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2009 KIA RONDO

Kia Motors' Crossover Utility Vehicle Returns to the Crossover Segment with Impressive Standard Comfort, Convenience and Safety Features

- Improved power and fuel efficiency make Rondo a top choice
- Competitive array of standard equipment with a wide range of options

IRVINE, Calif., Nov. 17, 2008 – A “Best Buy” by Consumer Guide and a “Best Value” by *Parents* magazine and Edmunds.com, the Kia Rondo crossover utility vehicle (CUV) returns to the Kia Motors line-up combining comfort, convenience and utility. With a highly versatile interior layout capable of seating five or seven passengers, Rondo offers the same variety of seating arrangements as a full-size SUV or minivan without the bulk or low fuel economy.

Car-Like Performance and Handling

Available with either a 2.4-liter in-line four-cylinder engine or a 2.7-liter sixty-degree V6, Rondo's engines have upgraded horsepower. The four-cylinder now delivers up to 175 horsepower and 169 pound-feet of torque¹ while the six-cylinder now produces 192 horsepower and 184 pound-feet of torque. The four-cylinder comes with a four-speed automatic whereas the V6 is equipped with a five-speed automatic, both mated to an electronically controlled Sportmatic™ transmission. Fuel economy for the 2.4-liter engine is 20/27 A/T (city/highway), while the 2.7-liter V6 is 18/26 A/T (city/highway).

The front-wheel drive Rondo features independent front and rear suspensions. Situated in front are MacPherson struts with coil springs while the rear's multi-link and coil springs complete the layout to provide a comfortable, balanced ride. Standard front and rear anti-roll bars are calibrated for precise and responsive handling as with the tuned hydraulic power-assisted rack-and-pinion steering.

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¹ 175 horsepower and 169 pound-feet of torque for ULEV engine standard in states other than CA, NY, MA, VT, ME, RI, CT, NJ and OR.

Fresh and Functional Exterior

Available in either LX or EX models, Rondo exudes a fresh, clean look with a modern dynamic shape. Standard LX features include body-colored door handles, body-colored side moldings and black front grille crossbars packaged with 16-inch, six-spoke steel wheels fitted with 205/60HR16 tires. A new LX Plus Package replaces the 16-inch steel wheels with Michelin alloy wheels and adds floor mats and heated seats.

Upgrading to an EX adds leather seat trim, fog lights, 17-inch, five-spoke alloy wheels and 225/50R17 tires. Standard chrome accents on the EX, include exterior door handles, side moldings and front grille crossbars. Integrated roof rails – sans crossbars – also are standard on EX and most LX models.

Interior Space with Comfort and Convenience

Exterior refinement continues to flow into the cabin. Standard features include air conditioning, power windows and door locks, a four-speaker AM/FM/CD audio system with new-for-2009 SIRIUS Satellite Radio capabilities complete with three months of complimentary service¹ and an auxiliary audio input jack for MP3 player connectivity. An iPod® cable is available as an option. With the Premium Package available on EX models, an eight-speaker Infinity® sound and navigation system, also new for 2009, become available. Standard on all EX models are steering wheel-mounted audio controls, a leather-wrapped steering wheel and shift knob, leather trim, illuminated vanity mirrors, heated seats and metal-finish interior door handles.

Inside Rondo, an immediate sense of spaciousness is evident. With an overall interior volume of 120.2 inches, the standard five- and optional seven-passenger CUV offers seating configurations appealing to consumers looking for the functionality of a minivan or SUV, but not the size and heft. Slightly taller and wider than its closest competitor, the Mazda5, Rondo provides a comfortable front row with 41.6 inches of headroom and 41.3 inches of legroom.

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

Second-row space is fixed at 40.2 inches of headroom and 38.2 inches of legroom regardless of a five- or seven-passenger seating layout. The optional third-row seating offers a sensible 35.1 inches of headroom and 31.3 inches of legroom, more than enough room to accommodate the average-sized adult. And when optioned with the third row, Rondo's second row adjusts with a forward/backward sliding.

The versatile second-row seats also provide flexible seating arrangements with a 60/40 multi-fold split, while the third row folds down in a 50/50 split. Additionally, both rows fold completely flat for maximized cargo room. Practicality does not sacrifice comfort as the driver's seat offers six-way adjustments, including height adjustment, and the front passenger seat offers a four-way adjustment. Each passenger also is well taken care of with an abundance of storage cubbies and cup holders located in every row.

Class-Leading Safety

Rondo, a recipient of the five-star frontal crash rating from the National Highway Traffic Safety Administration (NHTSA)¹ in 2007, comes well-equipped with an unprecedented amount of standard safety equipment, including six standard airbags (advanced dual front, dual front seat-mounted side and full-length side curtain including third-row passengers). Also standard is electronic stability control (ESC) and a four-channel four-wheel antilock braking system (ABS), which help maintain vehicle control during difficult driving conditions. Active front headrests, side-impact door beams, an energy-absorbing steering column, a front crumple zone and a tire pressure monitoring system (TPMS) provide more passenger protection.

Industry-Leading Warranty

Like all Kia models, Rondo is covered by a comprehensive warranty program, which offers unprecedented consumer protection. Included in the package 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.

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¹Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). Model tested with standard side-impact airbags (SABs).

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 14th 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. For media information, including photography, visit www.kiamedia.com.

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