

ALL NEW SPORTAGE

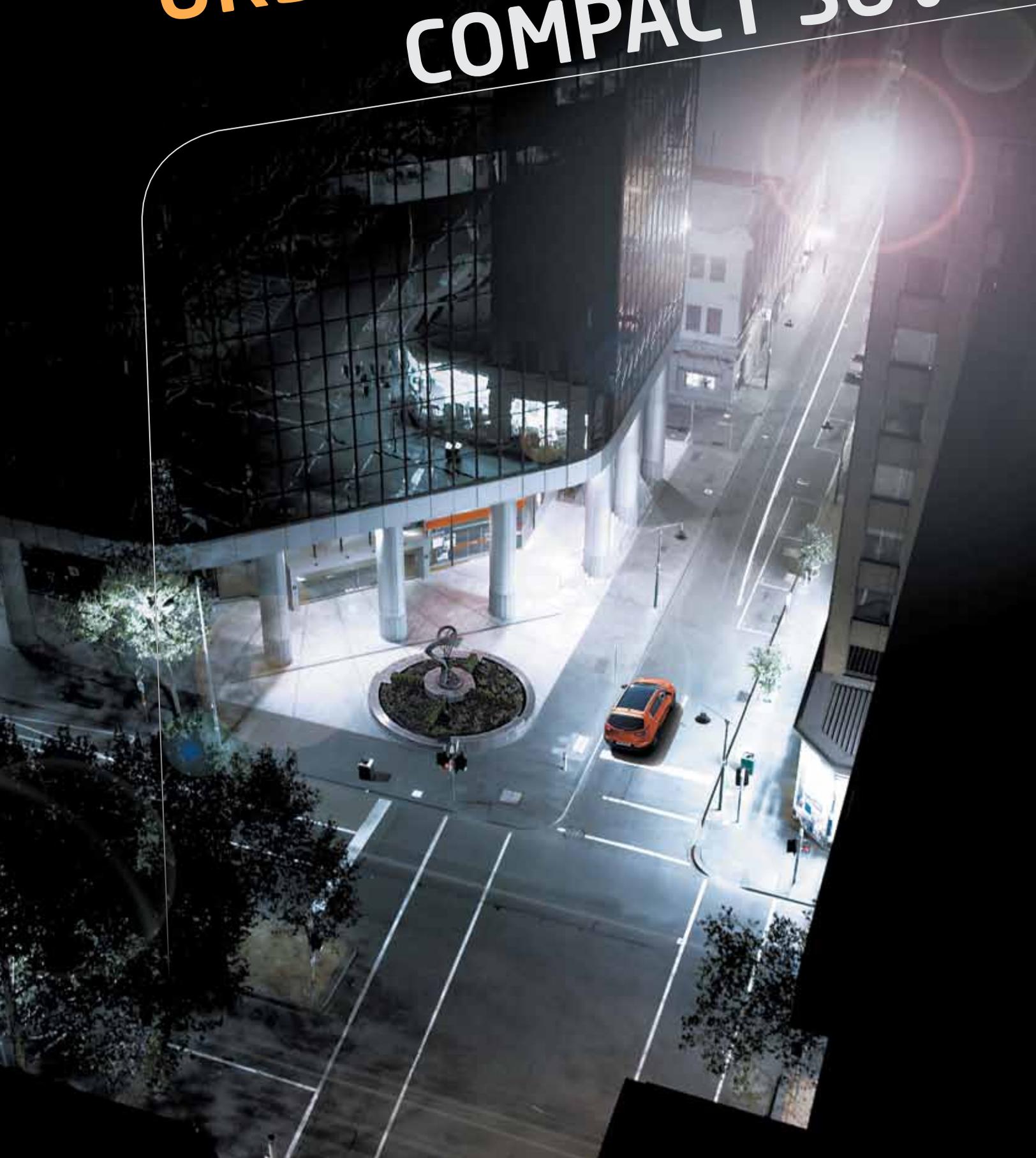
AUSTRALIA



KIA MOTORS



URBAN-FRIENDLY COMPACT SUV



CONTENTS

04 FOUNDATION Key Features

05 STYLING & DESIGN Design Concept • Exterior Styling

07 PERFORMANCE Powertrain • Ride & Handling • Safety

10 CONVENIENCE Cabin Space • Technology

12 TARGET SUMMARY Market / Target

13 SPECIFICATIONS Dimensions & Comparisons • Colours • Feature List • Pricing

JONES

JONES



Exterior Design & Styling

- Kia global design (Kia Design Centre USA)
- Modern & urban styling



Performance

- Choice of 3 modern engines
 - 2.0L/2.4L D-CVVT petrol engines
 - 2.0L CRDi R-series diesel engine
- 6-speed automatic transmission

