16-valve, 4-cylinder DOHC engine
5-speed manual transmission with overdrive
Dual front airbags and driver's knee airbag**
Outside rear-tire carrier with full-size spare tire and tire cover
Theft-deterrent system
Fully boxed ladder frame
Power steering
Power windows
Power door locks
Dual outside power remote mirrors
Stylized steel wheels*
Double-wishbone front suspension
50/50 split, folding rear seat backs
Height-adjustable front safety belt anchors
Center console armrest extension
Clear lens halogen headlights
Corrosion-resistant muffler
Digital clock

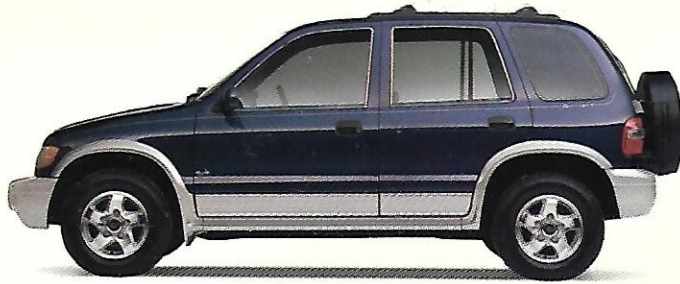
Driver's lumbar support
Dual slide-out cupholder
Front-door map pockets
Full carpeting
Low-fuel warning light
Steel-belted radial tires
Rear garment hook
Rear window defroster
Remote fuel-filler door release
Steel side-door impact beams
Tachometer
Tilt steering wheel
Tinted glass

Sportage 4x4

Stylized 5-spoke alloy wheels
2-speed transfer case
Auto-lock/unlock hubs







1998 Sportage EX

Sportage EX

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

Two-tone paint and bodyside cladding

Rear privacy glass

Wood grain interior accents

Cruise control

Rear wiper/washer

Roof rack

Body-color outside mirrors

Passenger vanity mirror

Body accent graphic

Variable intermittent wipers

AM/FM/CD stereo with six speakers

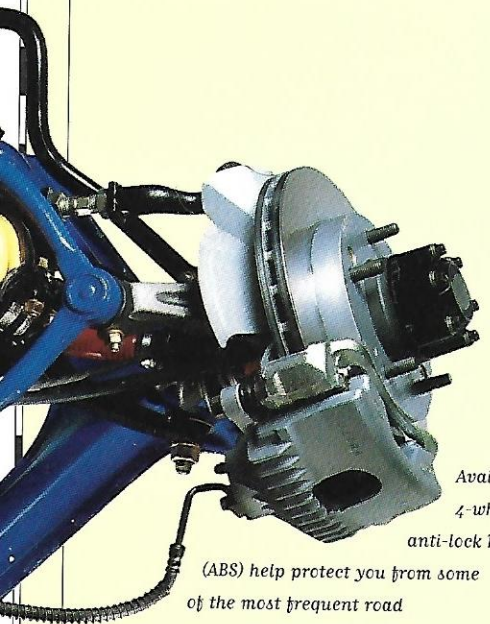
Air conditioning

Alloy wheels (4x2 only—std. on 4x4)

*You get everything
but the you-know-what.*



The Sportage's fixed intermittent windshield wipers make the rain, rain, go away.



Available 4-wheel anti-lock brakes

(ABS) help protect you from some of the most frequent road hazards — bad drivers.

Even if you have a lucky rabbit's foot dangling from your rearview mirror, that's not enough to protect you in the event of an accident. That's why the Sportage is engineered for safety.

The Sportage has been subjected to numerous crash tests. (We hate to intentionally abuse our vehicles, but better ours than yours.)

Every Sportage has crumple zones (to help absorb front and rear impacts), steel side-door impact beams, dual front airbags and driver's knee airbag,** energy-absorbing bumpers and an impact-absorbing steering column.

