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## **2009 KIA RIO AND RIO5**

### ***Kia's Sub Compact Offering Brings Safety, Excitement and Roominess to Segment***

- Sub compact entry provides spaciousness and versatility
- Smallest Kia proves safety does not have to be sacrificed for size

**IRVINE, Calif., Nov. 17, 2008** – Kia Motors' Rio sedan and Rio5 five-door have collected a number of awards and accolades. Acclaimed as a "Best Bet in the Sub Compact Category" by *The Car Book 2007*, a "Top 10 Most Fuel Efficient Car" and "Editors' Most Wanted – Sedan/Wagon Under \$15,000" by Edmunds.com and a "Best Buy" by Consumer Guide, editors highlight the entry-level vehicle's exciting handling, fuel efficiency and solid build.

New for 2009, Rio and Rio5 offers hours of listening enjoyment with a new AM/FM/CD/MP3 audio system with SIRIUS Satellite Radio capabilities and three months complimentary service, standard on all models<sup>1</sup>. LX and SX models also will get a USB port alongside the auxiliary audio input jack in the front center console (introduced in 2008).

### **Quick and Nimble**

Available in base, LX and SX trims, all vehicles in the Rio lineup feature a 1.6-liter DOHC four-cylinder CVVT engine, which produces a peppy 110 horsepower and 107 pound-feet of torque. Equipped with either the standard five-speed manual transmission or the optional electronically controlled four-speed automatic transmission – available for LX and SX trims – Rio and Rio5 overpower the likes of segment competitors Chevrolet Aveo and Toyota Yaris.

An independent front suspension featuring MacPherson struts, coil springs and a stabilizer bar combined with a semi-independent rear suspension provide responsive handling for all driving situations. The engine-speed-sensitive power rack-and-pinion steering system adds balanced control to create a smooth, comfortable ride for the short trip or the long haul (LX and SX models).

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<sup>1</sup> Customers must renew SIRIUS subscription after trial period if they wish to retain service.

### **Outward Personality**

With five trims to choose from, the 2009 Rio model line offers style flexibility for the fun and frugal. With 14-inch wheels and 185/65R14 tires for LX models, 15-inch wheels with 195/55R tires for SX models or optional 16-inch alloys paired with 205/45R16-sized rubber (SX only), the eye-catching Rio and Rio5 can be equipped to be subtle or sporty. Clear-lens headlamps as well as body-color bumpers, outside mirrors, door handles and side moldings provide a sleek, clean look whereas SX trim upgrades of fog lights and a body-color rear spoiler add athleticism.

### **Inward Versatility**

The sporty and attractive exterior opens its doors to an interior high on appeal and function. Full cloth trim, an eight-way adjustable driver's seat with a fold-down armrest, an AM/FM/CD/MP3 audio system, a rear defroster and a 12-volt power outlet are standard features in every Rio. Intelligent use of space also is evident in the form of numerous storage areas, a center stack tray and a rear mesh seatback pocket.

Moving from a base model to the LX trim offers additional conveniences such as air conditioning, USB and auxiliary audio input jacks, rear seat adjustable headrests and 60/40-split folding rear seats. Stylish SX models include the addition of red-stitched gray sport seat and door trim; metal-finished dash and door trim; a leather-wrapped steering wheel; and shift knob and metal pedals with rubberized inserts.

Also available on all LX and SX models is the Power Package, which adds further conveniences such as power windows, power door locks with keyless entry, power heated mirrors, steering wheel-mounted audio controls and tweeter speakers.

### **Small but Spacious**

The Rio and Rio5 may be considered entry level but room afforded to passengers and cargo is nothing short of high end. Its 98.4-inch wheelbase and 57.9-inch height is similar to segment competitors, yet through smart design the Rio lineup provides 92.2 cubic feet of passenger volume, which is more room than larger sedans such as the Honda Civic and Toyota Corolla.

Trunk space also is generous with the Rio sedan offering a deep and spacious 11.9 cubic feet while the Rio5 offers 15.8 cubic feet of rear storage. When the standard 60/40-split fold-flat rear seats are folded down, cargo volume in the five-door increases to 49.6 cubic feet.

### **Safety Features Abound**

Following Kia's core philosophy of providing best-in-class safety, the 2009 Rio and Rio5 prove safety does not have to be sacrificed for size. The Rio line offers an extensive list of standard safety technology, including: dual front advanced airbags, front seat-mounted side airbags, full-length side curtain airbags, side-impact door beams, an impact absorbing steering column, front and rear crumple zones, front and rear three-point seatbelts, front seatbelt pretensioners and force limiters, Lower Anchors and Tethers for Children (LATCH), and a tire pressure monitoring system (TPMS). A four-sensor, four-channel antilock brake system (ABS) is an available option on LX and SX models.

### **Industry-Leading Warranty**

Like all Kia models, Rio and Rio5 are covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty, and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the comprehensive coverage program.

### **About Kia Motors America**

Kia Motors America (KMA) is the sales, marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 640 dealers throughout the United States. For 2007, KMA recorded its 14<sup>th</sup> consecutive year of record U.S. sales. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).