The compact crossover reimagined

With a striking synthesis of performance, versatility, and refinement, the 2018 Kia Sportage invites you to discover just how good a compact crossover can be. Sleek exterior styling is complemented by a comfortable and spacious interior, while available DynaMax™ fully active all-wheel drive can increase traction and control to help deliver impressive all-around capability. Plus, a variety of available technologically advanced features monitor your driving environment and enhance your daily drive. Like all Kia models, Sportage also comes with an industry-leading, 10-year/100,000-mile warranty program, a testament to its outstanding quality and reliability.

- 2.4L Gasoline Direct Injection 4-cylinder engine
- Available DynaMax™ fully active all-wheel drive
- 17" tires w/alloy wheels
- Cloth seat trim w/YES Essentials™ fabric treatment

- 2.0L Turbo Gasoline Direct Injection 4-cylinder engine
- Available DynaMax™ fully active all-wheel drive
- 19" tires w/alloy wheels
- Front & rear metal-style accent plates
- Leather seat trim

See a more extensive list of features and choose your ideal trim level on the Features pages in the back of the brochure.
COMFORT & SPACIOUSNESS

Big on comfort

Sportage challenges preconceived notions of a compact crossover, seating up to five people in remarkably spacious and comfortable accommodations, and features interior refinements such as soft-touch materials and available LED lighting. Plus, high-quality construction, including sound-insulating acoustic glass, contributes to a quieter ride.

1. HEATED & VENTILATED FRONT SEATS*
Available heated front seats are perfect for cold days. In addition, available ventilated front seats let you enjoy optimal comfort in warm weather.

2. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*
To create personalized climate zones for both the driver and front passenger, the available dual-zone automatic temperature control has individual temperature settings. Rear-seat passengers have their own rear vent.

3. RECLINING REAR SEATS
Second-row seats have 17 separate reclining positions. A fold-down center armrest for rear passengers includes cup holders.*

4. STAIN-RESISTANT CLOTH SEATS
Cloth seat trim with YES Essentials® fabric treatment on the LX features anti-soil surfaces for added durability and easy cleaning.

LEATHER SEATS
EX and SX Turbo have leather seat trim, along with a leather-wrapped steering wheel and gearshift knob.

PANORAMIC SUNROOF*
The available panoramic sunroof creates a feeling of spaciousness and includes a convenient power sunshade.

SOUND-INSULATING ACOUSTIC GLASS
For a quieter drive, the windshield has sound-insulating glass with thin film on each side of the insulating center layer.

* See Features pages for availability and endnote. Not all optional features are available on all trims. Simulated screen shown. Images 1, 2, and 6 shown for illustration only.

5A TURBO SHOWN
1. SMART-POWER LIFTGATE®
An available Smart-Power Liftgate® opens automatically if you simply stand within a few feet of it for three seconds with the available Smart Key® in your possession—which is especially helpful when you have your hands full.

2. SPLIT-FOLDING REAR SEATS
The rear seats’ 60/40 split-folding design allows you to expand the cargo area and carry passengers at the same time. They also fold within 8 degrees of horizontal, making the cargo floor virtually flat.

3. DUAL-LEVEL CARGO FLOOR
The floor of the cargo area has an innovative dual-level design, allowing you to lower it for more flexible storage options and carrying taller items.

CONCEALED STORAGE
A storage compartment beneath the cargo floor provides plenty of room for miscellaneous belongings. An available removable tray* keeps loose items neatly organized.

LARGE CENTER CONSOLE
The center console features a padded armrest, dual cup holders, and a tray for small items. The armrest flips up for access to a large storage compartment.

ROOF RAILS*
Available roof rails increase Sportage’s cargo-carrying capacity and enhance its overall capabilities.

Versatility without compromise
With a spacious, convenient cargo area, Sportage features an ideal combination of form and function. The rear liftgate opening is wide and tall for quick loading of a variety of cargo,* and intelligently designed storage compartments along with a range of seating configurations make it easy to adjust for carrying passengers, cargo, or both.

* See Features pages for availability and endnote. Not all optional features are available on all trims. † Accessory crossbars required. Sold separately. Images #1 and #3 shown for illustration only.
Your personal sanctuary

Sportage’s driver-centric interior is defined by its well-designed ergonomics. High-mounted displays and a console tilted toward the driver provide easy access to all controls. Plus, a long list of available premium features are complemented by outstanding choices in entertainment.

### STEERING-WHEEL-MOUNTED CONTROLS
You can operate a variety of features with the convenient steering-wheel-mounted controls, including the audio system’s volume and mode selection and all of the cruise control system’s functions.

