



THE ALL-NEW KIA

# CERATO

WE'VE EVOLVED





## THE POWER TO SURPRISE™

KIA Motors' brand slogan "The Power to Surprise™" represents the company's global commitment to surpassing customer expectations through continuous innovation and industry-leading warranties. KIA Motors, founded in 1944, is Korea's oldest car manufacturer, and now has over 40 000 employees across 13 manufacturing assembly operations in 8 countries. These plants produce more than 1.5 million vehicles a year, which are then sold through a network of distributors and dealers in 172 countries. KIA Motors is a major sponsor of the Australian Tennis Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™ - as well as a EUROTOP partner to UEFA. KIA is actively developing state-of-the-art eco-friendly cars for future commercialisation, meeting prevailing consumer demand for fuel-efficient and compact vehicles.

## PRODUCT CONCEPT

The all-new KIA Cerato has been re-created from the ground up. KIA's designers and engineers focused on four key concepts while developing the Cerato: innovative style, driving pleasure, product value and new technology. In particular, styled under the direction of KIA's Chief Design Officer, Peter Schreyer, the all-new Cerato embodies KIA's new design philosophy in its most complete form so far. The all-new Cerato is a simple corporate statement to the motoring world that KIA is a brand underpinned by quality and reliability.

## EXTERIOR

The front view of the all-new Cerato features a dominant mesh-type radiator grille with chamfered upper corners sculpted into the voluminous bonnet. The v-shaped line converges at the bumper, diverging through the bonnet, and runs through the A-pillar before culminating in the rear lamps. The accentuated curve that connects the sleek trapezoid-shaped black bezel headlamps to the radiator grille continues as a straight character line on the side surface, while the bold and exciting lower side concave character line adds outstanding beauty and vivacity.

A wing-type rear profile heightens the car's aerodynamic qualities while the two-tone bumper highlights its distinctive image. A distinctively stylish rear-view is achieved by the rear combination lamps with revolutionary multicolour injection-moulded housings and a goggle-type graphic.





\*Supervision Cluster

## INTERIOR

Catering to different personal tastes, the all-new Cerato offers a distinctive high tech and stylish interior. The new KIA DNA applied to the exterior is equally applied to the interior - from the two-tiered dashboard layout through to the lines of the crash pad, to the finer details such as the metal and chrome finishes on the steering-wheel, inner door handles and TGS knob. The centre fascia has high visibility with symmetrically arranged controls while the steering wheel has an enhanced dynamic 3-spoke inner-metal leather design with remote audio controls offering utmost driving convenience.



Centre Fascia

The supervision cluster\* provides better visibility for safe manoeuvring. A newly adapted message centre and trip computer are integrated into the bottom of the gauge cluster. Core information about the vehicle such as individual door alerts, fuel levels, ignition warnings and the Rear Parking Assist System\* display screen are indicated on a dot matrix type display. The audio system is MP3 and USB compatible and you can listen to your favourite tracks by simply connecting your iPod.

Additional luxury and comfort is added with leather seats\*. The ergonomically designed floor console offers better accessibility of controls as well as neatly arranged storage features. A cosy interior is designed to save space and create an ergonomic environment that is comfortable and convenient for both the driver and passengers. The luggage space in the all-new Cerato is now "best in its class". The cargo capacity is increased by 17% and the higher and wider trunk will now also accommodate a total of 415 litres.

