



2001



KIA PHILOSOPHY
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What's stopping you? Great opportunities don't come along every day. Rarely do giant bags of money fall from the sky. Big-time movie directors don't often roam your neighborhood looking for their next big star. And the Ambassador to Tahiti job is taken. But if you're looking for a new car, here's your big chance to score. Because at Kia, we've got five well-made, great-looking vehicles you can actually afford. And now, we're backing them with our 10 year/100,000 mile Long Haul Warranty Program.^{TM*} Think about it. A new car you don't have to worry about for 10 years. It's too good to pass up. Unless the sweepstakes van is waiting for you on the other side of the parking lot.

Kia History You see at Kia, we know what it takes to build a car you can count on. With more than half a century of engineering under our belt, we were the first Korean company to ever build passenger cars. And today, with over 500 dealerships in 49 states and millions



of Kias sold in 170 countries around the world, you could say we've gotten the hang of it. Our global network includes technical, and research and development centers in Seoul, Tokyo and Detroit. (We were bucking for an office in Bora-Bora but it turns out no one wants to see a bunch of engineers in their bathing suits.)



For another look at the Kia full line of cars, visit our web site at kia.com



To ensure our high standards of dependability, our Kias endure mile after mile of mud-whompin' asphalt-kicking road tests. (Strangely, everyone at the company seems to want this job.)



Optima



Sportage



Sephia



Spectra



Rio

The Kia Long Haul Warranty Program™ The result of all our hard work is a line of quality, fun-to-drive vehicles we're so proud of, we stand behind them all with a 10 year warranty. Why a 10 year limited warranty? Because you've got enough to think about on the road. Like, can that piece of twine really hold that oversized load of watermelons to the truck in front of you? How many car lengths should you leave between you and that trailer full of mackerel? Will the lady in front of you ever turn off her left blinker? We have no idea, either. But with our Long Haul Warranty Program, at least you won't have to worry about your car.



- 10 years/100,000 miles limited powertrain warranty
- 5 years/60,000 miles limited basic warranty
- 5 years/100,000 miles limited anti-perforation warranty
- 5 years unlimited miles 24-hour roadside assistance

Should you ever need assistance, just call us toll free at 1-800-333-4KIA for the Kia Dealer or Alternate Service Location (ASL) nearest you. If you need emergency roadside assistance, we'll dispatch help immediately. (We keep several well-known superheroes on standby for just such occasions.) If you're under warranty and break down more than 150 miles from home, we'll even foot the bill for your lodging, transportation and food expenses if repairs take more than 24 hours! Just don't order the lobster, okay?

Kia Safety It takes more than a great warranty to give you



Dual front airbags & driver's knee airbag
The greatest feature we hope you'll never use.

a worry-free car. So our engineers have designed impressive safety features for every Kia. For example, let's say

you encounter a herd of stampeding water buffalo while driving to the mall. (Don't laugh, it could happen.) Behind the wheel of your trusty Kia, you'll be protected by a range of important safety features. Like dual front airbags, side airbags and Kia's innovative driver's knee airbag.^{††} Front and rear crumple zones. Steel side-door impact beams. Energy-absorbing bumpers. And available 4-wheel antilock brakes.



Antilock brakes
Stop right there, buddy.

(Those water buffalo aren't going to stop for you and someone has to be the bigger person.)



Side-door impact beams
Stands strong in the face of adversity (not to mention side impacts).

*The Kia Long Haul Warranty Program™ is a limited warranty package that includes separate limited powertrain and limited basic warranties, plus a roadside assistance and trip interruption plan. For details including specific coverages, limitations, terms, conditions and restrictions, visit your Kia dealer or the Kia web site at www.kia.com. †Maximum benefit of \$300 per incident. ††Side airbags standard on Kia Optima. Driver's knee airbag standard on all Kia Sportages. For maximum protection, always wear your safety belt.

Driving his eye-catching Optima turned out to be a bad idea the day Dan had to wear a bunny costume to his niece's birthday party.



Optima

The all-new Optima has style and elegance coming out the wazoo. Funny. It looks like a stylish, refined sedan.

