



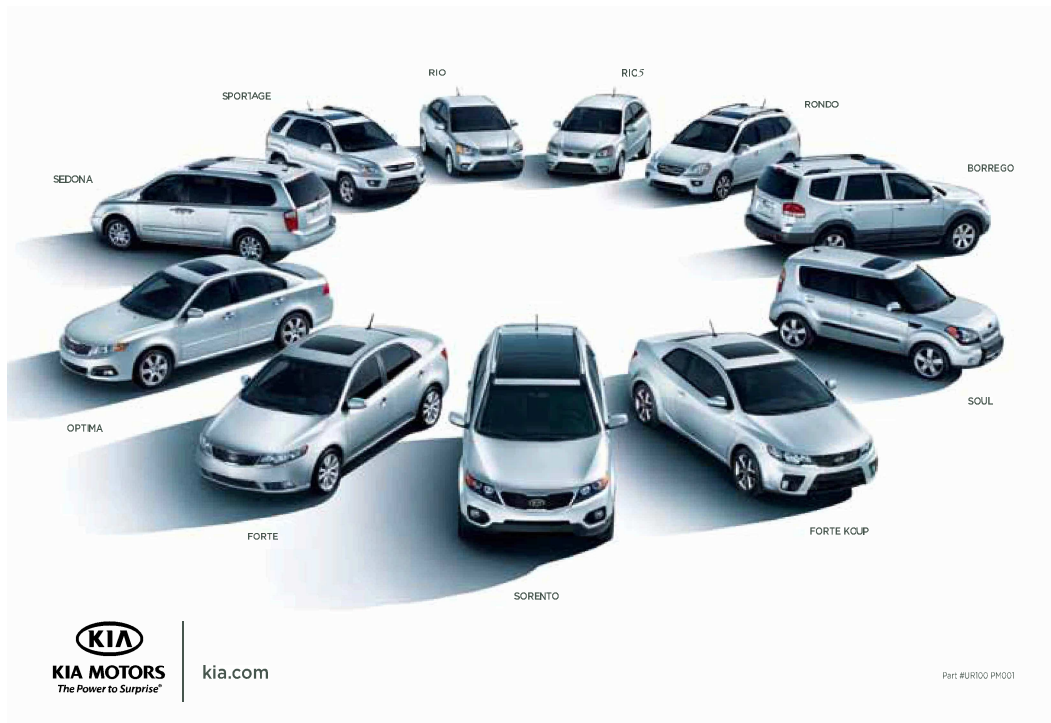
We've got you covered.

At Kia, we believe peace of mind should come standard with all our vehicles. That's why we back every model with an industry-leading warranty program.* So you can relax and enjoy the ride.

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance⁶⁵



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA.



2010.Rio

KIA
KIA MOTORS
The Power to Surprise®



RIO SX AND RIO5 SX SHOWN

**The pursuit of happiness
was never this much fun.**

The redesigned 2010 Rio and Rio5 give you two ways to inject a lot more fun into your life. Both have sporty styling, class-leading roominess¹ and a spirited 110-horsepower engine that delivers up to 36 mpg² on the highway with an automatic transmission. Advanced safety features, including standard front active headrests and six airbags, add to your peace of mind. For added versatility, the Rio5's hatchback design provides easy access to its roomy cargo area. Both vehicles come with Kia's industry-leading 10-year/100,000-mile warranty program.³ Best of all, they're both built with attention to every detail and come at very affordable prices. Now comes the hard part: choosing between them.



ACEEE "GREENEST VEHICLES OF 2009"⁴
ONE OF THE GREENEST VEHICLES
1.6L, 4CYL, MANUAL RIO

^{1,2,3,4} See Specifications page for endnotes.

ROOM TO RELAX

The Rio's spacious and comfortable interior is designed to let everyone relax and enjoy the ride. Class-leading interior volume¹ means you and your passengers are rewarded with more passenger space. In fact, there's more passenger space than the larger Toyota Corolla, Honda Civic or Chevy Cobalt!

A CUSTOMIZED FIT

The interior has been redesigned, and you can choose from three interior colors. The sporty black and red combination, on the SX, really stands apart.

SMOOTH AND QUIET

Sometimes, what you can't see makes all the difference. Insulation, featured in all the right places, minimizes road noise and delivers a quiet ride.

