



Introducing the new Sephia and our new 4-wheel drive Sportage.



All of Kia Motors Corporation's 24,000 or so employees are part owners. This goes a long way in explaining Kia's unflinching commitment to quality workmanship.



When you're confident in your car, you can afford to offer a good warranty. We're confident in our car.

*Kia basic limited warranty is for 3 years/36,000 miles - whichever comes first. See your dealer for further details.

Who the heck is Kia?

Well, to state the obvious, we're a car company. More specifically, we're a 50-year-old car company. Actually, we started out making bicycles. Then we moved into motorcycles, then trucks, then farm equipment, buses, and mini-buses. Things that go.

And for 20 years now we've been making cars. We've put over a million and a half of them on the roads of over 100 countries around the world. Our Kia sedan has been selling in certain regions of this country for about a year now. Perhaps you've seen us around.

This year, our Sportage sport utility vehicle will be joining our sedan. It lets you become an intrepid outdoor adventurer without ever getting your feet wet or swatting a mosquito.

At first glance the two vehicles may appear to come from different planets. But they have a lot more in common than meets the eye. They're both tested obsessively and are surprisingly affordable. Also, we daresay, they're darn good looking.

Good cars. Reasonable prices. A concept so simple, you'd think someone else would get around to doing it, too. Until then, there's just us. And we think it's about time everyone had a well-made car.

Our first U.S. road trip was Sephia's 100,000 mile spin from Death Valley in the summer, to Minnesota in the winter, to over 14,000 feet on Pikes Peak. Not much of a vacation for us, but it will certainly give you confidence when you take off on yours.



How reliable is a Kia? Just ask any Kia owner in France, Germany, or Tahiti. Or any of the other 100 countries where Kias are sold. If you can speak the language, that is.



Neither rain,
nor snow, nor mud,
nor price shall stand
in your way.

You have this little fantasy. No, not that one. The one where you're four-wheeling up some snowy road on a remote mountain thousands of miles from civilization in search of the perfect sunset.

Enter reality. You've got a job. Expenses. Maybe even kids. There's this evil little voice somewhere in the back of your head screaming, "mini-van."

STARTING AT UNDER \$15,000* Then, from out of a nearby pine forest, Sportage comes running to the rescue. A car that's sensible and practical and all those boring adjectives, without being boring in the least.

Sportage lets you get out and explore the great outdoors without making you feel like you're lugging a hundred pound pack on your back. It allows you to be a parent without becoming your parents. And it's conclusive proof that quality need not come with a bloated price tag. Besides, it just plain looks cool.



Features

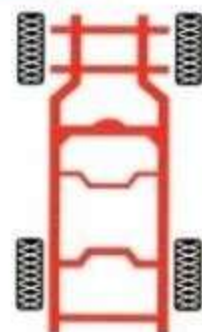
Base model

- 2.0 liter SOHC engine
- 5-speed manual transmission with overdrive
- Part-time 4WD with auto-locking hubs
- 2-speed transfer case
- Rear-wheel anti-lock breaking system
- Power steering
- Power windows
- Power remote outside mirrors
- 5-spoke aluminum alloy wheels
- Rear window defroster
- Intermittent wipers
- Reclining front seat backs
- Driver's lumbar support
- Split folding rear seat back
- Digital clock
- Tachometer
- Passenger side vanity mirror
- Remote fuel door release
- Tinted glass



5-spoke aluminum alloy wheels, power windows, and a driver's adjustable lumbar support come standard. Which makes our low starting price all the more baffling.

With its full-boxed ladder frame, the Sportage is built like a truck. Front-wheel independent suspension assures you won't feel like you're driving one.



The Paris to Dakar rally is no Sunday drive. 16 days. Nearly 6,000 miles. Most of it in the Sahara Desert. OK, so we didn't come in first. But we are the only ones to come in under \$15,000.

We wouldn't make you go out in crummy weather. Thanks to our auto-locking hubs, you can shift into 4-wheel drive on the move.



Our job is to get you where it is you want to go. What you do when you get there is your business.

Why does having fun often require tons of gear? We're not sure, but we put in a fold-down rear seat to help you carry it all.



*MSRP for a base 1995 Sportage with manual transmission; excludes transportation, title/documentation fees, registration, dealer charges, insurance, optional equipment and finance charges. Actual prices vary by dealer.

Finally. An economy car that won't make your neighbors giggle or your mechanic rich.

Once upon a time, long ago and far away, you could buy a really well-made sedan for what seemed like a reasonable amount of money. By and large, these well-made cars came from Japan. And everyone lived happily.

Fast forward to 1995, when those same Japanese cars seem to be priced by guys who sell stuff to the government. Where,

STARTING AT UNDER \$8,900* you ask, can you find a well-made car any more that those of us without trust funds or rich uncles can afford? We direct your attention to the vehicle at right. The Sephia sedan.

It is attractive. Roomy. Comfortable. And it has proven its durability through a battery of grueling tests, and even took a 100,000 mile jaunt about the country.[†] We've also put in a few million miles on Sephias that we placed in rental fleets around the West. All in the name of a more durable car.

