With a combination of the latest available amenities, outstanding performance and advanced safety systems, the Kia Sportage is the ideal compact crossover. For exceptional comfort and convenience, available features include ventilated front seats, a panoramic sunroof and UVO eServices infotainment system with voice-command navigation. Sportage’s performance is equally impressive thanks to the SX model’s 260-horsepower, turbocharged 2.0L Gasoline Direct Injection (GDI) I4 engine. For your peace of mind, Sportage is equipped with a wide range of safety systems, including a Traction Control System (TCS) and Electronic Stability Control (ESC). The Sportage has also recently been recognized for its initial quality by J.D. Power, which awarded the 2013 model the “Highest Ranked Sub-Compact CUV in Initial Quality in a Tie.”

Presenting the ideal compact crossover

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1, 2, 3, * See Features and Specifications pages for availability and endnotes. * Not all optional features are available on all trims. † No system, no matter how advanced, can compensate for all driver error, driving conditions, accidents and/or injuries. Always drive responsibly. Cover: Ex with Premium Package shown. This page: SX with Premium Package shown.
Sportage provides spacious seating for five adults with plenty of head- and legroom so everyone can relax and enjoy the drive. A sleek, contemporary instrument panel highlights the impressive interior styling. Thoughtfully designed features that include a power-adjustable driver’s seat on EX and SX and available leather seat trim* allow you to travel in all-day comfort.

*See Features page for availability. Not all optional features are available on all trims. Ex with Premium Package Shown.

Where style meets comfort

**VENTILATED FRONT SEATS** You’ll stay cool on hot summer afternoons thanks to available ventilated driver and front-passenger seats that circulate air through perforations in them. **HEATED FRONT SEATS** For cold-weather comfort, Sportage EX and SX feature heated front seats.  
**DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL** Temperature control on EX and SX allows the driver and front passenger to create their own climate zones by adjusting their own temperature settings.
Sportage is equipped with technologically advanced features that just might make driving the highlight of your day. Available features, including a voice-command navigation system*, Rear-Camera Display*, a Back-Up Warning System*, and push-button start*, are designed to provide an unsurpassed level of control and convenience.

4, 5, 6, 7, *See Features and Specifications pages for availability and endnotes. *not all optional features are available on all trims. Ex WITH PREMIUM PACKAGE SHOWN.

The power of advanced technology working for you

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parking minder
Available Parking Minder can record your vehicle’s location whenever you park. Then, if necessary, you can use your compatible smartphone to find your car. Parking Minder also lets you take pictures of the surrounding area for reference, write a reminder note or set an alarm if you’re parked at a meter.

my pois
uvo eServices allows you to use a web-enabled computer to send locations that you find on Google Maps™ mapping service to the navigation system for route guidance.

advanced voice recognition
uvo eServices’ available advanced voice-recognition technology lets you conveniently manage your music and enjoy hands-free use of your phone— with simple, intuitive verbal commands.

digital music storage
An easy-to-use digital music storage system with in-dash, large-capacity digital storage for your favorite music. It lets you load your songs and sort them by either title or artist.

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my pois
uvo eServices allows you to use a compatible smartphone to send locations that you find on Google Maps™ mapping service to the navigation system for route guidance.

911 connect
In the event that an airbag is deployed, available 911 Connect can automatically initiate a call to emergency services. In some circumstances, uvo eServices may also transmit your vehicle’s location to the emergency services operator.

vehicle diagnostics
Available vehicle diagnostics feature automatically triggers checks if the system detects a critical powertrain issue, alerting you to schedule an appointment or request roadside assistance. You may perform a diagnostics check at any time or schedule checks on a regular basis.

voice-command navigation
The available voice-command navigation system has a vivid 7-inch color screen and delivers real-time highway conditions from SiriusXM Traffic.5

premium audio system
Available premium infinity audio system comes with six speakers and a subwoofer for exceptional audio performance.

hd radio technology
Available HD Radio™ technology includes features like crystal-clear sound, new local FM channels and on-screen information—100% subscription-free.