GO AHEAD — TREAT YOURSELF

SX models have cool features like a leather-wrapped steering wheel and gearshift knob plus sport-seat fabric, metal pedals and metal-finished accents throughout the cabin.



MSN AUTOS EDITORS' TOP PICK
"TOP 10 CARS FOR
LESS THAN \$15,000"¹⁶
2009 RIO - AUTOS.MSN.COM

¹⁶ See Specifications page for endnotes.



RIO SX SHOWN

As comfortable as it is stylish.



RIO SX SHOWN

Designed to let you work hard and play hard.

The Rio is designed to help you get the most out of life every day. The Rio 4-door has a surprisingly deep and spacious trunk, so you can carry anything from sports equipment to gardening supplies. With its large hatchback, the Rio5 makes loading and unloading cargo quick and easy. An AM/FM/CD/MP3/SIRIUS audio system delivers rich audio performance, while a complimentary trial subscription to SIRIUS® Satellite Radio² provides you with a wealth of additional choices for music, entertainment and more. An accessory cable that plugs into the standard USB/auxiliary input jack allows you to operate your iPod® mobile digital device through the stereo. For even more convenience, LX and SX models have standard air conditioning. Welcome features such as cruise control, heated outside mirrors with turn-signal indicators, power windows and door locks and remote keyless entry are included in the Value Package.*



RIO'S VERSATILE HATCHBACK DESIGN

The hatch allows easy loading, while the 60/40 split-folding rear seat accommodates large or bulky items.³

USB/AUXILIARY JACK FOR MP3/AUDIO

Now you can plug in your MP3 device and bring all your favorite tunes along for the ride!⁴

CONTROLS AT YOUR FINGERTIP⁵

Steering-wheel-mounted controls, standard on SX models, let you operate the cruise control and audio system.

BLUETOOTHTM WIRELESS TECHNOLOGY⁶

Enjoy convenient, hands-free use of your compatible Bluetooth[®] wireless technology-enabled cell phone.

60/40 SPLIT-FOLDING REAR SEAT³

Simply fold down the rear seat, and bring along everything from gardening supplies to snowboards.³

SIRIUS SATELLITE RADIO²

SIRIUS Satellite Radio delivers over 130 channels, including 69 channels of 100% commercial-free music, plus sports, news, talk and entertainment.



^{3, 4, 5, 6} See Features and Specifications pages for availability and endnotes.
* Available as optional equipment.



RC3 SX SHOWN

Built for those who love to drive.

LIVELY PERFORMANCE

You'll get a kick out of the Rio's quick acceleration. The spirited 1.6-liter, DOHC, 16-valve, 110-horsepower 4-cylinder engine also delivers outstanding fuel efficiency of up to 36 mpg* on the highway with an automatic transmission.

POWER STEERING*

Speed-sensitive, power-assisted rack-and-pinion steering helps give the LX and SX excellent control and maneuverability.

CRISP HANDLING

Every twist and turn gives you the chance to experience the Rio's precise handling. You'll enjoy the agility and exceptionally smooth ride provided by its independent MacPherson-strut front suspension and front stabilizer bar.

AUTOMATIC TRANSMISSION**

A smooth-shifting 4-speed automatic transmission enhances fuel economy.*

STYLING THAT TURNS HEADS

SX models feature their own unique exterior styling, which includes 16-inch alloy wheels, an aerodynamic rear spoiler, outside mirrors with turn-signal indicators and fog lights.

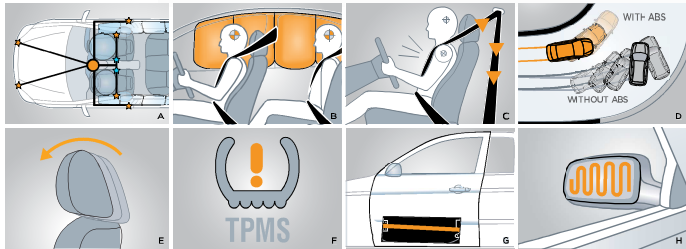


**ONE OF THE CLEANEST,
MOST FUEL-EFFICIENT
VEHICLES ON THE ROAD¹¹**

¹¹ See Features and Specifications pages for availability and endnotes. *Available as optional equipment.