New Technology

- Dynamax™ Intelligent AWD system by Magna
- LED DRL (Daytime Running Lights)
- Push-button start with smart key

Safety

- 5 star ANCAP (target)
- 6 airbags as standard
- Advanced ESP as standard



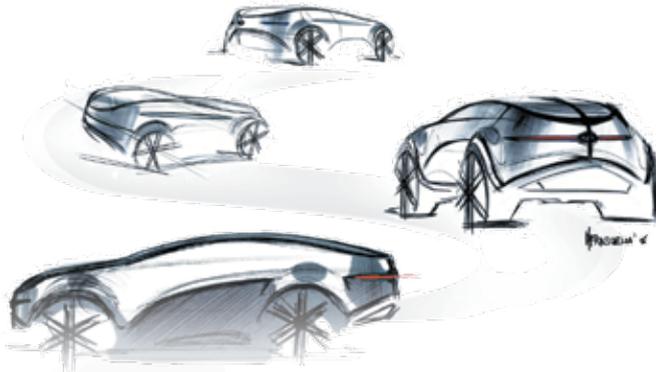
Innovative Interior Space

- High-tech driver-focused design
- Panoramic sunroof
- Ventilated driver's seat

Refinement

- Optimised ride & handling
- Emphasis on NVH improvement
- Improved drag (cd = 0.37)

Exterior Design Concept



"A unique compact SUV with a harmony of **UNDERSTATED & MODERN DESIGN.**"

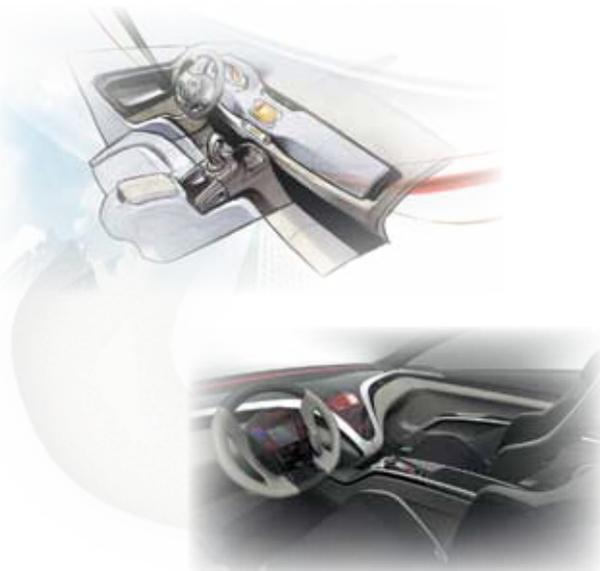


2007: KUE Concept - Detroit Auto Show



2010: All New Sportage

Interior Design Concept



"Enhanced **SPORTY FEEL** based on the **MODERN & SIMPLE** design concept."

2010: All New Sportage



2007: KUE Concept - Detroit Auto Show

EXTERIOR STYLING

STYLING & DESIGN

❖ With its longer wheelbase and coupe-like profile, the All New Sportage presents a truly modern and sporty image.



Rear Highlights



Rear spoiler & LED high-mounted stop lamp enhances the aerodynamics and brake light visibility



Multi-layered lens and inner bezel structure combination lamps emphasise the high-tech image



Turn-signal lamps are separately located from the lower rear lamp cluster to enhance visibility

Wheels & Tyres



17" alloy wheel design
Tyre size: 225/60 R17

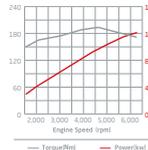


18" alloy wheel design
Tyre size: 235/55 R18

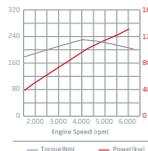
❖ The All New Sportage also features efficient Dual-CVVT petrol engines and 3rd generation Common Rail R-series diesel engine with E-VGT. These engines are paired with a Kia developed 6-speed automatic transmission for better fuel efficiency and driveability.