It's got the performance and luxury features of other midsize sedans, like available V6 engine, automatic transmission, moonroof and leather seats. It's got impressive standard features like air conditioning, power windows, door locks and mirrors, an 8-way adjustable driver's seat with lumbar support and a first-aid kit. But ever since we introduced the Optima, we've had this nagging feeling, like we forgot to do something. Oh, yeah. We forgot to overprice it. Oh, well.

Too late now.



Optima SE shown



With the Optima's impressive list of features, we wanted to call it the Kia "Cushy." But we already had all those little "Optima" nameplates made up.

Optima LX

The Optima LX has a load of standard features, and it's even available with a powerful V6 engine.

Optima SE

A variety of features — from a standard moonroof to optional leather seating — make the Optima SE a standout. It too, of course, is available with a V6 engine.

FEATURES & OPTIONS



Automatic transmission with adaptive logic
For those days when you have extra energy, try shifting.



Premium stereo system
This one goes up to 11.



Interior

An interior so roomy and comfortable you'll never want to get out of it. Which comes in handy during rush-hour traffic.



V6 engine

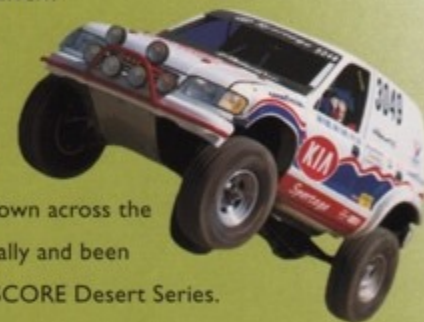
That's two more Vs than we've ever offered.

Out of water? You can drive your Sportage to the ends of the earth to bottle your own. Then again, you could just go to the store.



Sportage

It's so rugged, it can take you into the deepest, darkest jungle. It's so affordable, you won't have to chase down your own food when you get there. It's the Kia Sportage, the real-world SUV that's got everything you want in an SUV. Like a 130-horsepower 16-valve dual-overhead-cam engine, double-wishbone front suspension, and available 6-speaker AM/FM/CD stereo. Now there's nothing to keep you from the call of the wild. Just remember to pack a lunch.



The Sportage has done it all — won its class in the Baja 1000, flown across the finish line of the Paris-Dakar Rally and been class champion of the Laughlin SCORE Desert Series.



Sportage Limited shown



4x4 EX shown



Sportage 4-Door

Available in 4x2 or 4x4 models, and in Base, EX or Limited trim levels.



Sportage 2-Door Convertible

Want to add a few more freckles to your collection? The Sportage also comes in a 2-door convertible. This sun-loving 4x2 or 4x4 has an outside rear tire carrier with cover, a polished stainless steel rear sport bar, and a high-quality soft top for when you start looking like an alligator bag.

Optional sleek alloy wheels add that sporty look.



FEATURES & OPTIONS



Instrument panel
Lets you make more adjustments than a chiropractor.



Double-wishbone front suspension
Turns mountains into molehills.



Interior
With over 125.7 cubic feet of interior space, you could sublet it to a small family for extra cash.



Polished stainless steel rear sport bar
A great place to hang your towel at the beach.



Dual front airbags & driver's knee airbag
The greatest feature we hope you'll never use.

The Sephia has over 300,000 miles of test-drives under its belt. And Lisa's been around the block a few times, herself.



Sephia

Our Sephia has been known to run with a pretty wild crowd. Cab drivers, pizza delivery guys, college freshmen. At the hands of these torture experts, the Sephia survived lengthy, unspeakable (yet strangely enjoyable) test-drives that would have other cars in its class begging for mercy. The Sephia has a 1.8-liter DOHC 4-cylinder engine (translation: it's got a powerful engine) and a spacious interior. And that means the Sephia is built for a lasting friendship. Whatever that may entail.



Sephia LS shown

FEATURES & OPTIONS



AM/FM/CD stereo
Helps you tactfully drown out backseat drivers.



Interior
An interior so roomy it makes paying for that apartment redundant.