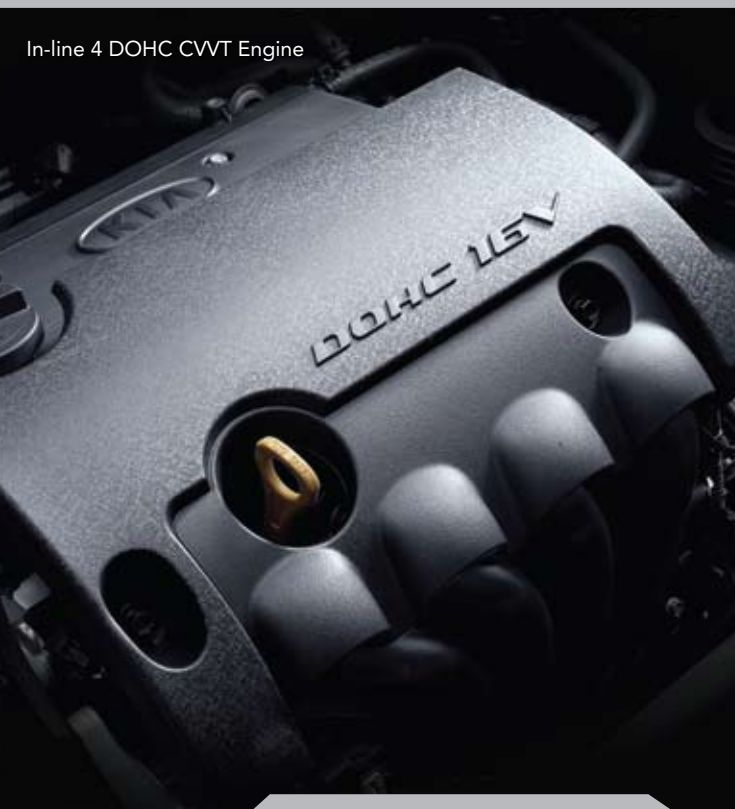


USB/AUX/iPod Connectivity

\*2.0 model only



In-line 4 DOHC CVT Engine



## PERFORMANCE

KIA has created a vehicle that will inspire driving passion. The all-new Cerato adopts the very best in KIA engineering to ensure this car is the epitome of innovation in terms of performance, reliability and durability. It will be available with a choice of two DOHC four-cylinder petrol engines, a Theta II 2.0-litre and a Gamma 1.6-litre engine, both available with either manual or automatic transmission. The 2.0-litre delivers a maximum power of 114.7kW @ 6 200rpm and a maximum torque of 194.2Nm @ 4 300rpm for a highly responsive and efficient drive. The alternative is the economical lightweight 1.6-litre model, which delivers maximum power of 91.2kW @ 6 300rpm and 156Nm of torque @ 4 200rpm for a dynamic yet highly fuel-efficient drive.

The Continuously Variable Valve Timing (CVT) system provides reduced fuel consumption and CO<sup>2</sup> emissions as well as more power. The integrated catalytic converter reduces the weight of the exhaust system and delivers endurance with its stainless steel exhaust manifold. The electric motor-driven power steering system creates enhanced steering stability and reduced fuel consumption by 3% over the existing hydraulic system.



Enhanced Shift Control



## SAFETY

Active and passive safety measures are at the foundation of the all-new Cerato, where chassis, steering, handling and the braking power of front and rear disc brakes combine to offer a well-integrated safety package. The all-new Cerato's robust body shell structure delivers real passive safety benefits with increased impact resistance. Significant developments to the body shell include stronger A-pillars, reinforced rear floor members and a central floor tunnel, plus more rigid joints between the dashboard bulkhead and the A-pillars.

The Cerato has been constructed with impact resistant crumple zones and reinforced doors as a first line of defence. Further passenger protection comes from active headrests and six airbags - driver and front passenger airbags, two side airbags and two full length curtain airbags - that activate to protect occupants from front, side and rear impacts. In order to maximise driver safety, the Cerato presents a depowered airbag in the driver's seat.

Additional safety is provided by a high-mounted brake light and front and rear fog lamps, while vehicle control and braking power is maximised via the Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD). The Rear Parking Assist System\* (RPAS) allows for a highly accurate detection of a rear obstruction, surpassing the limitations of the past RPAS by indicating the direction of the rear obstruction. This in itself offers added driver convenience and passenger and pedestrian safety.

\*2.0 model only



Active Headrest



\*Rear Parking Assist System

# SPECIFICATIONS

## DIMENSIONS

### Exterior (mm)

Overall length x width x height	4530 x 1775 x 1460
Wheelbase	2650
Wheel tread (front) : 16" Alloy	1543 (205/55R-16")
17" Alloy	1539 (215/45R-17")
Wheel tread (rear) : 16" Alloy	1550 (205/55R-16")
17" Alloy	1546 (215/45R-17")
Overhang (front/rear)	895/985

### Interior (mm)

Interior length x width x height	1903x1467x1207
Interior capacity (l)	2740
Cargo area (l)	415

## ENGINE

### 1.6 EX

### 2.0 SX

Displacement (cc)	1591	1998
Bore x stroke (mm)	77 x 85.44	86 x 86
Compression ratio	10.5	10.5
Max power (kW/rpm)	91.2/6300	114.7/6200
Max torque (Nm/rpm)	156/4200	194.2/4300
Engine type	In-Line 4 DOHC CVVT	In-Line 4 DOHC CVVT
Fuel Injection System	Multi Point Injection	Multi Point Injection
Emission Control System	Petrol Unleaded	Petrol Unleaded
Fuel tank (Capacity (l) /Material)	52/Steel	52/Steel



