

Kia develops its first gasoline direct injection engine

Metroland Media Group
Carguide Magazine

Kia has developed its own gasoline direct injection (GDI) engine based on the new Theta II family of units that will power the next generation of Kia vehicles.

Developed as part of the Hyundai-Kia Motor Group commitment to reducing harmful emissions the GDI engine puts the Kia

brand at the cutting edge of engine design and management by achieving three seemingly incompatible goals: GDI lowers emissions while raising power output and improving fuel economy.

The first unit is a 2.4 litre four-cylinder unit with a compression ratio of 11.3:1, and delivers 201 hp in its initial Korean domestic market specification.

One serious limitation of conventional fuel injection systems is that as engine revolutions increase, the valve opening and closing times get progressively shorter, thus reducing the time available to inject fuel.

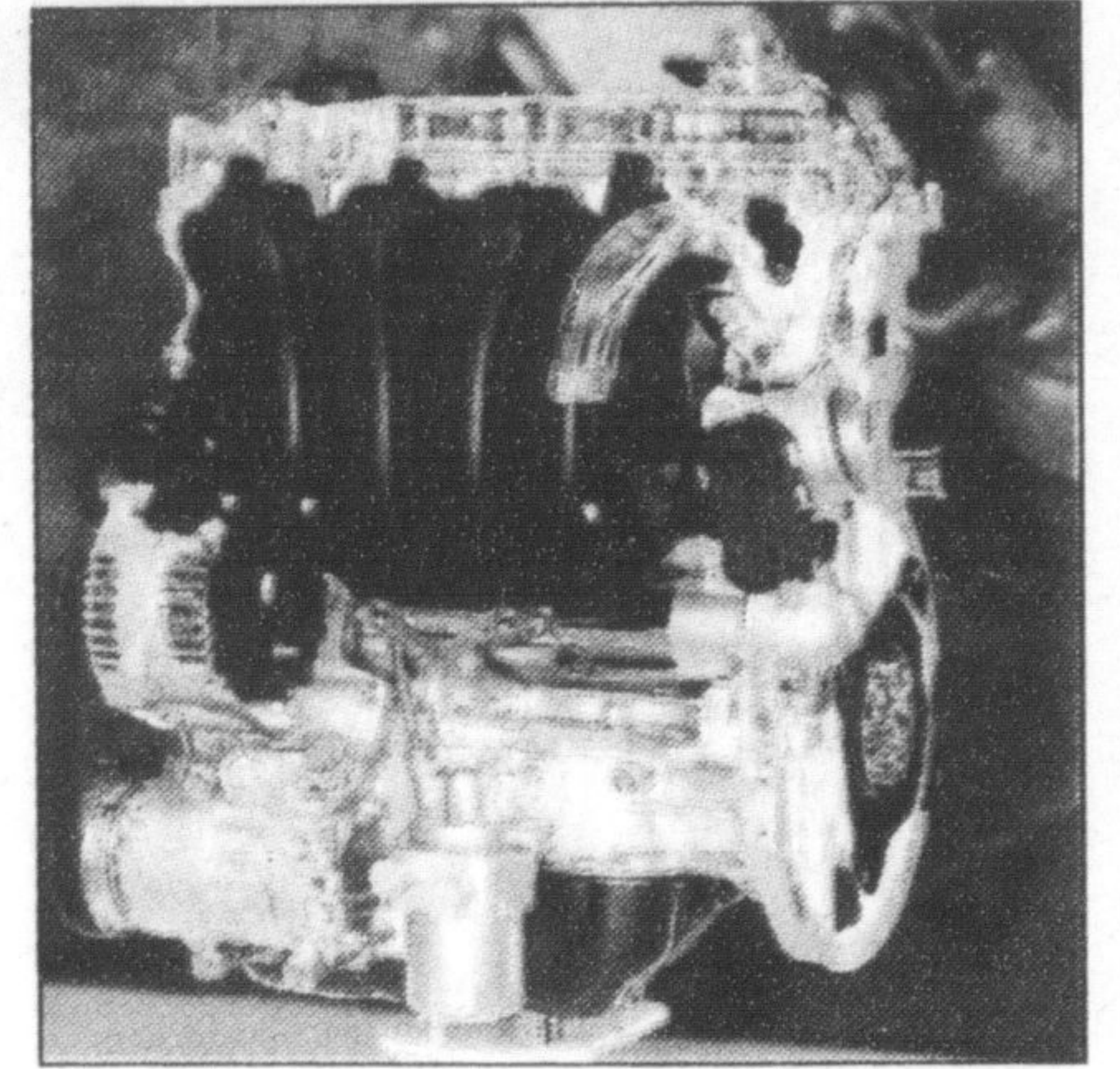
GDI avoids this problem altogether by positioning the fuel injector in the most optimal location, directly inside the combustion chamber to offer unparalleled precision.

