

By MALCOLM GUNN  
WHEELBASE COMMUNICATIONS

**M**ost people think of Korean auto makers as producers of small, inexpensive entry-level cars that are a great alternative to buying used. That's still true, but Kia is venturing much into non-traditional territory with its 2002 Sedona minivan.

Why jump into a category that already could be considered 'mature', with Chrysler, Ford, General Motors, Mazda, Honda and Toyota well established in the marketplace? Well, Kia, now controlled by the Korean Hyundai conglomerate, obviously wants to create an even stronger beachhead in North America.

From a financial perspective, minivans are more profitable than lower-cost sub-compacts that contribute less per unit to the bottom line.

But, to make it in the minivan world, you'd better get it right — the first time. In this case, Kia really went to school on the competition, and the Sedona represents a strong first effort.

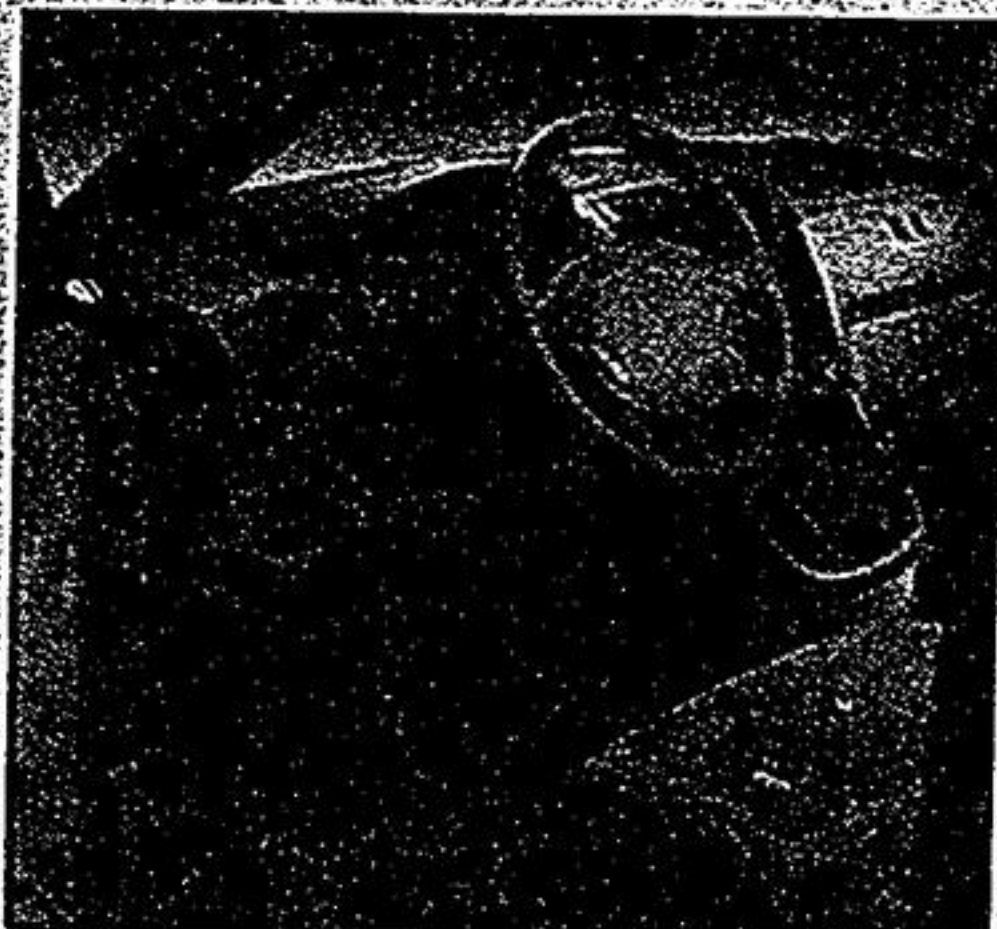
Visually, Kia is playing it safe by coming up with a design that, although attractive, stays close to current convention. You could easily confuse the Sedona with the Ford Windstar, which probably suits the Kia folks just fine. The Sedona has all the requisite exterior equipment, including dual sliding side doors, sofa-swallowing rear liftgate and protective side molding running the length of the vehicle.

