



Smart Choice **MAGENTIS**





## Personal road improvement

No matter what lies ahead on life's road, travel just got a whole lot easier with the arrival of the Magentis. Styled with a dash of youthful excitement, Magentis is also a trusted and reliable partner that brings a higher level of comfort into your daily drive. Picture this: you in your Magentis cruising along comfortably without a worry in the world. It's the pure, guilt-free enjoyment that Magentis is all about.





## Enjoy life on the apex

No other medium-sized sedan offers the levels of safety and luxury found in Magentis.



# Built for the passing lane

With its optional all-aluminium 2.7-litre V6, Magentis finds the passing lane a natural place to be.





## The pleasure is unexpected

Drive the Magentis and you are in for a rather unexpected pleasure. Smartly styled to meet the tastes of demanding car buyers, Magentis serves up driving satisfaction and comfort that will never leave you wanting for more. It has a sleek aerodynamic side profile which complements the smooth-cut curved recesses of the front and rear lamp arrays and recessed tailpipe; tailored style you'll be proud to step out of. You get Kia's impeccable build quality plus a comprehensive list of standard safety equipment that will provide complete peace of mind and years of proud ownership. Magentis is available in the nicely equipped LX or top spec EX and EX-L trims and comes with an exciting choice of power trains to suit your budget and preferences.

# The pleasure of great design

Good design is a sensuous experience; It comes down to the look, the touch and the feel. Welcome to Magentis and the realm of the senses, awakened and refreshed by intelligent design. From the spacious cabin to the steering wheel-mounted audio remote controllers and wonderfully supportive seats, every detail has been carefully thought out with a view to promoting your sense of comfort and well-being.





Insist on first class, you've earned it

EX-L shown



Always inviting to the senses

EX-L shown



# For the active, exciting lifestyle

When good design meets high function, the result is a beautifully balanced car that is satisfying to drive and to own. There's no royal road to success. You work hard and pay careful attention to the details. Kia engineers and designers abide by the very same rules. The result is a well-crafted and precision-engineered sedan that stands up to comparison with the very finest executive sedans in the business. One of Magentis's strongest attributes is the abundance of features that are supplied as standard

equipment, features like a digital clock with calendar function and door courtesy lamps. Nor is practicality an afterthought, with good luggage space, flexible rear seats and a convenient rear power outlet.