GDI's other benefits include improved dynamic performance and better fuel economy.

Compared to a conventional engine of the same displacement, GDI delivers seven per cent more torque at low revolutions and 12 per cent more torque at the high-end for better take-off and overtaking performance.

And perhaps best of all, a vehicle equipped with a GDI engine will get about 10 per cent better fuel economy than a vehicle equipped with a conventional multi-point fuel injected engine.

Precise figures will vary according to the vehicle in which the engine is installed.



Above: Kia has developed its first gasoline direct injection engine.



2011 SORENTO EX-V6 LUXURY SHOWN

THE ALL-NEW 2011 KIA SORENTO Well-equipped from \$23,995*

Introducing the all-new 2011 Kia Sorento crossover SUV. With available 7-passenger seating, all-wheel drive, panoramic sunroof and standard Bluetooth® hands-free cell phone capability, the Sorento truly provides **A NEW WAY TO SEE THE WORLD.**

LEASE FROM **\$299** PER MO. 48 MOS. AT **4.9%** LEASE APR*** \$2,150 DOWN PAYMENT

THE EXPECT THE UNEXPECTED EVENT



90 DAY DON'T PAY* & 0% FINANCING** ON SELECT 2010 MODELS

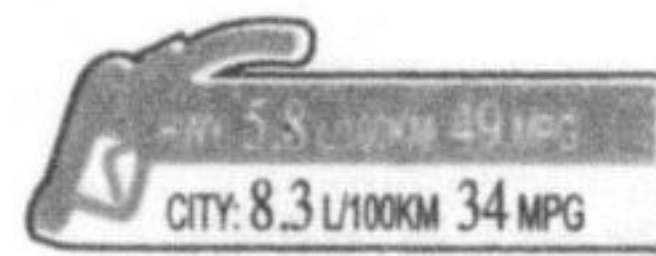
2010 KIA FORTE



2010 FORTE EX SHOWN

\$13,995[†] AND **0%** PURCHASE PRICE AND FINANCE APR**

- 2.0L, 4-cyl., 156 HP, or available 2.4L, 4-cyl., 173 HP engine
- Bluetooth® hands-free cell phone capability*
- 4-wheel ABS disc brakes
- Power locks, windows and heated mirrors



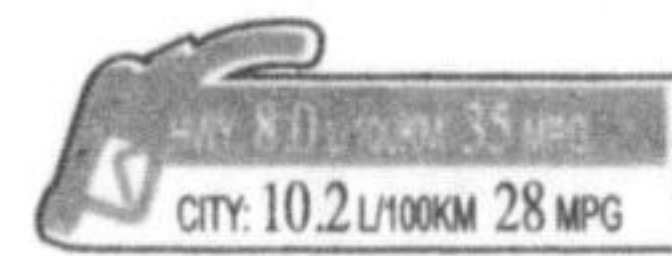
2010 KIA SPORTAGE



2010 SPORTAGE LX-V6 LUXURY SHOWN

\$21,895[†] AND **0%** PURCHASE PRICE AND FINANCE APR**

- 2.0L, 4-cyl., 16-valve CVT
- 4-speed Steptronic automatic transmission
- Six airbags and ABS
- Bluetooth® hands-free cell phone capability*



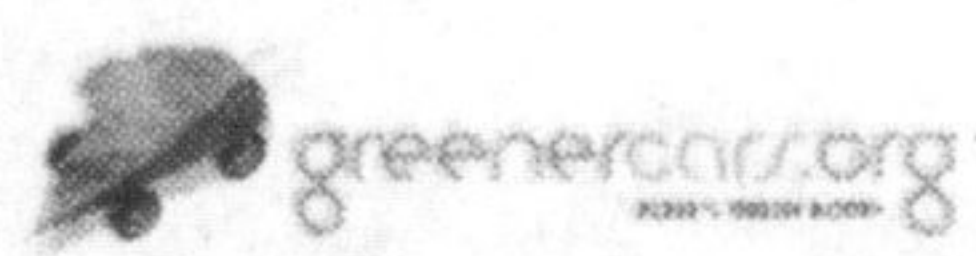
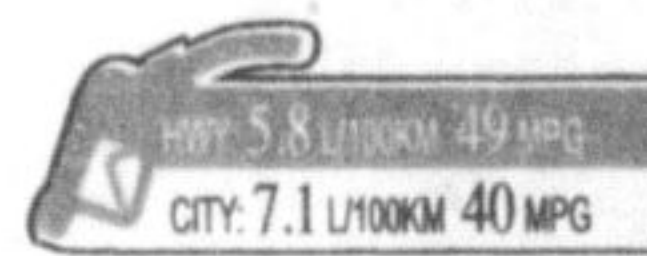
2010 KIA RIO