RIO LX SHOWN



Safety first. Safety always.

Rio's active safety systems are engineered to help you avoid accidents, and its passive systems are designed to help minimize injuries when they are unavoidable. This means that front to back and top to bottom, every Rio is engineered to help enhance everyone's well-being.

A. ADVANCED AIRBAG SYSTEM

Six airbags placed throughout the cabin are designed to help protect occupants. The advanced front airbag system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.¹²

B. FULL-LENGTH SIDE CURTAIN AIRBAGS

Along with the dual front advanced airbags, the Rio features dual seat-mounted side and full-length side curtain airbags.¹²

C. FRONT SEAT-BELT PRETENSIONERS

Pretensioners have been designed to tighten the seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries.

D. ANTI-LOCK BRAKES*

An Anti-lock Braking System (ABS) helps give you better steering control during hard or sudden braking, especially on wet or slippery road surfaces.

E. FRONT ACTIVE HEADRESTS

In the event of certain collisions, the active headrests move up and forward, helping to reduce the likelihood of neck injury.

F. TIRE-PRESSURE MONITORING SYSTEM

The monitoring system includes air-pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you!¹³

G. REINFORCED BODY DESIGN

Doors are reinforced with steel beams to absorb impact energy and deflect side-impact force. Pillars are reinforced to help strengthen the body of the vehicle in the case of a collision.

H. HEATED OUTSIDE MIRRORS*

Heated outside mirrors are designed to stay clear in cold weather.

CHILD-SEAT LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) make it easy and convenient to secure child seats. (not shown)

^{12,13} *See Features and Specifications pages for availability and endnotes.
* Available as optional equipment.

KIA HERITAGE

For years, our focus has been on quality vehicles that combine the style and performance you want with the safety and value you need. We began our journey across the U.S. in 1994, and took only 10 years to sell our first million vehicles — faster than BMW, Mercedes, Toyota or Mazda! Today, Kia Motors Corporation has manufacturing facilities spanning the globe and produces more than 1.3 million vehicles a year for drivers worldwide.

THE CHOICE IS YOURS

We offer a full line of 11 models, many of which have earned top awards or ratings in safety and customer satisfaction. We back every model with an industry-leading 10-year/100,000-mile limited warranty program!¹ It's a lineup in which you're sure to find the style, driving excitement and value you're looking for.

KIA.COM

Our website lets you check out specifications, videos, packages, accessories and more. You can experience 360° interior and exterior views, get price quotes — even calculate your monthly payment and find out which of our 650-plus retailers is nearest to you. If you prefer, simply call us at 1-800-333-4KIA.



The Kia commitment to America.

Here in the U.S., Kia facilities are literally spread from coast to coast. The latest design and research takes place at high-tech Kia centers in California and Michigan. California also houses state-of-the-art proving grounds where Kia vehicles are rigorously put to the test. And to help keep up with the demand for its vehicles, Kia has built its first U.S. manufacturing plant — Kia Motors Manufacturing Georgia (KMMG). What does all this mean for you? With the Kia brand solidly established worldwide and our presence growing in the U.S., it means you can count on us now and for years down the wide-open road ahead.

RIO SX SHOWN

¹ See Specifications page for endnotes.

Accessories

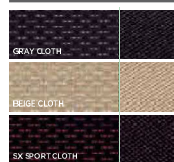


Colors

EXTERIOR

CLEAR WHITE	G/B	SAPPHIRE BLUE (M)	G
TITANIUM (M)	G (Sedan, LX only)	TROPICAL RED (M)	G
CASHMERE BEIGE (M)	B (Sedan, LX only)	MIDNIGHT BLACK	G
CLEAR SILVER (M)	G	SUNSET ORANGE (M)	G

INTERIOR



INTERIOR COMBINATIONS ARE INDICATED BY
 B = BEIGE INTERIOR, G = GRAY INTERIOR, CM = METALLIC PAINT
 Actual vehicle colors may vary from printed brochure.