Luggage space



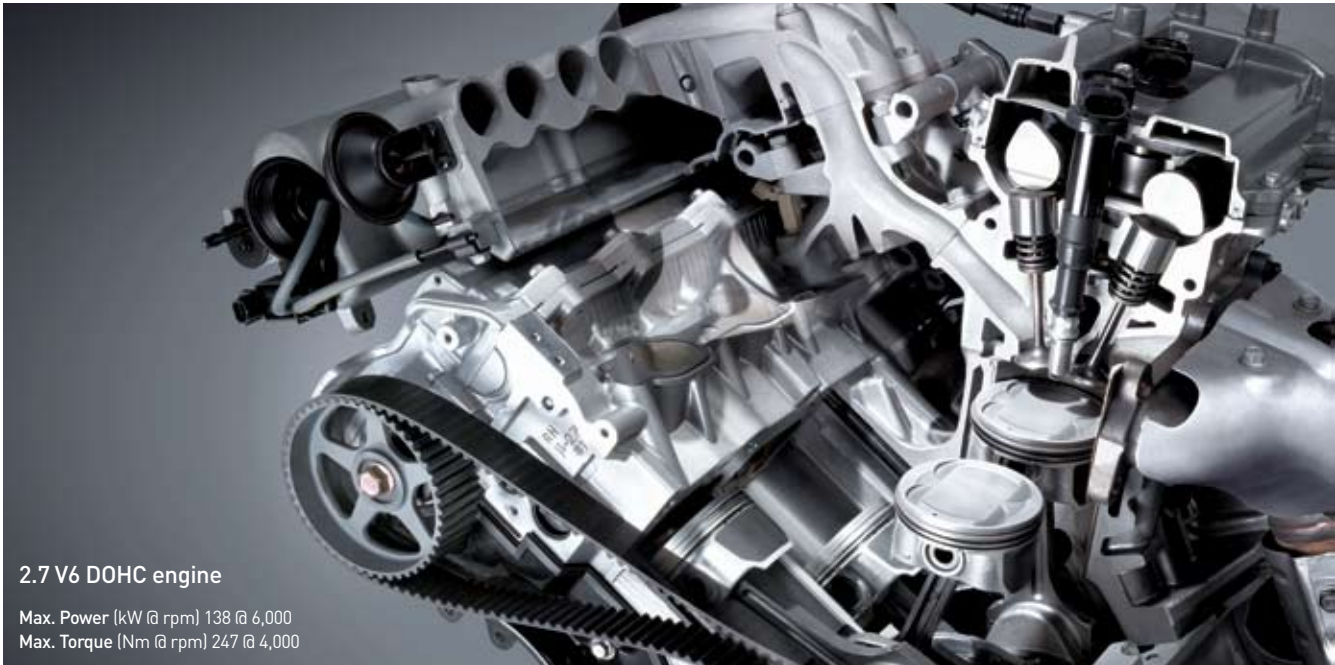
60:40 split fold-down seat



# Wind cheating performance

Time spent behind the wheel of a Magentis is quiet, quality time but always with a subtle note of exhilaration. With its aerodynamically sculpted body, Magentis slips through the wind with barely a ripple of turbulence. At highway cruising speed, tyre, wind and engine noises are reduced to a barely audible level. Magentis's engine and transmission employ advanced construction technology to deliver power with almost effortless efficiency.





**2.7 V6 DOHC engine**

Max. Power (kW @ rpm) 138 @ 6,000  
Max. Torque (Nm @ rpm) 247 @ 4,000



**2.4 DOHC engine**

Max. Power (kW @ rpm) 119 @ 5,800  
Max. Torque (Nm @ rpm) 221 @ 4,250



Sporty Tiptronic-style  
automatic gearshift  
(standard on EX-L level)

# A spirited performance // the **Magentis**



## 5-speed manual gearbox

The five-speed manual combines smooth shifting with maximum fuel economy.

It's your car. You have your own special needs and preferences. That's why Magentis now comes with a choice of two powerplants: two gasoline engines and a choice of manual and automatic transmissions. Kia engines are designed for utmost reliability and durability. And so minimal are the maintenance requirements that aside from regularly scheduled oil and filter changes, you'll hardly ever need to peer underneath the bonnet. A spirited performance and an automatic smile is what you can count on when you hit the throttle on Magentis's 2.7-litre V6 DOHC engine.

Lightweight all-aluminium construction endows it with an ideal power-to-weight ratio. But if fuel economy is your foremost concern, the 2.4-litre DOHC engine is an all-aluminium four cylinder that delivers economical performance. For silk-smooth gear shifting the 2.7-litre V6 DOHC is fitted with a 5-speed automatic and a sporty gate-style gearshift lever that permits manual-style upshifts and downshifts but without the leg muscle fatigue that can be induced by the clutch. The 2.4-litre DOHC engine is fitted with a 5-speed manual gearbox but if convenience is your first concern, a 5-speed automatic and a sporty gate-style gearshift is available.





## To serve and protect // the **Magentis**

Advances in computer simulation software coupled with powerful parallel computer processors have accelerated safety research and led to the creation of safer Kia cars. This is best exemplified by the Magentis. Behind the wheel of your Magentis, you will be able to enjoy total peace of mind knowing that you and your loved ones are cared for by the very latest safety features, such as dual front airbags and full length curtain airbags\* that protect the head and mid-section. The front dual side airbags\* provide

additional important protection for the pelvis area. The doors, reinforced with ultra high tensile strength steel bars, provide a supplementary line of protection.

Supporting the standard passive safety measures, Magentis also provides the advanced technology of Electronic Stability Program (ESP) coupled with Traction Control and ABS braking for the ultimate in active (accident avoidance) safety.

\* Curtain and front side airbags are standard on EX and EX-L models.