The bottom line is, we not only offer what looks like a great car now. But a car that will continue to impress many miles down the road.

*MSRP for a 1995.5 Sephia RS with manual transmission; excludes transportation, title/documentation fees, registration, dealer charges, insurance, optional equipment and finance charges. Actual prices vary by dealer.

[†]Class defined as all vehicles in the Basic Small category as defined by Poll Automotive.

[‡]Conducted in 1993.



Call us vain, but we just want to look our best. Our newly designed front end is even more stylish than our old one, if we do say so ourselves.

The Sephia is the only car in its class[†] to come standard with a built-in theft-alert system in all models. Hey, it's a great car. You never know who may want it.



Words alone can't describe the feeling of owning a Kia. Which is why Kia owners sometimes send a picture along with their love letters.

You think teenagers are tough on cars, you ought to see what rental car customers can do. We put in a few million miles in rental fleets just to prove we can take it.



The 1995.5 Sephia features an all-new instrument panel. The engineers call it a free-flowing, operator-compatible, ergonomic design. We just think it's nicer to look at.



The 1995.5 Sephia has impact resistant steel side-door beams that already meet safety standards set for 1997. Just in case you get into an accident before then.

Features

RS

1.6 liter 16-valve 4-cylinder SOHC engine (DOHC in CA)
5-speed manual transmission with overdrive
4-wheel independent suspension
Front and rear stabilizer bars
Anti-theft alert system
Integrated fog lights
60/40 split folding rear seat backs
Rear window defroster
Dual outside mirrors
Front door map pockets
Remote trunk release

LS

All of the above features plus:
Power steering
Tachometer
Intermittent wipers
Digital clock
Ignition key illumination
Remote outside mirrors
Body-color bumpers
Body-color outside mirrors
Red reflective rear deck panel
Rear heater duct
Front mud flaps

GS

All of the above features plus:
Power windows and locks
Power remote mirrors
4-speaker AM/FM cassette stereo
Driver's lumbar support
Dual map lights
Door courtesy lamp
Large door map pockets

Sportage Color Availability

Exterior	Interior
Crystal White	Gray Brown
Beet Silver	Gray
Elegant Beige	Brown
Blaze Red	Gray
Red Pearl	Gray Brown
Turquoise Blue	Gray
Olive Green	Gray Brown
Brave Blue	Gray
Ebony Black	Gray

Sephia Color Availability

Exterior	Interior	RS	LS	GS
Crystal White	Gray Brown	♦	♦	♦
Beet Silver	Gray	♦	♦	♦
Elegant Beige	Brown		♦	♦
Blaze Red	Gray	♦	♦	♦
Red Pearl	Gray Brown		♦	♦
Turquoise Blue	Gray		♦	♦
Whisper Green	Gray Brown		♦	♦
Brave Blue	Gray	♦	♦	♦
Ebony Black	Gray		♦	♦
Navy Blue	Gray		♦	♦
Olive Green	Gray Brown		♦	♦



Colors shown may vary due to reproduction and printing processes. For more information contact your local Kia dealer.

Our cars are so well-built, you may never need this information.

Kia Extra Mile Care Program

In the life of every car, sometimes the unthinkable happens. Fortunately, Kia has already thought of that. That's why we created the Kia Extra Mile Care program.

Basically, we'll be right there with you. When you purchase a new Kia from an authorized Kia dealer, you automatically qualify for our Kia Extra Mile Care program. You can call our toll-free number 24 hours a day, 365 days a year to find out the name and address of the Kia Dealer or Alternate Service Location (ASL) nearest you. If you need emergency roadside assistance, we'll dispatch help immediately.



Our services include 24-hour emergency towing to the nearest Kia dealer or ASL, 24-hour emergency lockout service, flat-tire repair, gasoline delivery, and battery jump-starting. Should your Kia ever require emergency overnight repairs while you're on the road, Kia will reimburse you up to \$300 for any necessary food, lodging and transportation. All roadside assistance services are provided for the length of your Kia basic limited warranty.*

Nationwide Service

For a new car company, we already have a lot of support. For starters, there's your Kia Dealer Service Center. It's stocked with genuine Kia parts and service technicians committed to making sure your car is repaired right the first time, and returned to you quick and clean.

But that commitment doesn't end when you drive off the lot, or for that matter across the country. Kia has established a network of more than 16,000 Alternate Service Locations (ASL) nationwide, where qualified service personnel are ready to handle needed repairs and scheduled services. Wherever genuine Kia parts are not in stock we can, in almost every case, provide 24-hour delivery. Quite honestly, we'd prefer not to have to do that. Which is one of the reasons our car is as well-built as it is.



Warranty Information

Kia designed its warranty program to give you more than you might expect. Not only is the basic coverage on the Sephia as extensive as that of a Toyota or Nissan, in some cases, such as our 3 year/60,000 mile powertrain warranty, it even exceeds BMW's.

Of course we offer the Kia limited warranties[†] with the confidence that you'll probably never need to use them. Ask your dealer for the specifics of these plans.



[†]Some restrictions apply. See your Kia dealer for further details concerning this program.

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