Engine

2.0L / 2.4L Theta II Petrol Engines

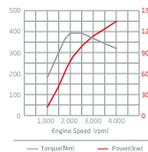


Type	Theta II 2.0L D-CVVT Petrol
Capacity (cm ³)	1,998
Max. power (kW @ rpm)	122 @ 6,200
Max. torque (Nm @ rpm)	197 @ 4,600



Type	Theta II 2.4L D-CVVT Petrol
Capacity (cm ³)	2,359
Max. power (kW @ rpm)	130 @ 6,000
Max. torque (Nm @ rpm)	227 @ 4,000

2.0L R Diesel Engines



Type	R 2.0L E-VGT Diesel
Capacity (cm ³)	1,995
Max. power (kW @ rpm)	135 @ 4,000
Max. torque (Nm @ rpm)	392 @ 1,800~2,500

Transmission

Transmission availability	2.0L Petrol	2.4L Petrol	2.0L Diesel
5-speed manual transmission	•	-	-
6-speed automatic transmission	Optional	•	•



5-speed manual transmission



6-speed automatic transmission

Fuel Economy & Emissions

All New Sportage		Fuel Consumption (L/100km)			CO ₂ Emission (g/km)		
		Combined	Urban	Extra-Urban	Combined	Urban	Extra-Urban
2.0L Theta II	Manual	8.7	11.8	7.0	208	279	167
	Automatic	8.8	11.8	7.1	210	281	168
2.4L Theta II	Automatic	9.2	12.5	7.3	221	299	175
2.0L CRDi R	Automatic	7.5	10.0	6.0	198	265	158

Suspension

Independent suspension
With each wheel moving in a vertical direction independent of the other wheels, responsiveness to uneven road surfaces have been improved for optimal handling.



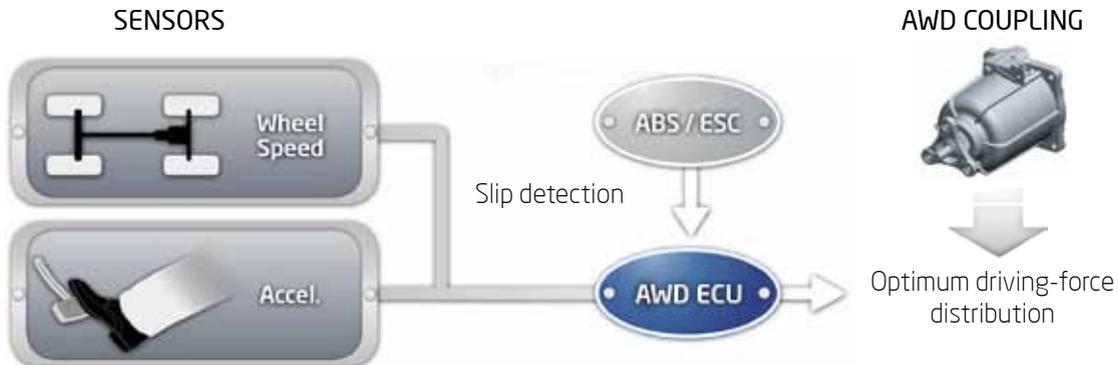
« Front suspension
MacPherson Strut

Rear suspension »
Multi-link

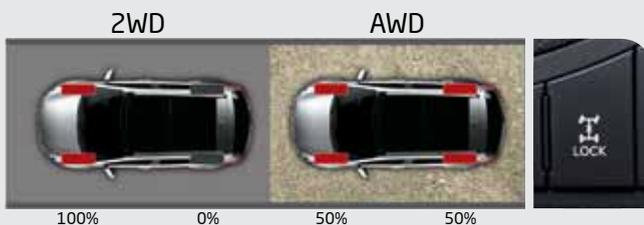


Electronic AWD System (Dynamax™)

With the on demand Dynamax™ AWD system, maximum efficiency is achieved through the intelligent control electronics, providing the torque required for each and every driving situation generating optimised traction.



Dynamax™ AWD with 'LOCK' mode



- Improved lateral stability while cornering
- Removal of unintended over and under steer by reducing unwanted traction forces to the front and rear axle
- High thermal capacity helps to prevent overheating and subsequent shutdown of the coupling during events such as hill climbing and trailer towing

AWD Availability

All New Sportage	2.0L Petrol	2.4L Petrol	2.0L Diesel
2WD	•	-	-
AWD	-	•	•

Drag Performance

The drag performance of the All New Sportage has been improved with reduced coefficient of drag (cd) from 0.40 (previous model) to 0.37.