rear-camera display
Whenever you shift into reverse, a live image from a rear camera displays on the screen, showing objects behind the vehicle you might not otherwise see.

service guide
To learn more about uvo eServices’ features, you may access an automated user manual by using the touch screen on the vehicle.

myuvo.com web/mobile
Myuvo.com lets you check vehicle diagnostics, schedule appointments with your preferred or nearby Kia retailer using your home computer or mobile device.

uvo eServices app
An available free app allows you to integrate your compatible smartphone with your vehicle—and make the most of uvo eServices. This app can be downloaded at the App Store® and Google-Play™ Store.9

911 connect
You can call for roadside assistance by touching an icon on the smartphone app screen. UVO eServices then sends your location to the Call Center and connects you to an operator.

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myuvo.com web/mobile
Myuvo.com lets you check vehicle diagnostics, schedule appointments with your preferred or nearby Kia retailer using your home computer or mobile device.
Enjoy room with a view

Sportage is roomy and versatile. The 60/40 split-folding rear seat easily reconfigures to create abundant cargo space.² Numerous compartments help you keep your personal items readily at hand. A tilt-and-slide panoramic sunroof is also available, allowing you to enjoy a feeling of spaciousness and filling the cabin with fresh air.

1. 60/40 EASY-FOLD REAR SEAT The rear seat folds down in a 60/40 split to accommodate people and cargo.² 2. COOLING GLOVE BOX Along with providing a spot to carry small items, Sportage EX and SX feature a cooling glove box that lets you keep refreshments chilled. 3. CONVENIENT CONSOLE The center console features a large storage area, where personal items can be kept close at hand, and includes illuminated cupholders. The lid serves as a comfortable padded armrest.

CONCEALED STORAGE A spacious compartment hidden beneath the cargo floor provides plenty of room for all kinds of equipment. The removable tray keeps any loose items neatly organized.

² See Features and Specifications pages for availability and endnote. *Not all optional features are available on all trims. EX WITH PREMIUM PACKAGE (GARMIN).
Sportage is engineered for outstanding performance. Sportage LX and EX have strong acceleration thanks to their 182-horsepower 2.4L Gasoline Direct Injection (GDI) I4 engine. Sportage SX, with a turbocharged 260-horsepower 2.0L GDI I4 engine, delivers even more driving excitement. A compact design and four-wheel independent suspension provide sporty handling and a remarkably smooth and comfortable ride.
Advanced safety systems are designed to help give you peace of mind every time you drive. Each one is engineered to help you maintain control, even in challenging road conditions and in some emergency situations. These safety systems are designed to function automatically, leaving you free to focus on the road ahead.

**BRAKE ASSIST SYSTEM (BAS)**
BAS detects emergency braking, based on how quickly you step on the brake pedal, and instantly applies full braking force, which helps shorten your overall stopping distance.

**TRACTION CONTROL SYSTEM (TCS)**
When TCS senses wheel spin during acceleration, it uses a combination of engine power and brake force to transfer power to the wheels that have the most traction.

**ELECTRONIC STABILITY CONTROL (ESC)**
ESC monitors your vehicle’s response during emergency maneuvers. It then controls the engine and brakes to help keep your Sportage on course.

**HILL-START ASSIST CONTROL (HAC)**
To help keep you from rolling back-ward when starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

**ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)**
To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.

**DOWNHILL BRAKE CONTROL (DBC)**
When descending a steep slope, the DBC system automatically maintains a steady speed without the need for you to step on the accelerator or brake pedal.

Advanced safety systems to help handle unexpected conditions

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See Specifications page for endnote. No system, no matter how advanced, can compensate for all driver error, driving conditions, accidents and/or injuries. Always drive responsibly. EX WITH PREMIUM PACKAGE SHOWN.
Sportage’s safety systems are designed to help minimize injury when a traffic accident is unavoidable. The front seats feature active headrests and seat belt pretensioners. Dual front airbags, front seat-mounted side airbags and side curtain airbags for both front and rear seating positions are managed by an advanced sensor system that can even respond in certain rollover situations.²¹

Prepared for the unexpected

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AIRBAG & SEAT BELT SENSORS²¹
An advanced sensor system manages six airbags by monitoring the severity of an impact, presence of passengers and seat belt use, and then controls airbag inflation accordingly.