Aero acoustic wind tunnel testing



Noise and vibration testing



Dual front, front side and curtain airbags\*

### Optimised Body Structure

Magentis's body-in-white features numerous engineering improvements beginning with the extensive use of high-strength steel (64%) for structurally critical body parts. In the event of a collision, the body is designed to crumple in a precalculated fashion to absorb impact forces.




Front active head restraints

# Just you, your Magentis and the open road

Take the high road. Or take the low road and escape to parts unknown.  
Re-discover the pleasure of grand touring across the country or think  
big and traverse the continent.



Sunroof shown available by special order only.

A close-up, low-angle shot of a car's instrument cluster. The central focus is a tachometer with a red needle pointing to approximately 4.5 on a scale from 0 to 8, labeled 'x1000rpm'. To its right is a speedometer with a red needle pointing to about 120 km/h. Below the tachometer is a digital display showing 'OUTSIDE °C' with '27.6' and '2320 km'. At the bottom, a gear indicator shows 'H' and 'C'. The entire display is illuminated with a cool blue light, and the needles are a vibrant red. The background is dark, making the illuminated elements stand out.

Minor details,  
major pleasure

The clear white-blue illuminated display that is easy to see at a glance is Kia's new signature lighting scheme that creates an ambience of serenity.





**Auto light control:** Visibility at dawn and dusk are often overlooked by drivers, and Magentis's auto light control is a valuable safety feature. It can be set to switch on front and rear lamps automatically when the outside light and visibility becomes poor (EX and EX-L only).



**Manual tilt & telescopic steering column:** The manual tilt & telescopic steering column ensures the perfect driving position regardless of the driver's stature.



**8-way power adjustable driver seat:** When you have a long journey ahead of you driver comfort will be paramount. You can achieve your perfect driving position effortlessly with the 8-way power adjustable seat (EX-L only).



**Seatbelt height adjuster:** Kia has considered that all drivers are not the same, which is why the seat belt height for both the driver and front seat passenger can be adjusted. This will give more appropriate support in the event of an impact.



**Power window console:** From the driving seat you can open and close all four windows as well as making adjustments to the wing mirrors at the touch of a button, all from the convenience of the door-located arm rest.



**Sunvisors and vanity mirrors:** The sunvisor in the Magentis is more than just a convenient shield from the glare of the sun, which is an important yet simple safety measure, but it also holds a concealed vanity mirror.



**Illuminated keyhole:** Kia takes care of the simple practicalities that a driver will easily take for granted. This includes the keyhole, which is illuminated in a subtle blue light to make it easier to insert your key, especially when it is dark.



**Jet washer nozzle:** Keeping your windscreen clear of dirt and grime is important for visibility, and the Magentis jet nozzle emits a three-beam spray to provide excellent water coverage.



**Heated outside power mirror:** Condensation, ice and even snow can affect driving visibility, but the heated outside wing mirrors ensure you're back to 100% visibility. You can also adjust the angle of near and offside mirrors with a driver's side control.

# Driving made easier



**Courtesy lamps:** The courtesy lamps are activated when either of the front doors are opened, providing ample light for driver and passenger to safely and comfortably enter or exit their Magentis.



**Digital clock:** The digital clock emits a clear blue illuminated display that is easy to see at a glance, and is mounted within a stylish recess in the dash with a contemporary style suited to the other gauges.



**In-glass antenna:** Magentis has a sleek and aerodynamic exterior, and the radio antenna does not affect its performance. The antenna is actually built directly into the glass to make it inconspicuous, but picks up radio signals as well as any exterior antenna.



**Sunglasses storage with dual map lamps:** Mounted at arm's length in the roofspace above the windscreen is a convenient covered compartment to store sunglasses safely, alongside the lighting control for the dual map lights.



## Keyless Entry System

The system allows you to lock or unlock the doors. It also comes with anti-theft device function.



**Illuminated lockable glove box:** The spacious glove box will hold your manuals and documentation as well as other handy items. It folds down neatly and smoothly from the dash and it is lockable for optimum security.