Features

	SEDAN		RIO ⁵	
	RIO	LX SX	LX	SX
EXTERIOR				
14" tires w/steel wheels w/center caps	●	●	—	—
14" tires w/steel wheels w/full wheel covers	—	●	—	●
15" tires w/alloy wheels	—	○	—	○
16" tires w/alloy wheels	—	—	●	—
Body-color bumpers	●	●	●	●
Body-color exterior door handles	●	●	●	●
Body-color side moldings	●	●	●	●
Bright exhaust finisher	—	—	●	—
Clear-lens auto-off headlights w/black bezel	●	●	●	●
Front fog lights	—	—	●	—
Dual remote body-color mirrors	●	●	●	●
Dual body-color heated power mirrors w/turn-signal indicators	—	○	—	○
Variable intermittent windshield wipers	●	●	●	●
Rear-window defroster	●	●	●	●
Rear wiper w/washer	—	—	●	●
Body-color rear spoiler	—	○	●	—

	SEDAN		RIO ⁵	
	RIO	LX SX	LX	SX
INTERIOR & CONVENIENCE				
A/W/P/W/CD/MP3/SIRIUS [®] audio system w/4 speakers	●	●	●	●
Tweeter speakers	—	○	●	○
Steering-wheel-mounted audio-control buttons	—	○	●	○
USB/auxiliary input jack	●	●	●	●
Air conditioning	—	—	●	●
Power windows w/driver's one-touch auto-down	—	○	●	○
Power door locks w/keyless remote	—	○	●	○
Tilt steering column	●	●	●	●
Cruise control	—	○	●	○
Low-fuel warning light	●	●	●	●
Rear seatback pocket	●	●	●	●
Center console	●	●	●	●
Dual cup holders	●	●	●	●
Tinted glass	●	●	●	●
Day/night interior rear-view mirror	●	●	●	●
Dual sun visors w/vanity mirrors	●	●	●	●
Passenger-assist grips	●	●	●	●
Dome lamp	●	●	●	●
Dual front 12V power outlets	●	●	●	●
Cargo area lamp	●	●	●	●
Floor mats	○	○	○	○

	SEDAN		RIO ⁵	
	RIO	LX SX	LX	SX
SEATING & TRIM				
Full-cloth seat trim	●	●	—	●
Sport-cloth seat trim	—	—	●	—
Driver's seat height adjuster	●	●	●	●
Driver's seat fold-down armrest	●	●	●	●
60/40 split-folding rear seat	—	—	●	—
Rear-seat adjustable headrests	—	●	●	●
Leather-wrapped steering wheel/gearshift knob	—	—	—	—
Metal-finish trim	—	—	●	—
Metal pedals	—	—	●	—
RESTRAINT & SAFETY SYSTEMS				
Dual front advanced airbags	●	●	●	●
Dual front seat-mounted side airbags	●	●	●	●
Full-length side curtain airbags	●	●	●	●
Front active headrests	●	●	●	●
3-point seat belts for all seating positions	●	●	●	●
Front seat-belt pretensioners	●	●	●	●
Height-adjustable front seat-belt anchors	●	●	●	●
Seat-belt warning light	●	●	●	●
4-wheel anti-lock brakes (ABS)	—	—	●	—
Tire-Pressure Monitoring System (TPMS)	●	●	●	●
Side-impact door beams	●	●	●	●
Front & rear crumple zones	●	●	●	●
Impact-absorbing steering column	●	●	●	●
Lower Anchors & Tethers for Children (LATCH)	●	●	●	●
Rear child-safety door locks	●	●	●	●
Internal emergency trunk release	●	●	—	—

VALUE PACKAGE (LX)	
Power windows	●
Power door locks w/keyless remote	●
Power heated mirrors	●
Tweeter speakers	●
Cruise control	●
Steering-wheel-mounted audio/cruise-control buttons	●
Dual body-color heated power mirrors w/turn-signal indicators	●

● STANDARD ○ OPTION — NOT AVAILABLE
⁵Bluetooth[®] wireless technology is not available until Feb/Mar 2010 production. See Kia.com or Kia retailer for availability details.