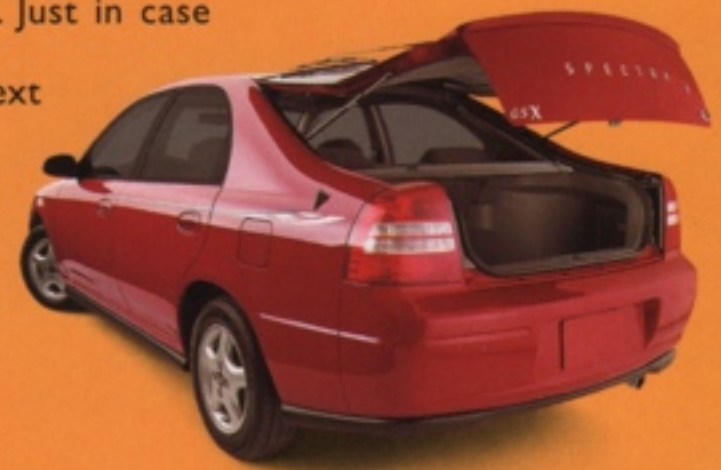


The Spectra greatly improved Martin's social life. For example, he has one now.



Spectra

It's okay. You're not shallow. You're just tired of hiding your old clunker behind a bush 6 blocks from the party. And why should you, when you can have a Spectra instead? The Spectra's sporty good looks are as impressive as its price. It's got a bit of an attitude, too. With a 1.8-liter DOHC 4-cylinder engine and independent suspension. Plus welcome touches like tinted glass, a sweet-sounding stereo, split-folding rear seat and a rear hatchback design. Just in case your luck at that next party goes better than expected.



Spectra GSX shown

FEATURES & OPTIONS FEATURES & OPTIONS



Instrument panel
Lets you make more adjustments than a professional baseball player.



Rear spoiler
Hey, who doesn't like to break wind?

The Rio has more interior space than the Hyundai Accent, Geo Metro and Toyota Echo.*

That means Stacy's St. Bernard, Louie, is finally speaking to her again.



Rio

It's almost too good to be true. The Rio is one new car you can finally afford to buy. With its refreshing good looks, it's one new car that will have you asking yourself, "Is this all just some crazy dream? Should I lay off spicy foods after 2 a.m.? Should I ask the guy standing next to me to pinch me, just to be sure? Should I tell the guy pinching me he can stop now?"



*Compared to 2000 model year competitors.

Rio shown with optional equipment

FEATURES & OPTIONS



AM/FM/CD stereo
Remember, in your car, nobody can hear you sing.



Interior
The Rio's got more than a great body, it's also beautiful on the inside.

Accessories



Front Mask



Mudguards



Rear Spoiler



Removable Multi-Rack



CD Changer



Remote Keyless Entry

The ability to accessorize our cars is what separates us from the water buffalo.

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 5 year/60,000 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's 5 year/60,000 mile warranty — whichever is longer. And for you do-it-yourselfers, the limited warranty is 12 months/unlimited mileage. See your Kia Dealer for further details.

Select Standard and Optional Features



Optima

- 2.4-liter DOHC 4-cylinder engine (LX, SE)
- 2.5-liter DOHC aluminum alloy V6 (LX V6, SE V6)
- 170 hp @ 6,000 rpm*
- 166 lb.-ft. @ 4,000 rpm*
- 5-speed manual transmission (LX, SE)
- 4-speed automatic transmission (LX, SE: optional)
- 4-speed automatic transmission with adaptive logic (LX V6, SE V6)
- 4-wheel ABS (LX V6, SE V6: optional)
- P195/70 R14 tires (LX)
- P205/60 R15 tires (LX V6, SE, SE V6)
- Alloy wheels (LX V6, SE, SE V6)
- Fog lamps (SE, SE V6)
- Chrome insert body side moldings (SE, SE V6)
- Moonroof with inner sunshade (SE, SE V6)
- Leather seats (SE, SE V6: optional)
- Leather-wrapped steering wheel (SE, SE V6)
- Tachometer
- Power door locks, windows and mirrors
- Cruise control (LX V6, SE, SE V6)
- Air conditioning
- Wood trim (LX V6, SE, SE V6)
- AM/FM/Cassette stereo (LX, LX V6)
- Premium AM/FM/Cassette/CD stereo (SE, SE V6: standard; LX, LX V6: optional)
- Driver's seat 8-way manual adjustable (LX, LX V6)
- Driver's seat 8-way power adjustable (SE, SE V6)
- Driver's seat adjustable lumbar support
- Split-folding rear seat
- Keyless entry system with alarm (SE, SE V6)
- First-aid kit