**Centre armrest with bi-level storage bins:** The centre console is a valuable storage area, with twin layers. The armrest opens to reveal the power outlet and storage area, but beneath is a deep pocket that's ideal for storing and retaining loose items.



**Shopper's bag hook:** Space within the cabin is maximised with Magentis's focus on storage. This extends to the neat little shopper's bag hook, enabling you to hang a bag and maximise foot and seat space.



**Central storage binnacle:** The dash-mounted console houses much more than the sound system and ventilation controls. It features a convenient storage binnacle that is ideal for storing small items or things you want to keep close at hand.



**Fully automatic climate control:** Automatic climate control air conditioning will ensure you're perfectly comfortable inside the cabin whatever the weather outside. Set the controls to your preferred temperature and the cabin climate will adjust automatically (EX-L only).



**Auto cruise control, cruise control buttons:** Auto cruise control is a welcome convenience on those long, cross-country drives. A click of the steering-column mounted button activates cruise control to maintain a constant speed on the road, which is disengaged safely when you put pressure on the brake.

## Colour and Style combined



### ▲ Grey two tone //

Elegant and fashionable, the grey two tone interior colour scheme provides a relaxed, neutral ambience that everyone will appreciate.

Leather

Cloth

# The Magentis is...

## CONCEPT The modern feature-full sedan.

With its clean, crisp modern styling and overall quality, the Magentis provides comfortable, spacious and refined transport in an elegantly understated midsize executive car. Factoring in Magentis's advanced safety features and superior performance, Magentis offers remarkable value that is at the very heart of the Kia ownership experience.

## DESIGN Elegance and contemporary sophistication.

The signature front view reveals a pair of strong hood character lines which flow into the radiator grille to achieve a look of quiet elegance and contemporary sophistication. The large headlamps enhance the voluminous proportions while projection lenses add a subtle techno look. Refined side mouldings, elegantly curved C-pillars and the large wheels reinforce the dynamic side view. Elegantly modern rear combination lamps harmonise with subtle accents on the rear fascia to reinforce the modern, sophisticated look.

## COMFORT More headroom, legroom and shoulder room.

Magentis's stylish interior design heightens the feeling of spaciousness-space that matches or beats most of its direct competitors, thanks to skilful use of colour, textures and packaging of its major mechanical components. Instrument clusters feature Kia's white-blue lighting that creates a sophisticated ambience during night driving. Switchgear is laid out to ensure optimum vehicle control, with maximum comfort and minimum effort.

## SAFETY For complete peace of mind.

Magentis is fitted with an all-disc Anti-lock Braking System (ABS) with Electronic Brake force Distribution (EBD). Electronic Stability Program (ESP), Traction Control System (TCS) and Brake Assist System (BAS) further enhance the safety package. The dual front airbags can be supplemented with front seat side airbags plus curtain airbags for additional protection against side impacts (EX and EX-L models).

## PERFORMANCE Class-leading gasoline engines.

Customers are offered a choice of two all-aluminium gasoline engines: the 2.4-litre DOHC or the 2.7-litre V6 engine. All-aluminium construction minimises weight to result in an outstanding power-to-weight ratio and excellent fuel economy. A 5-speed manual gearbox is standard for the 2.4 DOHC engine (5-speed automatic is available) while the V6 is fitted with a 5-speed automatic.

## REFINEMENT Quiet, smooth ride with responsive, agile handling.

Up front, Magentis is fitted with a weight-saving hydroformed sub-frame that supports the engine, the transmission, and rides on McPherson Struts for handling stability and improved ride. At the rear, Magentis rides on a very compactly engineered multi-link system. For improved ride quality, the coil springs and shock absorbers are mounted separately. Nitrogen gas-filled shock absorbers are standard fit for both the front and rear suspension systems for damping performance and body control.