ROOLLOVER SENSOR
If the airbag sensors detect an impending rollover, this system can deploy the side airbags, side curtain airbags and seat belt pretensioners.

FRONT ACTIVE HEADRESTS
In the event of certain rear collisions, the active headrests move forward, helping to reduce the likelihood of injury.

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 in some situations.

SIDE IMPACT BEAMS
All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The A and B pillars are also reinforced to help strengthen the body of the vehicle.

LATCH SYSTEM
The standardized Lower Anchors and Tethers for Children (LATCH) system makes it easier to securely install a compatible child seat in any of the three rear seating positions.

²¹ See Specifications page for endnote.

Inflated airbags are shown for illustration only.

Ex WITH PREMIUM PACKAGE SHOWn.
Kia Motors has invested over $1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant recently produced its one millionth vehicle after less than four years of operation. The Sorento crossover and certain Optima midsize sedans are currently being built at this plant. Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 1,100 jobs in West Point and the surrounding areas. It’s all part of Kia Motors’ commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

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**Taking On the Competition**
The Kia Racing team is dedicated to competing against world-class competition — and winning. That dedication is part of Kia’s belief that the knowledge gained in competition can be applied to the entire Kia lineup to provide you with vehicles that perform beyond your expectations. The Kia Racing team includes championship-winning drivers with a proven track record, and during the 2013 racing season they kept the momentum going. That means you can look for Kia drivers in the winner’s circle at racetracks across America in the months ahead.

**Compelling Design**
Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia recognizable at first sight. Today, the lineup consists of vehicles that fill owners as well as Kia’s designers with pride.

**Delivering on a Promise**
Kia is committed to producing world-class vehicles to suit most every driving need. This promise has led to the development of stylish vehicles with an extraordinary combination of precision engineering, outstanding performance, innovative features and advanced safety systems. The value found in every Kia vehicle has been widely recognized — one reason Kia has been honored in Interbrand’s Best Global Brands 2012 Report.

**Industries-Leading Warranty Program**
Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an industry-leading warranty program:
- 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 assistance

**DonorsChoose.org**
Kia is committed to providing assistance to those in need. That’s why Kia became the first car company to partner with DonorsChoose.org, an online charity that allows organizations and individuals to donate to classrooms in need. To date, the “Double Your Impact” campaign — which began with Kia’s $1 million donation — has resulted in contributions from more than 21,000 “citizen philanthropists” and benefited nearly 500,000 public school students. In 2013, Kia is launching a major funding campaign that will raise the total impact to $5 million in just two years.
PACKAGES

LX POPULAR PACKAGE
1. UVO eServices® infotainment system, Rear-Camera Display
2. Back-Up Warning System
3. Roof rails
4. Rear spoiler
5. Outside mirrors w/LED turn-signal indicators
6. Visor mirror illumination
7. Auto light control
8. Keyless entry, folding key (not shown)
9. 2nd-row armrest w/cupholders (not shown)
10. Trip computer (not shown)

EX/SX PREMIUM PACKAGE
1. Panoramic sunroof (option on the SX)
2. Leather seat trim
3. Ventilated front seats
4. Push-button start w/Smart Key
5. Navigation w/SiriusXM Traffic®
6. Power-folding outside mirrors

COLORS

EXTERIOR

INTERIOR

†Available with EX/SX Premium Package. Optional on EX/SX.

1, 4, 5 See Specifications page for endnotes. Opposite page: SX with Premium Package shown.

†Alpine Gray Cloth
†Alpine Gray Leather
†Black Leather
†Black Cloth
†Alpine Gray Leather
†Black Leather
†Black Cloth

SXI = Metallic Paint
Actual vehicle colors may vary from printed brochure.
**SPECIFICATIONS**