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## **KIA UNVEILS ECONOMY CAR CONCEPT**

### **Rio SV Proves Inexpensive Cars Needn't Be Dull**

**New York, April 19, 2000** - Kia Motors America today debuted a concept car that proves the company's premise that low-cost cars don't have to be dull. Called the Rio SV (Special Version), the concept vehicle went on display today at the New York International Auto Show, its worldwide premiere. The concept is based on the subcompact Kia [Rio](#) that will go on sale in the United States Aug. 1. The Rio is expected to be one of the lowest-priced vehicles available in America.

The Rio SV enhances Kia's reputation for building affordable, high-quality vehicles with features buyers don't expect. The subcompact sedan concept combines state-of-the-art technology with interior and exterior styling treatments that both surprise and delight. At the same time, the Rio SV was designed with a weather-eye on maintaining affordability in a hotly price-sensitive segment.

Befitting this dot-com age, the Rio SV is outfitted with on-board personal computer equipment that allows in-car Internet and email access at the touch of the screen. The computer system also incorporates Global Positioning Satellite navigation software, so finding obscure addresses around the country becomes a snap. The Internet access makes locating restaurants, stores, service stations, Kia dealerships and other business as simple as performing a few touches of the screen.

The rest of the Rio SV interior was designed with the same convenience in mind. The sound system and HVAC system controls are intuitive and easy-to-use. The design of the console controls uses a round theme that echoes that of the instrumentation. The instruments are housed in three round pods that cluster around the steering column and extend from the plane of the dash, a functional treatment that is also a forward-looking design element. The circular theme is carried through in the steering wheel's center hub that carries a bold Kia logo. The sporty, three-spoke wheel also carries sound system volume controls and the vehicle's cruise control system.

The Rio SV seats are true bucket seats with a functional, retro look. Simple levers control seat adjustment in keeping with the economy nature of the vehicle. The cabin features extensive head room and leg room, the result of its tall roofline and higher-than-normal seats, which also give the driver and passengers a command-of-the-road feel.

On the exterior the Rio SV has a tall silhouette relative to its length to enhance interior room and ease ingress and egress. The exterior styling builds on an architectural "post-modern" theme, using functional shapes for items like headlights, taillights and turn signals to enhance the vehicle's details and give it a richer appearance. Working within the context of the "Power Round Design" used by the Rio's original creative team, the SV adds upscale touches to add visual interest. At the rear, the taillights feature individual lights under clear lenses, echoing the headlight treatment. The round, architectural theme is carried through with perforated bright metal strips under each taillight and a simple bright metal bar over the license plate nacelle. In addition to the multi-reflector front lamps under clear lenses, the front end features pinpoint driving lights and a second-color, below-grille air dam/air scoop. The 17-inch six-spoke aluminum alloy wheels, which are shod with 215/45R17 performance tires, have exposed hardware that reflect the exposed fasteners on the steering wheel.

In the engine compartment the Rio SV uses state-of-the-art componentry for pleasing performance and superior fuel efficiency. The MI-Tech (Millennium Innovation Technology) engine is equipped with dual overhead cams and tuned intake and exhaust manifolds. The 1.5-liter engine produces 96 peak horsepower at 5,800 rpm and 98 lb.-ft. of torque at 4,500 rpm. Backing up the engine is a five-speed manual transmission operated by a chrome ball shift lever.

The Rio SV exterior dimensions are designed to make it easy to use in an urban setting. Its compact 169-inch length makes it very maneuverable, and its tall 57-inch greenhouse gives it a feeling of spaciousness unusual in a small car. The high, reasonably narrow doors allow easy opening in crowded parking lots yet allow convenient ingress and egress.

The 94.9-inch wheelbase contributes to the SV's turn-on-a-dime handling. The front suspension uses a simple independent MacPherson strut arrangement, while the rear uses a torsion beam with coil springs. Steering is by speed sensitive, power-assisted rack-and-pinion.

On the safety front, the Rio SV is constructed with Kia's exclusive CIAS (Crush Impact Absorbing Structure) body design, which combines minimal weight with maximum strength. Stopping power is provided by ventilated front and rear disc brakes with customized rotors and calipers, and a sophisticated four-channel, four-sensor antilock braking system. The Rio SV is also equipped with Electronic Brake Distribution (EBD) that apportions braking power between the front and rear axles, depending on load.

The Rio subcompact on which the SV is based will go on sale at more than 570 Kia dealers nationwide in August. The addition of the Rio brings the Kia U.S. model lineup to five vehicles: Sephia compact sedan, Sportage sport-utility vehicle, Sportage 2-Door Convertible and the just-introduced Spectra sporty hatchback sedan, which will go on sale May 1. Kia Motors America is the U.S. sales, marketing and service arm of Kia Motors Corp. in Seoul, South Korea.