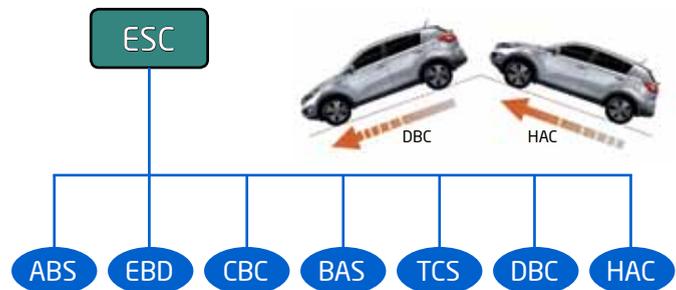
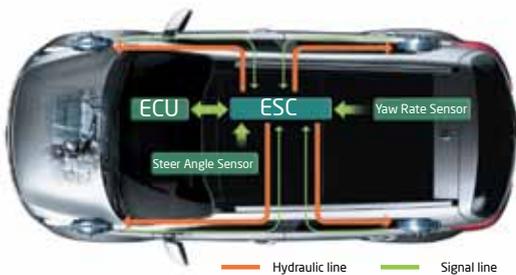
5-Star Crash Rating Targeted Safety

❖ All New Sportage uses high tensile steel in over 70% of the total chassis which enhances body rigidity. This along with class-leading safety features enables the All New Sportage to **target** a 5-star ANCAP crash test rating[#].



Test result due Q4, 2010

Active Safety



❖ All New Sportage features ESC (Electronic Stability Control) as standard incorporating all functions of ABS, EBD with CBC (Cornering Brake Control), BAS (Brake Assist System), TCS (Traction Control System), as well as DBC (Downhill Brake Control) and HAC (Hill-start Assist Control).

Passive Safety



6 airbags as standard



Active front headrests

Rear Parking Assist



Rear view camera with in-mirror display



Rear parking sensors

CABIN SPACE

CONVENIENCE

Seat Variation



"Multi-functional seating variations offer **ENHANCED VERSATILITY.**"

Seat Functions



8-way power driver's seat



Ventilated driver's seat



Front seat warmer



Rear folding seat (with folding strap)

Storage



❖ Large cargo area of 740L with all seats upright.



Cargo screen



Luggage net

Conveniently located storage compartments throughout the cabin.



Audio



All New Sportage comes with a high-tech audio unit with the Kia signature reddish orange interior illumination.

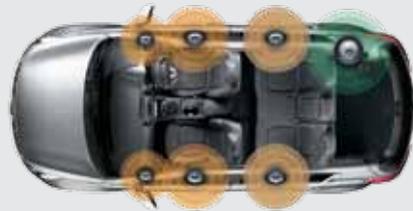
It features :

- MP3 compatible CD player with AM/FM tuner
- AUX/USB input with iPod® compatibility
- 6 speakers (front doors, rear doors & front tweeters)
- Steering wheel mounted audio remote control
- Power Bass function for boosted low frequency
- SDVC (Speed Dependent Volume Control)

● Premium Audio Package

Features:

- 6 CD changer
- External amplifier
- Subwoofer



Ventilation



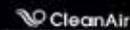
Manual air-conditioning



Dual-zone climate control air-conditioning

● Clean Air Module

Climate control features Clean Air module which traps odour-causing particles and inhibits mould growth, keeping the airflow always clean and fresh



Other Exclusive Features

● LED DRL
(Daytime Running Lights)



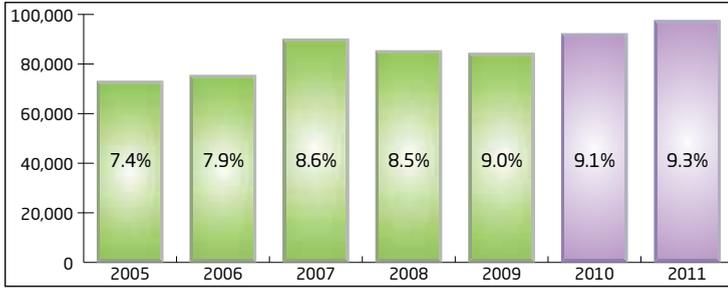
● Smart Key &
Push-button Start



● Panoramic Sunroof



Compact SUV Market



Data: Green - VFACTS, '05-'09 / Purple: In-house forecast / Market shares marked in %

✘ Compact SUV's represent the largest group in the SUV segment with 46% of total SUV sales[~].