Specifications

	SEDAN & RIO ⁵
ENGINE	Inline four-cylinder, iron-block aluminum head
Type	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVT)
Valve gear	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVT)
Displacement	1,599 cc
Compression ratio	10.0:1
Horsepower (SAE net)	110 hp @ 6,000 rpm
Torque (SAE net)	107 lb.-ft. @ 4,500 rpm
Transmission	5-speed manual, overdrive Electronically-controlled 4-speed automatic, overdrive (LX/SX)

	SEDAN	RIO ⁵
DIMENSIONS		
Wheelbase	98.4 in.	98.4 in.
Track (front/rear)	57.9 in./57.5 in.	57.9 in./57.5 in.
Length	167.3 in.	158.5 in.
Width	66.7 in.	66.7 in.
Height	57.9 in.	57.9 in.
Ground clearance	6.1 in.	6.1 in.
Headroom (front/rear)	39.6 in./37.8 in.	39.6 in./38.8 in.
Shoulder room (front/rear)	53.5 in./53.1 in.	53.5 in./53.1 in.
Legroom (front/rear)	42.8 in./34.3 in.	42.8 in./34.3 in.
Hip room (front/rear)	50.8 in./50.0 in.	50.8 in./50.0 in.
Passenger volume	92.2 cu. ft.	92.2 cu. ft.
Cargo volume (rear seat up) (rear seat down)	11.9 cu. ft. —	15.8 cu. ft. 49.6 cu. ft.

	SEDAN	RIO ⁵
CURB WEIGHT		
5-speed manual	2,365 lbs.	2,438 lbs.
4-speed automatic	2,403 lbs.	2,487 lbs.

	SEDAN & RIO ⁵
BODY & CHASSIS	
Layout	Front engine, front-wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Torsion beam, coil springs
Steering type	Rack-and-pinion (power assisted on LX/SX)
Turns, lock-to-lock	4.3 (manual), 3.0 (power)
Turning circle, curb to curb	32.7 ft. (manual), 33.1 ft. (power)

	SEDAN & RIO ⁵
BRAKES	
Type	Hydraulic, power-assisted vacuum; 4-sensor, 4-channel ABS (ABS n/a on base 4-door)
Front	10.1-in. vented discs
Rear	8.0-in. drum

	SEDAN	RIO ⁵
TIRES		
Type	P175/70R14 (Rio) P185/65R14 (LX) P195/55R15 (optional on LX) P205/45R16 (SX)	P185/65R14 (LX) P195/55R15 (optional on LX) P205/45R16 (SX)

	SEDAN	RIO ⁵
2010 EPA FUEL ECONOMY		
(Estimated City/Highway MPG)		
5-speed manual	28/34	28/34
4-speed automatic	27/36	27/36
Fuel-tank capacity (gallons)	11.9	11.9

ENDNOTES:

- ¹Based on comparison of 2010 models in subcompact segment.
- ²Refer to Specifications above for 2010 EPA fuel-economy estimates. Actual mileage may vary.
- ³The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to Kia.com.
- ⁴ACEEE's Green Book[®] Online (www.greencar.org). Based on rankings for the 1.6 liter, 4 cyl. manual MY2009 Kia Rio.
- ⁵Based on comparison of 2010 models.
- ⁶Based on 2009 model year.
- ⁷SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. SIRIUS Radio requires a subscription, sold separately after 3-month trial subscription included with vehicle purchase. Prices and programming are provided by SIRIUS and are subject to change. Subscriptions governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS Radio U.S. service available only to those at least 18 years of age in the 48 contiguous United States, D.C., and Puerto Rico (with coverage limitations).
- ⁸Kia accessory cable required for iPod[®] connectivity; cable and iPod[®] mobile digital device sold separately. iPod is a registered trademark of Apple Inc.
- ⁹Bluetooth[®] wireless technology is not available until Feb/Mar 2010 production. See Kia.com or Kia retailer for availability details. A Bluetooth[®] wireless technology-enabled cell phone is required to use Bluetooth[®] wireless technology. The Bluetooth[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks is pursuant to license.
- ¹⁰All cargo should be evenly distributed and properly secured, and never piled higher than the seatback. Photograph shown for spatial reference only.
- ¹¹The SmarWay Certification mark, developed by the U.S. Environmental Protection Agency, identifies each vehicle's air pollution and greenhouse gas performance. Lower emissions and higher fuel economy earn higher scores. Vehicles with the best scores receive the SmarWay designation.
- ¹²For maximum protection, always wear your seat belt.
- ¹³Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.
- ¹⁴According to Motor's Automotive Yearbook
- ¹⁵24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc.

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