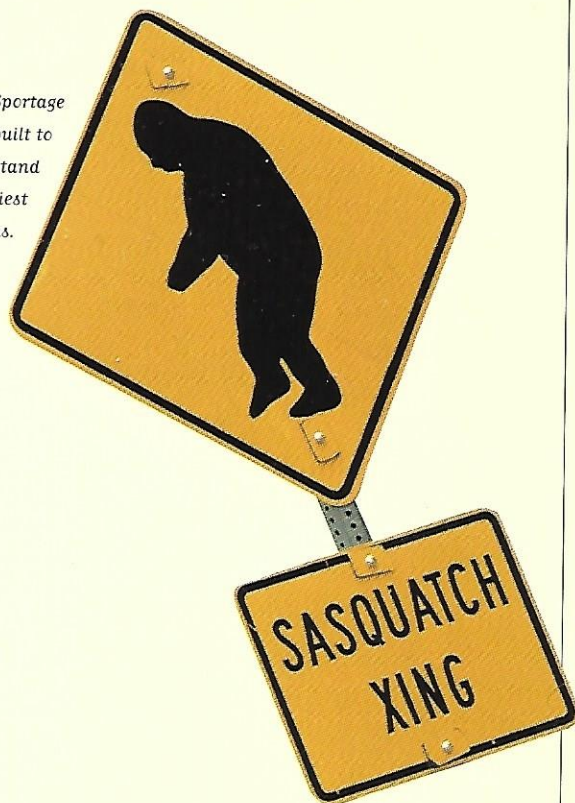
Because if you ever are in an accident, we want you to know we've done our part to try to make sure you come out of it in one piece.

Dual front airbags and driver's knee airbag are standard features on both models.**





*Sportage
is built to
withstand
the hairiest
situations.*



Of course the best kind of safety features are the ones that help you avoid accidents all together. Sportage offers plenty of these as well. A double-wishbone coil spring front suspension and stabilizer bar combine for smooth handling so you can steer away from trouble. Available 4-wheel anti-lock brakes help you stop in a New York second. And a rear window defroster and halogen headlights help you see from the inside out.

That's not the only way Sportage can rescue you. In the event that 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.*

*Roadside Assistance services are provided for the length of your Kia Basic Limited Warranty. See your Kia Dealer for further details regarding this program.

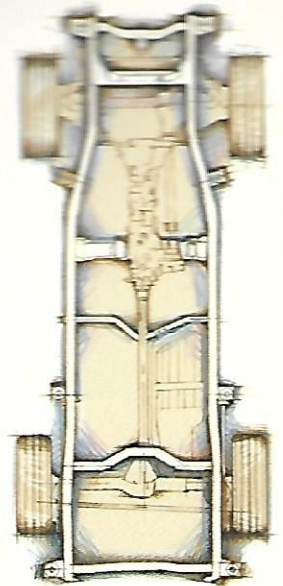
**For maximum protection in all collisions, always wear your safety belt.



Sportage is priced to move – to all kinds of places



Call or see
the Sportage's
optional bike
rack designed
to carry ten all.



FULLY BOXED LADDER FRAME

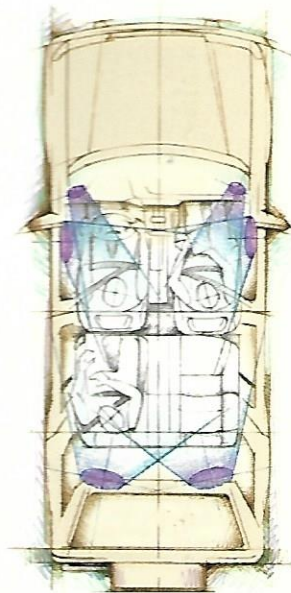
Load your Sportage with enough outdoor gear and trail
through the wilderness. Or at least 'til you reach the top
of the mountain. How can you be sure your new baby
can handle your idea of roughing it? Not to worry.
The Sportage has survival instincts as reliable
as a compass.

Unlike the Toyota RAV4, which uses the unit body
construction, Sportage uses fully boxed, ladder frame
with six cross members and provides a more rugged,
solid chassis.

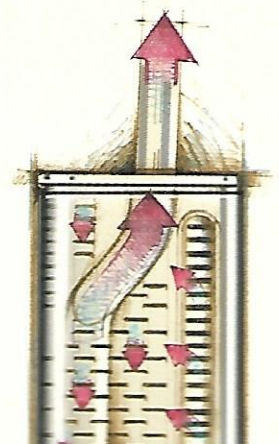
The 26-valve, dual overhead cam engine delivers
130 horsepower, for a good power-to-weight
ratio. Enough to tow up to 2,000 pounds.*
So you can really haul over the hills and
through the woods.