[~]VFACTS 2010 YTD Jan~Jun

Target Customers

- Age : 28~40 years
(young couples without children - DINKS)
- Sex : Male skewed (male:female / 60:40)
- Profession : White collar workers (mid-high level professionals)
- Characteristics : Early adopters
Sports fans - particularly all codes of football
Into technology - heavily dependent on internet



Key Competitors



Holden Captiva 5
Current M/S[^] : 4.1%



Hyundai ix35
Current M/S[^] : 8.2%



Nissan Dualis
Current M/S[^] : 5.7%



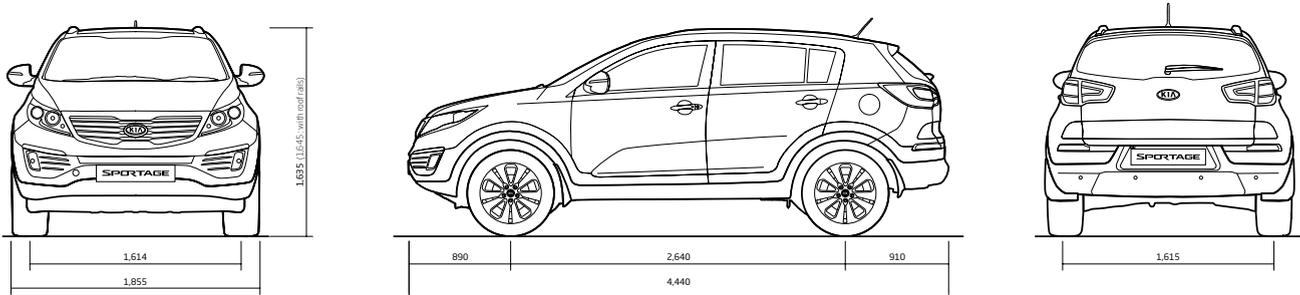
Mazda CX-7
Current M/S[^] : 8.8%

[^] VFACTS 2010 YTD Jan~Jun
Hyundai sales: ix35/Tucson combined

DIMENSIONS & COMPARISONS

Exterior Dimensions (mm)

❖ Providing more dynamic appeal, the All New Sportage is longer (+90mm), lower (-60mm) and wider (+15mm) for the better handling and more stable ride (over previous model).



Comparison Against the Competitors (for petrol 2.0L version)

Competitors		All New Sportage	Holden Captiva 5	+/-	Hyundai ix35	+/-	Nissan Dualis	+/-	Mazda CX-7	+/-	
Engine	Engine Capacity (L)	2.0	2.4	0.4	2.0	-	2.0	-	2.5	0.5	
	Max. power (kW)	122	103	-19	122	-	102	-20	120	-2	
	Max. torque (Nm)	197	220	23	197	-	198	1	205	8	
Fuel	Fuel consumption (MT/AT) combined (L/100km)	8.7 / 8.8	9.7 / 10.7	1.0 / 1.9	8.5 / 8.5	-0.2 / -0.3	8.1 / 8.2	-0.6 / -0.6	- / 9.4	- / 0.6	
	CO ₂ emissions (MT/AT) combined (g/km)	208 / 210	231 / 254	23 / 44	201 / 203	-7 / -7	192 / 195	-16 / -15	- / 223	- / 13	
Exterior Dim. (mm)	Overall length	4,440	4,570	130	4,410	-30	4,330	-110	4,693	253	
	Overall width	1,855	1,850	-5	1,820	-35	1,783	-72	1,872	17	
	Overall height	1,635	1,700	65	1,655	20	1,606	-29	1,645	10	
	Wheelbase	2,640	2,707	67	2,640	-	2,630	-10	2,750	110	
	Min. Ground Clearance	172	200	28	170	-2	188	16	147	-25	
Weight (kg)	Max. kerb weight	1,500	1,833	333	1,485	-15	1,473	-27	1,589	89	
	Max. towing capacity	Unbraked	750	750	-	750	-	685	-65	750	-
		Braked	1,600	1,500	-100	1,600	-	1,400	-200	1,000	-600



Exterior Colours

❖ All New Sportage comes in 9 exciting colours - 6 of which are new.