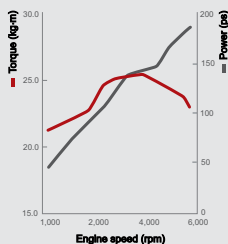
# Specifications

## Dimensions (mm)

Overall length	4,735	Overhang (front)	935	Leg room (rear)	960
Overall width	1,805	Overhang (rear)	1,080	Head room (front)	1,010
Overall height	1,480	Interior length	1,951	Head room (rear)	965
Wheelbase	2,720	Interior width	1,500	Shoulder room (front)	1,450
Wheeltrack (front)	1,563	Interior height	1,225	Shoulder room (rear)	1,430
Wheeltrack (rear)	1,552	Leg room (front)	1,110	Min. Ground clearance	160

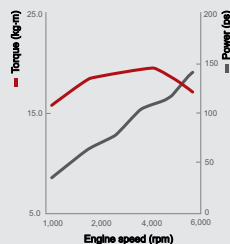
## Engine

### 2.7 V6 DOHC Gasoline engine



Displacement  
2,656 cc  
Max. Power  
138 kW @ 6,000 rpm  
Max. Torque  
247 Nm @ 4,000 rpm

### 2.4 DOHC Gasoline engine



Displacement  
2,398 cc  
Max. Power  
119 kW @ 5,800 rpm  
Max. Torque  
221 Nm @ 4,250 rpm

# Body colours

You can choose your body colour preference from a wide selection of modern finishes. Consult your Kia dealer for colour availability.



Clear White **(UD)**



White Pearl **(U4)**



Light Almond Beige **(J6)**



Silver **(3D)**



Midnight Grey **(8V)**



Deep Ocean Blue **(6K)**



Dark Red Wine **(5P)**



Ebony Black **(EB)**

# Wheels

Complement the colour and style of your Magentis with our wheel options.



205 / 60 R16" Steel (LX)

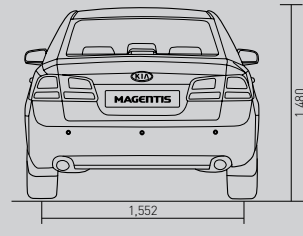
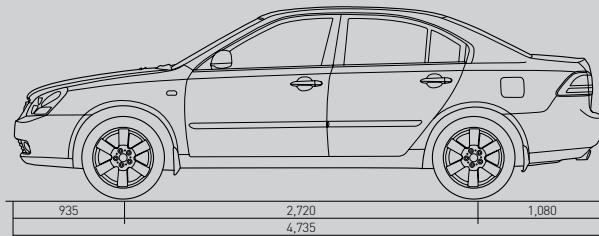
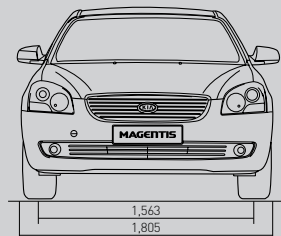


205 / 60 R16" Alloy (EX)



215 / 50 R17" Alloy (EX-L)

# Dimensions (mm)



\* All information and illustrations are based on data available at the time of publication and subject to change without notice. Contact your local Kia dealer for current information.



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## The Power to Surprise™

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. So when you think of Kia, think exciting and enabling – the two qualities that best define what the new Kia is all about. From the Rio to the Sorento, Kia offers a full lineup of cars, SUVs and MPVs that are not only practical but downright exhilarating to drive.

### About Kia Motors Corporation

Kia Motors Corporation – one of the fastest growing automakers in the world – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 12 manufacturing and assembly operations in 8 countries produce more than 1.3 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 165 countries. Kia today has over 33,000 employees and annual revenues of almost \$19 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. Kia is an official automotive partner of FIFA – the governing body of the FIFA World Cup – as well as a EUROTOP Partner of UEFA. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

Kia Motors Australia reserves the right to discontinue or change the models, features, specifications, options, designs and prices of products referred to in this brochure without incurring any liability whatsoever to any purchaser or prospective purchaser of any such products. Some of the items herein are optional at extra cost. Consult your Kia dealer for the latest information on models, specifications, features, prices, options and availability.



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### Kia Motors Australia Sustainability Statement

Kia Motors, aims for growth that is in harmony with the environment throughout all areas of our business. We are striving to develop eco-friendly technologies, while minimising environmental impact. KIA MOTORS, DRIVING TOWARD A BETTER ENVIRONMENT.

