

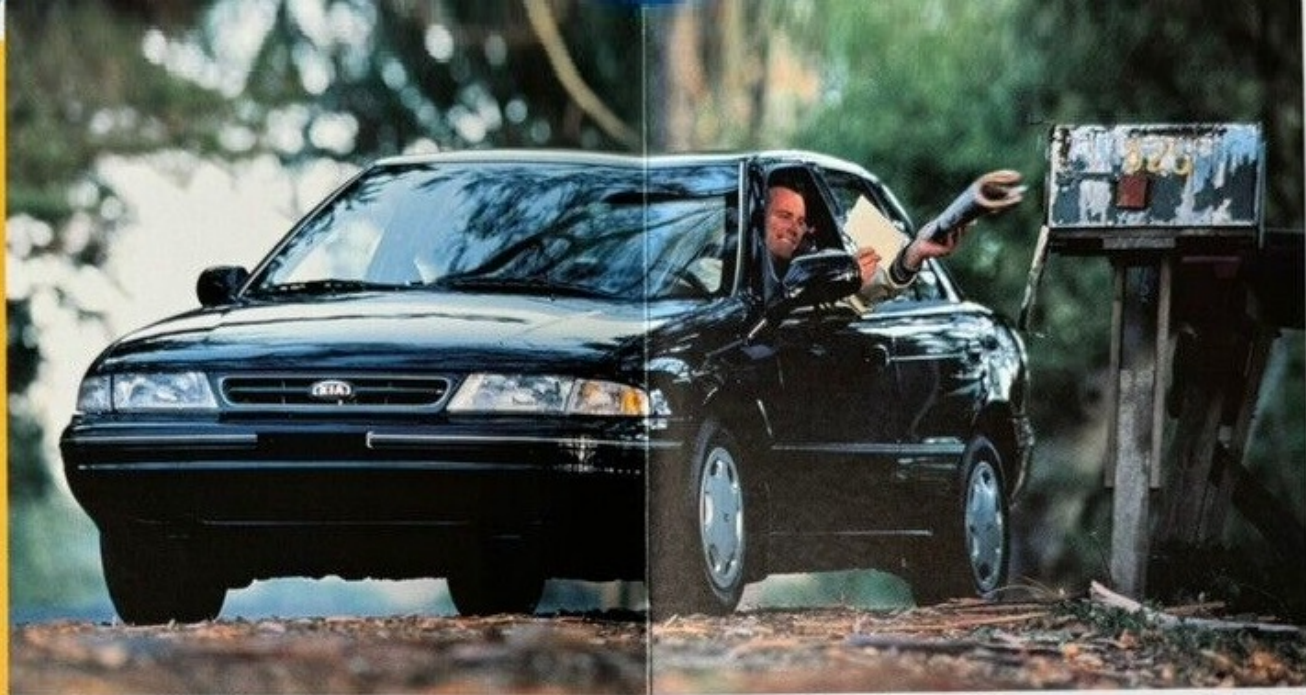
What the heck
is a Kia?



It's a
50-year-old
company.

It's a
new car.

It's kind of a
funny name.



Introducing the Sephia. A brand new car that just happens to have millions of miles on it.

Allow us to introduce ourselves. We're Kia Motors America. And yes, we are new to America. But we're not exactly a new car company.

Kia Motors Corporation started out making bicycles for the Korean people half a century ago. Having created hundreds of thousands of tired legs, Kia decided to do something about it, and began building motorized vehicles. First motorcycles. Then trucks. Buses. Mini-buses. You name it. And, of course, cars. The first Kia car was manufactured 20 years ago. And at last count,




more than 1,500,000 Kia cars have since been built. Kia cars can be found on the roads of 90 countries around the world. Logging millions of miles a year.

The secret to the popularity of our cars is simple. They're built well. Tested obsessively. And we sell them at prices that are actually, dare we say it, reasonable.*

Take the new Sephia sedan. For a well-made car, it's certainly not priced like one. But it may be the only car in its price range that won't cause your neighbors to break out in hysterical laughter when you drive it home. It looks good. It feels good. It drives well. And it's already proven itself to have the reliability and durability you'd expect from a car whose family tree also includes dump trucks and tour buses.

Indeed, the Sephia has already survived a grueling 100,000 mile tour of some of America's toughest terrain—including Death Valley, California and Pike's Peak, Colorado.

We invite you to take one out for a test drive. With millions of miles on it, our car is looking better than ever. 

*MSRP for a Sephia RS with manual transmission, excludes transportation, title/documentation fees, registration, dealer charges, insurance, optional equipment and finance charges. Prices may vary by dealer.

20
YEARS

We may be new to you, but we're not new to cars. Kia has been building well-made automobiles for 20 years.

Our back seat takes a back seat to no one. And neither does our front seat. The Sephia has more overall interior room than any other import car in its class.



Using a Cray supercomputer, Kia can run thousands of simulated crash tests in addition to the real thing. In our opinion, there's no such thing as excess in matters of life and death.



Kia introduces a radical new kind of "car phone"—a 24-hour, toll-free hotline. Call for free roadside assistance, technical advice, and general Kia-related information.

Whether you're driving around a truckload of crates, a busload of tourists, or a carload of friends, you can do it in a Kia. Kia has been building durable, reliable transportation for 50 years.



From a company obsessed with the details, here are the details.