Clear White



Bright Silver



Light Graphite



Titanium Silver



Dark Cherry



Ebony Black



Metal Bronze



Spicy Red



Santorini Blue

## TRANSMISSION

### 1.6 DOHC CVVT

### 2.0 DOHC CVVT

Type		5-speed Manual T/M	4-speed Automatic T/M	5-speed Manual T/M	4-speed Automatic T/M
Gear ratio	1st	3.615	2.919	3.308	2.919
	2nd	1.962	1.551	1.962	1.551
	3rd	1.370	1.000	1.189	1.000
	4th	1.036	0.713	0.905	0.713
	5th	0.839	-	0.702	-
	Reverse	3.545	2.480	3.583	2.480
Final gear ratio		4.267	4.375	4.188	3.681

## STEERING

Type/Power source	Motor-driven power steering
Manual telescopic steering column	

## BRAKES

ABS (Anti-lock Braking System)	
EBD (Electronic Brake-force Distribution)	
Front brakes	Ventilated disc
Rear brakes	Solid disc

## SUSPENSION

Front	MacPherson Strut
Rear	Coupled Torsion Beam Axle

## SAFETY

Airbags (driver, passenger, side and full length curtain)	
Active headrests	
Autolock	
Impact Sensing Auto Door Unlock	

## SPECIFICATIONS

### 1.6 EX Manual

### 1.6 EX Auto

### 2.0 SX Manual

### 2.0 SX Auto

Air-conditioner	Manual	Manual	Auto	Auto
Auto Light Control System			x	x
Central door locking (keyless entry)	x	x	x	x
Cruise Control			x	x
Electric Chromic Mirror (ECM)	x	x	x	x
Electric windows	x	x	x	x
Front and rear fog lamps	x	x	x	x
Radio/CD/MP3 with USB and iPod connectivity	x	x	x	x
Rear Parking Assist System			x	x
Seats	Cloth	Cloth	Leather	Leather
Six speakers	x	x	x	x
Supervision Cluster (including rheostat)			x	x
60:40 split rear seats	x	x	x	x

## OPTIONAL ACCESSORIES

Tow-bar (K264)	
Headlamp shields (EGR-114110E)	
Navigation System (Garmin DVD/GPS combo)	



16-inch (205/55 R16) alloy wheel  
(1.6 EX Model)



17-inch (215/45 R17) alloy wheel  
(2.0 SX Model)



**5-YEAR / 100 000km WARRANTY**  
**4-YEAR / 90 000km SERVICE PLAN**

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# CERATO KOUA



**KIA**  
**KIA MOTORS**  
Official Partner



## PRODUCT CONCEPT

"Design gives soul to a product and the future of KIA products lies in balance, clarity and purpose." - Peter Schreyer. KIA's first ever coupé, the Cerato Koup, embodies that philosophy. Breaking away from traditional shapes, the Koup features a design that notches up the visual standards of coupés. The nomenclature of the Cerato Koup was created from the initial "K" of KIA and body style name "coupé".

With the exception of the hood panel, all of the other sheet metal parts have been changed from the Cerato 4-door sedan into the 2-door Koup. The Cerato Koup boasts a muscular yet sophisticated design, with fluid lines and proportions that closely mirror the powerful design cues of the concept car.



## EXTERIOR

A stylish and dynamic design with balanced proportions evokes an emotional driving experience. The bold frontal styling incorporates KIA's new "family look" grille. The mesh-type radiator grille blends seamlessly into the Cerato Koup's slim-type four bulb light, black bezel headlamps, turn indicator lamps and sophisticated vertical type fog lamps. Front fender blisters and the wide front bumper, with its extra-large air intake, amplifies the car's distinctive and dynamic styling.



The lowered roof line and abbreviated trunk unite with the profile's sweeping upper belt line and concave lower character lines to reinforce the feeling of dynamic motion. The Koup's side-view is further enhanced by its frameless doors – offering a more premium and luxurious image. The rear-view intensifies the Cerato Koup's agile and sophisticated image with an aerodynamic trunk lid, multi-coloured combination lamps and a black bumper garnish featuring a sleek diffuser and twin chrome exhausts.





## INTERIOR

The Cerato Koup's interior will please customers with its high-quality finish, discreet metal finish accents, generous proportions and high tech features.

The three cylinder supervision cluster, with built-in message centre and trip computer provides better visibility for safe manoeuvring, while each lighting element gradually illuminates a reddish tone mood lighting throughout the interior when lit. The centre fascia is designed to appear to float above the dashboard with a dynamic look that is differentiated from the Cerato sedan, whilst the steering-wheel has an enhanced dynamic 3-spoke design with remote audio controls offering the utmost in driving convenience. The audio system is MP3 and USB compatible and you can listen to your favourite tracks by simply connecting your iPod.

The black interior with red stitching accentuates the vehicle's dynamic and stylish image. The leather bucket-type sport seats are well appointed, supportive and outfitted with more aggressive bolsters on the seat cushion and seat back for optimal comfort. The Koup further offers best-in-class interior space, comfortably accommodating five adults, and has enough cargo space for all passengers' luggage and personal belongings.



