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 efficiency, and a spirited 110-horsepower engine that delivers up to 35 mpg 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 cargo range area. Both vehicles come with Kia's industry-leading 10-year/100,000-mile warranty program. Best of all, they're both built with attention to every detail and come at very affordable prices. Now it's you vs. the headlight: choosing between them...
Designed to let you work hard and play hard.

This Focus is designed to help you get the most out of life every day. This Focus 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 Focus makes loading and unloading large bulky items simple. An AM/FM/6-disc/MD/SIRIUS audio system delivers rich audio performance, while a complimentary trial subscription to SIRIUS Satellite Radio 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 conveniences, LX and SE 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®.
LIMITED EDITION
You'll get a kick out of the Rio's vivid acceleration.

The revved-up 1.6L 16-valve, 112-hp engine also delivers outstanding fuel efficiency of up to 40-mpg on the highway with an automatic transmission.

FINANCE OR LEASE
Brazilian-made, power-assisted rack-and-pinion steering helps give the Rio an excellent control and maneuverability.

CRISP HANDLING
Every twist and turn gives you this chance to experience the Rio's precise handling. You'll enjoy the agility and concentrated overall ride provided by its independent MacPherson strut front suspension and front stabilizer bar.

ADVANCED TRANSMISSION
An automatic transmission with an Eco mode helps enhance fuel economy.

STYLISH Tires: 185/55 R15
All models feature four aluminum alloy wheels for an exciting exterior styling, which includes 185/55 R15 alloy wheels, an aerodynamic rear spoiler, outside mirrors with turn signal indicator, and fog lamps.

Built for those who love to drive.
Safety first. Safety always.

Kia's active safety systems are engineered to help you avoid accidents, and its passive systems were designed to help minimize injuries when they are unavoidable. This means that front to back...