Clear White (UD)



Bright Silver (A3D) *



Black Cherry (9P) *



Techno Orange (D2A) *



Vintage Blue (BAH) *



Sand Track (D5U) *

Special Dealer Order Only Colours



Mineral Silver (E6S) *



Signal Red (BEG) *



Electronic Yellow (D2B) *

* Premium paint is available at extra cost.

Interior Colours



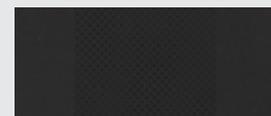
Colour: Black (WK)



Cloth trim - Si



Cloth trim - SLi



Full leather trim
- Platinum

Grade Options

Grade	Engine	Transmission	Wheels Driven
Si	2.0L D-CVVT Petrol (122kW)	5-speed manual or 6-speed automatic (optional)	2WD
SLi	2.4L D-CVVT Petrol (130kW)	6-speed automatic	AWD
Platinum	2.4L D-CVVT Petrol (130kW)	6-speed automatic	AWD
	2.0L CRDi E-VGT Diesel (135kW)	6-speed automatic	AWD

Standard Features

● Sportage Si

- 6 SRS airbags (front dual, front side & full-length curtain with rollover sensor)
- ESC (Electronic Stability Control) incorporating
 - ABS (Anti-lock Braking System)
 - EBD (Electronic Brake Distribution)
 - CBC (Cornering Brake Control)
 - BAS (Brake Assist System)
 - TCS (Traction Control System)
 - DBC (Downhill Brake Control)
 - HAC (Hill-start Assist Control)
- Disc brakes on all wheels
- Active front head restraints
- Front fog lamps
- 17" alloy wheels (225/60R17) with full-size spare
- Metallic silver 'Schreyer' radiator grille & front highlights
- Two-tone coloured bumpers
- Body coloured outside door handles
- Body coloured outside mirrors with LED side indicators
- Cruise control with steering wheel mounted controls
- Power windows (front & rear) with driver's window auto down
- Keyless entry
- Speed sensing auto door lock
- Cloth trim seats (flat woven)
- Driver's seat height adjust (pumping device)
- 60:40 fold flat rear seats
- Rear cargo cover
- Seatback pockets
- Dual trip meter
- MP3 compatible CD player with Power Bass
- AUX/USB audio input with iPod® compatibility
- Steering mounted remote audio controls
- Manual air-conditioning



● Sportage SLi

- Si features plus:
- Rear view camera with electrochromic mirror display
 - Dusk-sensing automatic headlamps
 - Cloth trim seats (tricot)
 - Electric driver's seat lumbar support
 - Chrome 'Schreyer' radiator grille, front & side highlights
 - Chrome coloured outside door handles
 - Roof rails
 - Piano black rear spoiler
 - Leather wrapped steering wheel & shift knob
 - 6 function trip computer
 - Driver's window auto up & down with safety function
 - Dual-zone climate control air-conditioning with Clean Air

● Sportage Platinum

- SLi features plus:
- 18" alloy wheels (235/55R18) with full-size spare
 - Rear parking sensors
 - Push button start with smart key entry system
 - Full leather seats
 - 8-way power driver's seat
 - Panoramic sunroof (power)
 - LED daytime running lights (DRL)
 - Privacy glass (rear windows & tailgate)
 - Rain sensor front wipers
 - Cooling glovebox
 - Luggage net
 - 6 CD changer
 - External amp & sub-woofer
 - Ventilated driver's seat
 - Front seat warmers

All New Sportage Pricing

Grade	Engine	Transmission	Wheels Driven	Price (RRP)
Si	2.0L Petrol	5-speed manual	2WD	\$25,990
		6-speed automatic	2WD	\$27,990
SLi	2.4L Petrol	6-speed automatic	AWD	\$31,990
Platinum	2.4L Petrol	6-speed automatic	AWD	\$35,990
Platinum	2.0L Diesel	6-speed automatic	AWD	\$38,990

Optional: Premium paint is available at \$400 extra cost.





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The Power to Surprise™

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DE?GN
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