Supervision Cluster



Centre Fascia



USB/AUX/iPod Connectivity



THETA II 2.0 CVT Engine

## PERFORMANCE

KIA has created a vehicle that will inspire driving passion. The Cerato Koup is driven by a Theta II 2.0 litre DOHC four cylinder engine, producing 114.7kW of power @ 6 200rpm and 194Nm of torque @ 4 300rpm. The Cerato Koup's engine features Continuously Variable Valve Timing (CVT) and multi-port electronic fuel injection, both ensuring better performance, reduced fuel consumption and exhaust emissions. The electric motor-driven power steering system creates enhanced steering stability and reduced fuel consumption over the existing hydraulic system.

The Koup's engine hums powerfully courtesy of the dual exhaust outlets, while overall NVH (noise, vibration and harshness) is minimised by its sound absorbing design, with reduced wind noise and idling vibration.





## SAFETY

KIA Motors is determined to achieve the highest levels of active and passive safety for people using its vehicles. The Cerato Koup is designed around a robust body shell with advanced, fully integrated safety technology. The dual front airbags as well as the curtain and side airbags protect both the thorax and pelvis, providing optimal safety in the event of a collision. In order to maximise the driver's safety, the Koup presents a de-powered airbag in the driver's seat. The Koup is also equipped with active head restraints for both driver and passenger seats. These move forward during a rear impact to minimise movement of the occupants' heads and protect against whiplash injuries.

The Koup features ESC (Electronic Stability Control), ensuring perfectly balanced traction in any situation. Various functionalities of ESC include ABS (Anti-lock Braking System), EBD (Electronic Brake-force Distribution), CBC (Cornering Brake Control), BAS (Brake Assist System) and TCS (Traction Control System). Rear Parking Assist is standard, ensuring driver convenience when parking or squeezing into a tight spot and overall passenger and pedestrian safety. The four Rear Parking Assist sensors allow for a highly accurate detection of the obstruction as well as the direction.



Rear Parking Assist System

# SPECIFICATIONS

## DIMENSIONS

### Exterior (mm)

Overall length x width x height	4480 x 1765 x 1400
Wheelbase	2650
Wheel tread (front) : 17" Alloy	1542 (215/45R-17")
Wheel tread (rear) : 17" Alloy	1546 (215/45R-17")
Overhang (front/rear)	895/935

### Interior (mm)

Interior length x width x height	1905 x 1475 x 1175
Interior capacity (l)	2568
Cargo area (l)	358

## ENGINE

### 2.0 SX

Displacement (cc)	1998
Bore x stroke (mm)	86 x 86
Compression ratio	10.5
Max power (kW/rpm)	114.7/6200
Max torque (Nm/rpm)	194.2/4300
Engine type	In-Line 4 DOHC CVT
Fuel Injection System	Multi Point Injection
Emission Control System	Petrol Unleaded
Fuel tank (Capacity (l) / Material)	52/Steel

## TRANSMISSION

### 2.0 DOHC CVT

TRANSMISSION		2.0 DOHC CVT
Type	5-speed Manual T/M	
Gear ratio	1st	3.308
	2nd	1.962
	3rd	1.189
	4th	0.905
	5th	0.702
	Reverse	3.583
Final gear ratio	4.188	

## STEERING

Type/Power source Motor-driven power steering

Manual telescopic steering column

## BRAKES

ABS (Anti-lock Braking System)

BAS (Brake Assist System)

CBC (Cornering Brake Control)

EBD (Electronic Brake-force Distribution)

Front brakes Ventilated disc

Rear brakes Solid disc

## SUSPENSION

Front MacPherson Strut

Rear Coupled Torsion Beam Axle

## SAFETY

Active headrests

Airbags (driver, passenger, side and full length curtain)

Autolock

ESC (Electronic Stability Control)

Impact Sensing Auto Door Unlock

TCS (Traction Control System)

## SPECIFICATIONS

Air-conditioner: Full Auto

Auto Light Control System

Central door locking (keyless entry)

Cruise Control

Electronic Chromic Mirror (ECM)

Electric windows

Front and rear fog lamps

Leather seats & steering-wheel

Radio/CD/MP3 with USB and iPod connectivity

Rear Parking Assist System

Six speakers

Supervision Cluster (including rheostat)

60:40 split rear seats



Clear White



Ebony Black



Bright Silver



Santorini Blue



Titanium Silver



Racing Red



17-inch (215/45 R17) alloy wheel



5-YEAR / 100 000km WARRANTY  
4-YEAR / 90 000km SERVICE PLAN

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