However, it's when you climb aboard the Sedona that you spot

Kia's attention to detail. Along with two generous glove compartments, a locking storage bin under the passenger seat and a small storage area as part of the overhead console, there's an additional bin located on top of the instrument panel. These are over and above the up-to-10 cupholders (depending on the model) that are size-adjustable for cups and juice boxes, as well as a floor-console container and additional small stowage areas in the rear.

The Sedona's overall generous size — mid way between a standard and extended minivan — provides plenty of room for up to seven passengers positioned in three rows of seats. The removable second- and third-row seats recline as well as slide forward and back.

Kia didn't forget the powertrain



when creating the Sedona. Under the hood resides a 3.5-litre DOHC V6 engine that delivers a very respectable 195 horsepower and 218 lb.-ft. of torque. Connected to the powerplant is a five-speed automatic transmission, the only minivan available with this number of forward cogs.

To come up with a minivan that differentiates itself from the rest of the pack, Kia has installed a generous

assortment of standard equipment in the Sedona. Included on the base LX are such items as front and rear air conditioning, power windows, locks and mirrors, tilt steering wheel, full-size spare and four-speaker AM/FM radio with CD player. You also get three power access points positioned from front to back to plug in cell phones, lap tops and the like.

The uplevel Sedona EX adds second-row captain's chairs, alloy wheels, four-wheel ABS, cruise control, remote keyless entry, rear spoiler and premium sound system.

Beyond these well appointed options, there's not much the Sedona adds in terms of extras, other than a leather interior and power sunroof.

Along with loading the Sedona with a high level of goodies, Kia hopes to steer more than a few minivan buyers its way with a tempting base price that's thousands of dollars less than any other minivan on the market. For families on a tight budget, or anyone else for that matter, the Sedona will be a major draw on price alone.

**SPEC SHEET**

**2002 Kia Sedona**

- ★ Four-door minivan, available in LX and EX models.
- ★ 3.5 litre DOHC V6 engine generating 195 horsepower.
- ★ Five-speed automatic transmission.
- ★ Kia launches a first-ever Korean-built minivan to go head to head with the established brands.
- ★ The Sedona's powerful V6 engine/five-speed transmission combo raises the bar in this category.
- ★ A high degree of standard features, combined with a very competitive base price should make minivan buyers sit up and take notice.
- ★ L/100 km, city/highway: 15.5/10.8
- ★ Base price: \$24,600

# Sedona



Kia's all-new Sedona comes with a few tricks up its sleeve, at a surprisingly low price.

## Kia sales for July '01

Kia has announced a 3.6 per cent increase in car sales over their June sales.

This increase has given Kia a new record market share of 1.86 per cent in the light vehicle market, quite an achievement for a car company that has just celebrated its second birthday in Canada.

July 2001 was Kia's second best month ever with 2,386 units being sold, falling just

short of their record month in May 2001.

Also falling into the noteworthy category is the fact that over the first seven months of this year Kia has sold 14,585 cars. Compared to last year during the same period, 5,724 cars were sold, representing a 255 per cent increase. In fact Kia has already surpassed their total vehicle sales for all of last year when they sold 13,343 vehicles.

## Hyundai record half of '01

Hyundai Auto Canada has closed out the first half of 2001 by more than doubling sales of the first half of 2000.

Sales for this period finished at 29,047 units, which is up 52.1 per cent over the same time last year.

All-time monthly sales records were set for the following three models: Accent (3,080 in May), Elantra (1,890 in May), and Tiburon (570 in

April).

Steve Kelleher, vice-president of sales, marketing, parts and service said, "when the sales target of 50,000 units was set for 2001, all of us at Hyundai Auto Canada and the 151 Hyundai dealerships across Canada looked at it this as a challenge. Now, the challenge is not meeting that goal, but rather by how much can we exceed it."

# MARKHAM KIA

347 MAIN ST., MARKHAM, 905-471-1818

## Year-end STOCK CLEAR OUT



It's about time everyone had a well made car.

### 2001 MAGENTIS LX

- AUTOMATIC
- AIR CONDITIONING
- CRUISE CONTROL
- POWER WINDOWS
- POWER DOOR LOCKS
- AND MUCH, MUCH MORE ...



**PLUS**

**5 yr/100,000 km Powertrain  
5 yr Anti-perforation warranty  
3 yr/60,000 km Comprehensive**

**MSRP \$20,995 \$18,500\***

\*2001 MSRP. Excludes taxes, license, and destination charge. Dealer price may vary. ©2001 Kia Motors America, Inc. All rights reserved.