Speaking of hills, Sportage sports
a radical 36.5° approach angle and
short front and rear overhangs. In case you flew by
the seat of your pants through geometry class, this
can handle rocks, Hollywood-sized boulders and
runs. From the bottom up.

place Sportage doesn't climb is into a steep price range.



SIX SPEAKER STEREO



Double wishbone
front suspension

*Up to 3,500 lbs. (3,000 lbs. tongue weight) with trailer brakes, 2,000 lbs.
without trailer brakes.







Here's the best: Kia's rugged, 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.

oK019 51 845 Front Mudguard Kit

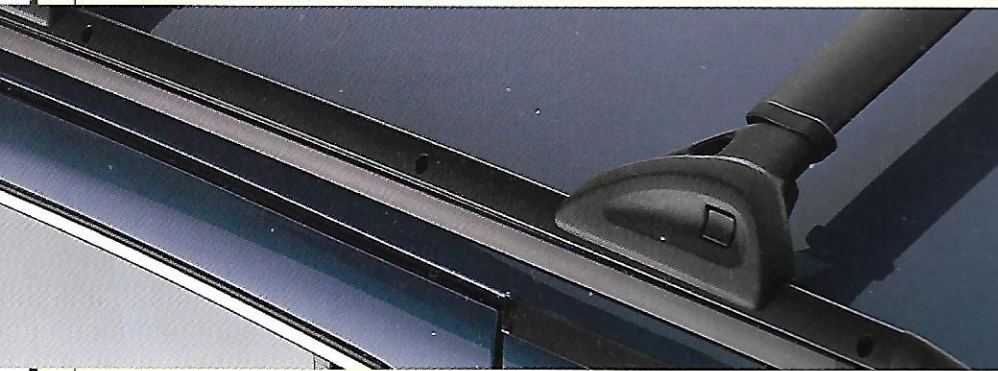
oK019 51 875 Rear Mudguard Kit



Cargo Net

Kia's envelope-style cargo net completely enfoldes items. Includes hardware for mounting in the position shown or just inside the tailgate. Can be removed in seconds.

UP950 AY 012 Cargo Net



Rear Rack

Custom fit vinyl rack for...
legs and straps...
side, crack or require...
UP980 AY 004 Front Rack



Hood Protector

Stylish hood protector...
from insect stains and...
easily; drilling not requ...
acrylic and includes...
UP960 AY 013 Hood Pro

Sport Rack

Sport Rack Featuring flush-mounted side rails and aero-style cross bars that adjust with the push of a button.

UP950 AY 008 Sport Rack

UP950 AY 008 BC Bike Carrier Attachment

UP950 AY 008 SC Ski Carrier Attachment

Other Sportage Accessories not shown:

Carpeted Floor Mats

UP980 AY 010 70 Brown

UP980 AY 010 96 Gray

Air Conditioning

oK08B 61 020

Rear Spoiler

oK029 50 910B

Warranty Information

All Kia accessories are...
to provide a precise fit...
service. Kia stands betw...
year/36,000 mile waran...
installed prior to deliv...
Accessories installed by...
delivery carry a 12-month...
warranty or the remaini...
36,000 mile warranty—...
you do-it-yourselfers, th...

Specifications

400	404
1,268 cu. / 121.9 cu. in.	1,268 cu. / 121.9 cu. in.
Inline 4-cylinder, iron block and aluminum head	Inline 4-cylinder, iron block and aluminum head
DOHC, 4 valves per cylinder	DOHC, 4 valves per cylinder
130 bhp @ 5,500 rpm	130 bhp @ 5,500 rpm
127 lb.-ft. @ 4,000 rpm	127 lb.-ft. @ 4,000 rpm
9.2:1	9.2:1
Standard: 5-speed manual	Standard: 5-speed manual
Optional: 4-speed electronically-controlled automatic	Optional: 4-speed electronically-controlled automatic
-	Part-time, auto-lock/unlock hubs
-	2-speed w/synchromesh High: 1,000:1 Low: 1.98:1

