



THE NEW  
**KIA RIO**



## Add more drive to life.

**One look at the striking, sporty design of the new Kia Rio, and the imagination runs wild with reasons to take it for a spin.** Longer, wider and lower, this bold hatchback is designed to be on the move. Activities begin with a view of the stylish interior and intuitive cockpit technology. Then it's time to get ready for an exhilarating drive – made all the more satisfying, knowing that both fuel consumption and CO<sub>2</sub> emissions are kept incredibly low. With Kia R&D tested CO<sub>2</sub> emission levels of just 85 g/km\* the new Rio is one of the cleanest cars on the market.

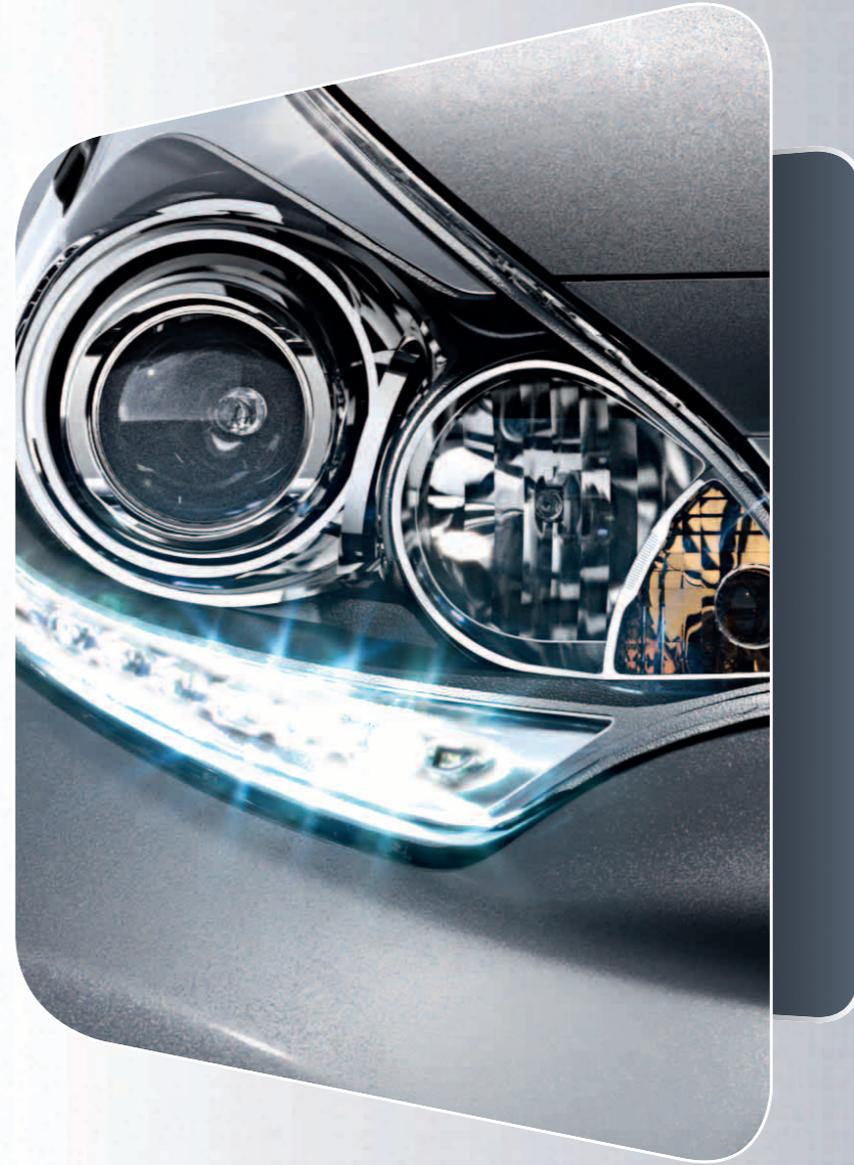
**THE NEW KIA RIO.**  
DYNAMIC BY DESIGN.



### **Fresh faced:**

the latest interpretation of the Kia signature grille adds to Rio's dynamic stance.





**"Sporty and elegant."**  
Kia Chief Design Officer  
Peter Schreyer shows how  
it's done.

**Express yourself.**  
Impress the world.

**Design is about more than great shapes.** It's an attitude. It gives us the "get up and go" we need. Here's how: take a wide stance and low height, paired with a wedge shape, swept-back profile and a character line rising out of the front wheel, and the new Kia Rio seems to surge forward. There's a sense of movement, even when stationary. And underneath that sophisticated metal? All the high build quality we are so proud of. It's the reason we offer every Kia with a 7-year warranty\*. After all, chances are the driver will never need to make use of it.

\* 7-year/150.000 km Kia warranty for all Kia models with initial registration after 01.01.2010; valid in all EU member states (incl. Norway, Switzerland, Iceland and Gibraltar) subject to local terms and conditions.



**"You can't buy attitude."**



You've just got to wear it well."



CD player, iPod,  
Bluetooth® and MP3  
connectivity ...

Rio's multimedia pack  
offers plenty of ways  
to listen to music.

Smart, bold,  
intuitive.

**The new Kia Rio is designed to surprise** – with a premium level of quality, style and equipment unexpected in its class. Tailored with the driver in mind, there is plenty of smart technology, including the stylish instrument panel, full map satellite navigation system and sophisticated audio functions. The smart key entry with engine start stop button puts an end to searching for conventional car keys, whilst the rear-view camera takes the sting out of any parking situation. Passengers in the rear also have every reason to sit back and enjoy the ride, thanks to comfortable seats with stylish trims and plenty of legroom.





## Expect more for nothing less.



**Save smart:**  
the Start/Stop system (ISG) switches off the engine when the car stops and is in neutral.

Dynamic by design, smart by nature, the Kia Rio comes with a diverse choice of engines: two petrol and two diesel engines ranging from 70 to 109 PS. The 1.1 litre diesel model stands out as one of the cleanest cars on the market. It emits a mere 85g/km\* of CO<sub>2</sub> (Kia R&D tests). The Kia EcoDynamics Package plays a vital part in this. It contains Start/Stop system (ISG), low-rolling resistance tyres and a shift indicator for more efficient driving. So there's every reason to get out and enjoy the ride in style.

**eco**Dynamics

\*CO<sub>2</sub> emissions for the Kia Rio 1.1 litre diesel with EcoDynamics Package. Official homologation data not available yet.



[www.kia.eu/rio](http://www.kia.eu/rio)

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