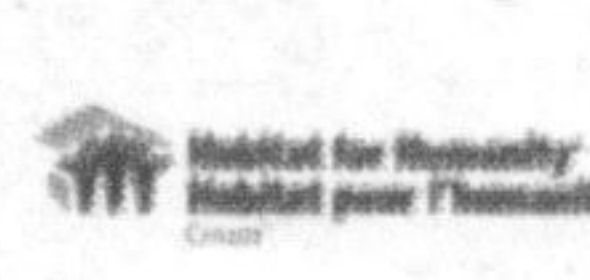
2010 RIO EX SHOWN

\$9,995[†] AND **0%** PURCHASE PRICE AND FINANCE APR**

- 1.6L, 4-cyl., CVT engine
- AM/FM/CD/MP3 stereo with USB and AUX audio inputs
- Bluetooth® hands-free cell phone capability*



WE'VE GOT YOU COVERED.
*5-YEAR/100,000 KM WORRY-FREE COMPREHENSIVE WARRANTY
**5-YEAR/100,000 KM POWERTRAIN WARRANTY
***5-YEAR/100,000 KM EXTRA CARE ROADSIDE ASSISTANCE
*NO DEDUCTIBLE CHARGE



OFFERS END MARCH 31, 2010. VISIT YOUR LOCAL KIA RETAILERS OR KIA.CA



All-New Kia Soul Awarded 2010 'Top Safety Pick' by Insurance Institute for Highway Safety

Metroland Media Group
Carguide Magazine

The 2010 Kia Soul has been recognized by the U.S. Insurance Institute for Highway Safety (IIHS) by being given a 2010 "Top Safety Pick" award for the second consecutive time this year in the Small Car category.

Ratings from the Institute are based on results from frontal, side and rear impact crash tests, and for the first time a good performance in a roof strength test to measure protection in a rollover also was required to win.

Each vehicle's overall evaluation was based on various measurements specific to each crash angle, and overall impact on crash test dummies inside the vehicle at the time of collision.

All vehicles must have electronic stability control available to be eligible.

All Soul models also offer consumers the same



Above: The Kia Soul has been given a "Top Safety Pick" award by the U.S. Insurance Institute for Highway Safety (IIHS).

high level of standard safety equipment as all Kia vehicles, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS).

Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

90 Day Don't Pay (90 day payment deferral) applies to purchase financing offers on all new 2010 Kia models. No interest will accrue during the first 90 days of the finance contract. After this period interest starts to accrue and the purchaser will repay principal and interest monthly over the term of the contract. *0% financing available 2010 Rio EX (R0542A)/2010 Forte (F0540A)/2010 Sportage (S0751A) up to 36 months on approved credit (OAC). Cash back amount varies by model and trim. *MSRP for 2011 Sorento LX MT (SR540B) is \$23,995. Delivery and destination fees of \$1,650 excluded. **Monthly lease payment for 2011 Sorento (SR540B) is \$299 for 48 months at 4.9% lease APR with a \$2,150 down payment. Total lease obligation is \$16,522 with the option to purchase at end of term for \$10,658. Delivery and destination fees of \$1,650 excluded. Lease has 20,000 km/year allowance (other packages available) and \$0.10/km for excess. †Purchase price for 2010 Rio EX (R0542A)/2010 Forte (F0540A)/2010 Sportage (S0751A) is \$9,995/\$13,995/\$21,895 and includes a cash rebate of \$3,700/\$1,800/\$2,000 based on an MSRP of \$13,695/\$15,795/\$23,895. Delivery and destination fees of \$1,455/\$1,455/\$1,650 excluded. All offers exclude license, insurance, other taxes, down payment and variable dealer administration fees. Other dealer charges may be required at the time of purchase. Other lease and finance options also available. Dealers are free to set individual prices. Prices subject to change without notice. Certain restrictions may apply. *Highway/city fuel consumption for 2010 Rio EX (R0542A) is 5.8 L (49MPG)/7.1 L (40 MPG); 2010 Forte EX (F0540A) is 5.8 L / (49 MPG)/8.3 L (34 MPG); 2011 Sorento 2.4L MT (SR540B) is 7.4 L (38 MPG)/10.6 L (27 MPG); 2010 Sportage LX MT (SP551A) is 7.8 L (36 MPG)/10.3 L (27 MPG). The actual fuel consumption of these vehicles may vary. These estimates are based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication EnergyGuide Fuel Consumption Guide. †The 2010 Kia Forte was awarded Car of the Year by NADAguides.com. To learn more please visit www.NADAguides.com. Green Score for the 2010 Kia Rio based on specification within its segment. Refer to Greencars.org for full details. NHTSA (National Highway Traffic Safety Administration) test results. Visit www.safercar.gov for full details. *The Bluetooth® word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Some vehicles advertised may include optional accessories or after-sale equipment and may not be exactly as shown. Information in this advertisement is believed to be accurate at the time of print. Offer ends March 31, 2010. KIA is a trademark of Kia Motors Corporation.