104.3 inches	
Front: 56.7 inches	Rear: 56.7 inches
60.5 inches	
170.3 inches	
68.1 inches	
65.0 inches	
7.9 inches	
36.5 degrees	
36.2 degrees	
Front: 39.6 inches	Rear: 37.8 inches
Front: 44.5 inches	Rear: 31.1 inches
125.7 cubic feet	
Rear seat up: 25.8 cubic feet	
Rear seat down: 55.4 cubic feet	

400	4X4
3,286 lbs/1,445 kg	3,352 lbs/1,520 kg
3,270 lbs/1,465 kg	3,396 lbs/1,540 kg

15.8 gal.
1,000 lbs.
2,000 lbs.
860 lbs.

400: Front-engine rear-wheel drive	404: Front-engine 4-wheel drive
Body on ladder frame	
Double wishbones, coil springs with anti-roll bar	
Three bar links and panhard rod with coil springs	
Recirculating ball, engine-speed-sensitive power assist	
Power-assist front disc, rear drum	

Features and Options

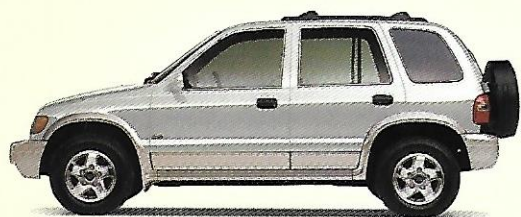
Mechanical	4X2	4X4
2.0 L DOHC 4 cylinder	S	S
5-speed manual	S	S
4-speed automatic	O	O
Power steering	S	S
4-Wheel ABS	O	O
2-Speed transfer case	-	S
Auto-lock/unlock hubs	-	S
Limited slip rear differential	-	O
P205/75R15 A/S tires	S	S

Exterior	4X2	4X4
Steel wheels	S	-
Alloy wheels	EX, O	S
Tinted glass	S	S
Privacy glass	EX	EX
Dual power remote black mirrors	S	S
Dual power body-color mirrors	EX	EX
Rear wiper/washer	EX	EX
Roof rack	EX, O	EX, O
Two-tone bodyside cladding	EX	EX
Body color bumpers	S	S
Outside rear spare tire carrier w/ U.S. cover	S	S
Theft-deterrent system	S	S
Two-speed wipers	S	S
Two-speed variable intermittent wipers	EX	EX
Rear window defroster	S	S
Body accent graphic	EX	EX

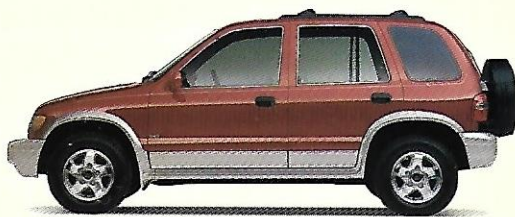
Interior	4X2	4X4
Reclining front bucket seats	S	S
Driver's seat lumbar adjustment	S	S
Cloth seat trim	S	S
Split folding rear seat	S	S
Leather interior	LP	LP
Wood grain interior inserts	EX	EX
Full carpeting	S	S
Digital clock	S	S
Tachometer	S	S
Power windows	S	S
Power door locks	S	S
Tilt steering wheel	S	S
Dual airbags	S	S
Passenger vanity mirror	EX	EX
Air conditioning	EX, O	EX, O
Cruise control	EX	EX
Remote fuel door release	S	S

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

The Sportage EX is available in the above paint colors (except pewter) and features pewter-colored bodyside cladding.



White



Garnet Red



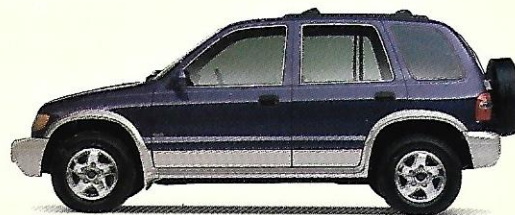
Pewter (base model only)



Classic Red



Evergreen



Violet Mist



Cobalt Blue



Black



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