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### **KIA “STAGE 1” CONCEPT VEHICLES**

The Kia product line-up has grown substantially over the past two years, and the company has impressed many industry observers with high levels of value, quality and safety in such recent new products as the Optima midsize sedan, Sedona minivan and Sorento midsize SUV.

With consumer demand for vehicle customization and personalization continuing to rise, Kia created three “Stage 1” concept cars to show how aftermarket accessories can be applied to its products, and to indicate the company’s interest in potentially offering an expanded line of authorized accessories in the near future.

“Just as our vehicles stand apart from the competition by offering tremendous value, our customers want to stand out from the crowd by providing their vehicles with a personality of their own,” said Peter M. Butterfield, president and CEO of Kia Motor America.

#### Rio Cinco Stage 1

Injecting a bolt of excitement and energy into the value-leading Kia Rio Cinco 5-door wagon’s already-cool personality, the Rio Cinco “Stage 1” concept showcases how value-conscious consumers can easily and affordably customize their vehicles.

Using custom exterior accessories such as new mesh grilles and side skirts, the Rio Cinco Stage 1 is a sleek interpretation of the Rio Cinco 5-door. To give the Rio Cinco Stage 1 its sporty stance, it has been lowered two inches, accenting its plus-four 18-inch tires and alloy wheels with race grey finish. A rear-roof spoiler, new driving lights and customized metallic graphics complete the exterior appearance.

Powered by a 1.6-liter DOHC 16-valve four-cylinder engine mated to a 5-speed manual transmission, the Cinco Stage 1 also sports a custom-built exhaust system.

Designed and built in conjunction with USPL Auto Accessories, additional modifications to the Cinco Stage 1 include:

- Brushed stainless steel dash accents
- Custom gear-shift knob and shifter boot
- Seatbelt styling pads

## **Optima Stage 1**

Adding an aggressive attitude to what is already one of the smartest buys in the competitive midsize sedan segment, the Kia Optima “Stage 1” concept car uses bold exterior styling accessories to create an athletic profile that dramatically separates the Optima from the uninspiring look of other sedans in its segment.

A customized four-piece ground effects package adds front and rear fascia valances as well as side skirts to the Optima Stage 1 concept vehicle; while custom designed sport grilles and a rear spoiler complete the muscular appearance package. The Optima Stage 1 was conceived and built in a partnership between Kia and USPL Auto Accessories.

Anchored to the ground by its plus-three 19-inch tires and custom alloy wheels, the Optima Stage 1 concept car's suspension was lowered nearly two inches from the production model, and it is powered by a 2.7-liter DOHC V6 that delivers a unique exhaust note through its custom-built dual exhaust system.

Additional accessories found on the Optima Stage 1 include:

- Custom paint and graphics
- Brushed stainless steel dash accents
- Custom fog lamps

### **Amanti Stage 1**

Arriving in dealer showrooms in late-November, the all-new 2004 Amanti large premium sedan is the newest addition to the growing Kia product range and the most recent fulfillment of the company's plans to reach out to a larger number of American consumers.

The Amanti is no cookie-cutter car, and the Amanti "Stage 1" concept vehicle builds upon the sedan's bold styling cues such as its classically inspired grille and its limousine-like roofline, adding several elegant, yet subtle, design touches.

Working together, Kia and No Limits added black chrome exterior trim pieces, a dramatically lowered sport suspension system, a stainless mesh front grille and plus-one 17-inch uni-directional tires to give the Amanti Stage 1 concept vehicle its powerful stance and to help set the concept car apart from its production sibling. Black chrome alloy wheels, tinted windows, "Jet Black" exterior paint and a custom dual exhaust system are the final touches that provide a more upscale, personalized look to the premium sedan.

Inside, the all-new Amanti features an elegant interior design highlighted by a wide range of standard comfort, safety and convenience features, including eight airbags and the most sophisticated audio system ever offered in a Kia – a six-channel, eight-speaker, 270-watt sound system by Infinity featuring an in-dash six-disc CD changer, AM/FM receiver and cassette deck. The Amanti Stage 1 concept car takes Amanti's rich surfaces and useful features to a new level with enhancements such as a rear seat DVD entertainment system and Bluetooth enabled hands-free phone system.

**Sedona minivan by Audiovox – Booth 20201**

- AM/FM In-dash CD/DVD player
- Motorized 7-inch In-dash monitor
- Four 7-inch custom headrest monitors
- 9-inch overhead DVD player
- Rear-mounted 15-inch overhead monitor
- DVD-based GPS navigation system
- Extended range remote start/keyless entry/security system
- Leather interior
- Bike rack
- Upgraded wheel and tire package
- Running boards
- Custom floor mats

**Sorento midsize SUV by EGR – Booth 33433**

(Displayed outside the convention center near the registration booth)

- 20-inch, 6-spoke wheels
- Upgraded tires
- Headlight protectors
- Hood deflector
- Roof rack
- Rear spoiler
- Oversized fender flares
- Side window visors
- Brush plate

## **2004 SEMA SHOW SUPPLIERS**

### **Rio Cinco Stage 1**

USPL Auto Accessories  
TSW Alloy Wheels – Booth 40407  
Kelly Tires – Booth 40933  
Eibach Springs – Booth 23143  
Cone Engineering – Booth 22953  
PIAA Corporation, USA – Booth 31605  
TKC Custom Graphics  
Woodview Automotive Trim – Booth 10444  
10549  
GrillCraft Custom Products – Booth 10549  
Grant Products International – Booth 22053  
10444  
Wheelskins  
22053  
Auto Ventshade Company – Booth 30611  
Lumar Film  
A Tint of Class  
Familia Valdez & Company

### **Amanti Stage 1**

Audiovox Electronics Corp. – Booth 20201  
Johnson Controls – Booth 10672  
Michelin – Booth 42405  
House of Color

### **Optima Stage 1**

USPL Auto Accessories  
Bushwacker – Booth 30433  
TSW Alloy Wheels – Booth 40407  
Dunlop Tires – Booth 40933  
Eibach Springs – Booth 23143  
Cone Engineering – Booth 22953  
PIAA Corporation, USA – Booth 31605  
GrillCraft Cutom Products – Booth  
  
TKC Custom Graphics  
Woodview Automotive Trim – Booth  
  
Grant Products International – Booth  
  
Wheelskins  
Lumar Film  
A Tint of Class  
Familia Valdez & Company