Sportage

- 2.0-liter DOHC 4-cylinder engine
- 130 hp @ 5,500 rpm
- 127 lb.-ft. @ 4,000 rpm
- 5-speed manual transmission
- 4-speed automatic transmission (optional)
- Power steering
- 4-wheel ABS (optional)
- P205/75 R15 all-season tires
- Alloy wheels (EX 4x4: standard; 4x2: optional)
- Two-tone body side cladding (EX)
- Body-color bumpers
- Leather seats (4-dr.: optional)
- Tilt steering wheel
- Leather-wrapped steering wheel/gear shift (EX)
- Tachometer
- Power windows, door locks, mirrors
- Air conditioning (EX: optional)
- AM/FM/Cassette stereo (optional)
- AM/FM/CD stereo (optional)
- Driver's seat adjustable lumbar support
- Split-folding rear seat (4-dr.)
- Fold-forward rear seat (2-dr.)
- Center console with armrest
- Dual visor vanity mirrors with covers (EX)
- Dual slide-out cupholders
- Digital clock
- Two 12V power points



Sephia

- 1.8-liter DOHC 4-cylinder engine
- 125 hp @ 6,000 rpm
- 108 lb.-ft. @ 4,500 rpm
- 5-speed manual transmission
- 4-speed automatic transmission (optional)
- Power steering
- 4-wheel ABS (LS: optional)
- P185/65 R14 tires
- Alloy wheels (LS: optional)
- Rear defroster
- Body-color dual remote mirrors
- Body-color body side molding (LS)
- Tilt steering wheel (LS)
- Tachometer (LS)
- Power windows and door locks (LS)
- Air conditioning (LS: standard; Base: optional)
- AM/FM/Cassette stereo
- AM/FM/CD stereo (optional)
- Driver's seat cushion tilt
- Split-folding rear seat
- Center console with armrest
- Dual visor vanity mirrors with covers
- Dual cupholders
- Remote hood/fuel/trunk release



Spectra

- 1.8-liter DOHC 4-cylinder engine
- 125 hp @ 6,000 rpm
- 108 lb.-ft. @ 4,500 rpm
- 5-speed manual transmission
- 4-speed automatic transmission (optional)
- Power steering
- 4-wheel ABS (optional)
- P185/65 R14 tires
- Alloy wheels (GSX)
- Rear defroster
- Body-color dual remote mirrors
- Rear spoiler (GSX)
- Front and rear air dam, black (GSX)
- Body side skirt, black (GSX)
- Body side pinstripe (GSX)
- Tilt steering wheel (GSX)
- Leather-wrapped steering wheel/gear shift (GSX)
- Tachometer
- Power windows and door locks (GSX)
- Air conditioning (GSX: standard; GS: optional)
- AM/FM/Cassette stereo
- AM/FM/CD stereo (optional)
- Driver's seat cushion tilt
- Split-folding rear seat
- Center console with armrest
- Dual visor vanity mirrors with covers
- Dual cupholders
- Remote fuel/trunk release
- Keyless remote entry (optional)



Rio

- 1.5-liter DOHC 4-cylinder engine
- 96 hp @ 5,800 rpm
- 98 lb.-ft. @ 4,500 rpm
- 5-speed manual transmission
- 4-speed automatic transmission (optional)
- Rack-and-pinion steering
- Power steering (optional)
- 4-wheel ABS (optional)
- P175/70 R13 tires
- P175/65 R14 tires (available late 2000)
- Alloy wheels (optional)
- Full wheel covers (optional)
- Body-color body side molding (optional)
- Tilt steering wheel (optional)
- Dual remote mirrors
- Rear defroster
- Air conditioning (optional)
- AM/FM/Cassette stereo (optional)
- AM/FM/CD stereo (optional)
- Driver's seat 8-way manual adjustable
- Full cloth seat trim
- Dual vanity mirrors with covers (optional)
- Dual cupholders



For another look at the Kia full line of cars, visit our web site at kia.com



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