MODEL FEATURES

| COMFORT AND CONVENIENCE | RS | LS | GS |
|--|----|----|----|
| Engine speed-sensitive power rack-and-pinion steering | 0 | \$ | \$ |
| Air conditioning | 0 | 0 | 0 |
| Power windows | - | - | \$ |
| Power door locks | - | - | \$ |
| Theft deterrent system | \$ | \$ | \$ |
| Cruise control | - | - | 0 |
| Low-fuel warning lamp | \$ | \$ | \$ |
| Adjustable steering column | - | \$ | \$ |
| Tinted glass | \$ | \$ | \$ |
| Dual remote outside mirrors | - | \$ | - |
| Dual power remote outside mirrors | - | - | \$ |
| Remote fuel-filler door release | \$ | \$ | \$ |
| Remote trunk release | \$ | \$ | \$ |
| Rear seat heater ducts | - | \$ | \$ |
| Two-speed/intermittent windshield wipers | - | \$ | - |
| Variable intermittent two-speed wipers | - | - | \$ |
| 2 speaker AM/FM electronically tuned radio | 0 | 0 | - |
| 4 speaker AM/FM electronically tuned radio with cassette | - | 0 | \$ |
| 4 speaker Premium AM/FM electronically tuned 20-watt radio with cassette | - | 0 | 0 |

SAFETY

| | | | |
|---|----|----|----|
| Front and rear crumple zones | \$ | \$ | \$ |
| Steel side-door guard beams | \$ | \$ | \$ |
| Front passive shoulder belts with manual lap belts | \$ | \$ | \$ |
| Rear outboard three-point seat belts and rear center lap belt | \$ | \$ | \$ |
| Child-safe rear door locks | \$ | \$ | \$ |
| Energy absorbing steering column | \$ | \$ | \$ |
| Rear window defogger | \$ | \$ | \$ |
| Front side-window defoggers | \$ | \$ | \$ |

EXTERIOR

| | | | |
|---------------------------------|----|----|----|
| Full wheel covers | - | \$ | \$ |
| Aluminum alloy wheels | - | - | 0 |
| Black body-side molding | \$ | - | - |
| Body-color body-side molding | - | \$ | \$ |
| Grey bumpers | \$ | - | - |
| Body-color bumpers | - | \$ | \$ |
| Black dual outside mirrors | \$ | - | - |
| Body-color dual outside mirrors | - | \$ | \$ |
| Halogen headlights | \$ | \$ | \$ |
| Red translucent rear deck panel | - | \$ | \$ |
| B-pillar black-out | - | - | \$ |

INTERIOR

| | | | |
|------------------------------------|----|----|----|
| Reclining front bucket seats | \$ | \$ | \$ |
| Cloth/vinyl seat trim | \$ | - | - |
| Full cloth seat trim | - | \$ | \$ |
| Front-door map pockets | \$ | \$ | \$ |
| Door trim with cloth insert | - | \$ | \$ |
| Dual map lights | - | - | \$ |
| Door courtesy lamp | - | - | \$ |
| 60/40 split-folding rear seat back | \$ | \$ | \$ |
| Floor carpeting | \$ | - | - |
| Deluxe floor carpeting | - | \$ | \$ |
| Tachometer | - | \$ | \$ |
| Digital clock | - | \$ | \$ |
| Passenger sun visor vanity mirror | - | \$ | \$ |
| Trunk lamp | - | \$ | \$ |
| Passenger assist grips (3) | \$ | \$ | \$ |

ENGINE

| | |
|----------------------|---|
| Type | In-line four cylinder, iron block and aluminum head |
| Valve gear | SOHC, four valves/cylinder |
| Bore & stroke | 3.07 x 3.29 in./78.0 x 83.6 mm |
| Displacement | 97.5 cu in./1597 cc |
| Compression ratio | 9.0:1 |
| Horsepower (SAE net) | 88 bhp @ 5000 rpm |
| Torque (SAE net) | 98.0 ft-lb @ 4000 rpm |
| Fuel tank capacity | 13.2 gal. |

DRIVETRAIN

| | |
|--------------|---|
| Transmission | Standard: Five-speed manual Optional: Electronically controlled four-speed automatic with overdrive and "hold" feature |
|--------------|---|

DIMENSIONS (exterior and interior)

| | |
|---------------|---|
| Wheelbase | 98.4 in. |
| Length | 170.7 in. |
| Width | 66.6 in. |
| Height | 54.7 in. |
| Headroom | front 38.2 in. rear 37.0 in. |
| Shoulder room | front 54.9 in. rear 54.9 in. |
| Leg room | front 42.9 in. rear 34.4 in. |
| EPA volume | interior 93.0 cu ft. trunk 11.0 cu ft. |

CURB WEIGHT

| | |
|----------------------|--|
| Five-speed manual | RS: 2,339 lbs. LS: 2,383 lbs. GS: 2,405 lbs. |
| Four-speed automatic | RS: 2,407 lbs. LS: 2,452 lbs. GS: 2,474 lbs. |

BODY & CHASSIS

| | |
|---------------|---|
| Layout | Front engine, front drive |
| Body type | Steel unibody |
| Suspension | front Independent, MacPherson struts, stabilizer bar rear Independent, struts with wishbone, single trailing arms, anti-roll bar |
| Steering type | Rack-and-pinion |
| Power assist | Engine speed-sensitive |

BRAKES

| | |
|------|--------------------------------------|
| Type | Power-assisted, front disc/rear drum |
|------|--------------------------------------|

TIRES

| | |
|------|---------------------------|
| Type | P175/70R13 Michelin XGT 4 |
|------|---------------------------|

EPA ESTIMATED FUEL ECONOMY

| | |
|-------------------|-----------|
| City/Highway* | |
| Manual 5-Speed | MPG 27/33 |
| Automatic 4-Speed | MPG 25/30 |

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*Fuel Economy figures are estimated to be compared with "estimated MPG" of the vehicle. Mileage may vary depending on driving speed, weather conditions, trip length and condition of vehicle.