### REAR-CAMERA DISPLAY
To help you see things behind your vehicle that you might not see by looking over your shoulder, a Rear-Camera Display with Dynamic Guidelines assists you with backup maneuvers.

### HARMAN KARDON® PREMIUM AUDIO
An available premium 8-speaker Harman Kardon audio system includes a subwoofer, an external amplifier, and Clari-Fi® technology, which instantly improves the quality of compressed, digitized music for crisp, clear, dynamic sound.

### HEATED STEERING WHEEL
Sportage’s premium features include an available heated steering wheel that is especially appreciated on cold winter days. Sportage SX Turbo includes a sporty, leather-wrapped, D-shaped steering wheel.

### REAR-CAMERA DISPLAY
To help you see things behind your vehicle that you might not see by looking over your shoulder, a Rear-Camera Display with Dynamic Guidelines assists you with backup maneuvers.

### VOICE-COMMAND NAVIGATION
An advanced vision-command navigation system is available on Sportage EX and standard on SX Turbo. It includes a vivid 8-inch color touch screen and delivers updated/highway conditions from SiriusXM Traffic.

### SIRIUSXM® SATELLITE RADIO
Enjoy over 150 channels, including commercial-free music, sports, news, and entertainment, during a 3-month SiriusXM All Access trial subscription. Plus, listening on the app and online is included in the trial, so you’ll hear the best SiriusXM has to offer on your compatible device.

### 5. PADDLE SHIFTERS
For sportier driving, SX Turbo features steering-wheel-mounted paddle shifters that allow shifting with two hands firmly on the wheel and give the driver precise control of the 6-speed Sportmatic transmission.
Advanced technology at your command

Sportage connects you to life-enriching conveniences of modern driving, including communication, data, and entertainment. All this intuitive technology is efficiently organized and designed to make sure you are connected and informed, enhancing your confidence while driving and helping to keep you focused on the road.

A wiser state of mind

The driver’s state of mind was essential in the development of Kia Drive Wise — a suite of available driver-assistance technologies.* Its features are intended to keep you alert, calm, and aware of surrounding traffic, and intervene if necessary to help you avoid collisions.

1. SX TURBO SHOWN Images #1 –3: EX SHOWN5, 7, 9, 10, 11, 12, 13, 14, 15, * See Features pages for availability and endnotes. Not all optional features are available on all trims.
2. Simulated screens shown. Images #6 -12 shown for illustration only.

ADVANCED TECHNOLOGY

1. UVO — SHORT FOR “YOUR VOICE”†† The available UVO Infotainment System provides you with an easy, hands-free way to integrate a compatible smartphone with your ‘Sportage. UVO’ can keep track of your vehicle’s parking location with Parking Minder, monitor your vehicle’s driving habits, access S11 Connect or Enhanced Roadside Assist, and check maintenance requirements with Vehicle Diagnostics on the large touch screen. Additionally, there are no subscription fees for the first 10 years to access all of these benefits.

2. APPLE CarPlay®††† 3. ANDROID AUTO™††† Apple CarPlay and Android Auto let you take full advantage of the available UVO Infotainment System by simply connecting your compatible smartphone with a USB cable. You can then use it to navigate to your destination, make phone calls, and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

4. UVO eSERVICES APP† An available free app, downloaded at the App Store® or Google Play™ Store, lets you use a compatible smartphone to access UVO features. Or use a computer to access UVO through myUVO.com.

5. PUSH-BUTTON START WITH SMART KEY® For everyday driving convenience, you can start or stop the engine with the push of a button, and open a locked door with the available Smart Key remote—even when you have it in your pocket or purse.

6. SMART WELCOME WITH POWER-FOLDING MIRRORS When you approach your Sportage and it detects the presence of the available Smart Key remote, the available Smart Welcome system unfolds the power-folding mirrors and turns on the interior and door-handle lights.

7. AUTONOMOUS EMERGENCY BRAKING® This available system is designed to monitor vehicles and pedestrians traveling ahead of you. If the system determines a crash might be imminent, it works to automatically apply the brakes, helping to avoid a collision or mitigate the effects if it cannot be avoided.

8. FRONT & REAR PARK ASSIST® An available sonar-sensor system is concealed in both the front and rear bumpers. When parking, an audible warning is given if the system detects certain objects close to your vehicle.

9. LANE DEPARTURE WARNING® This available system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, it helps alert you with a combination of audible and visual warnings.

10. REAR CROSS-TRAFFIC ALERT® This available feature helps warn the driver of cross traffic while the vehicle is in reverse by automatically activating a sequence of audible and visual alerts to help reduce the likelihood of a collision.

11. DYNAMIC BENDING LIGHT & HIGH-BEAM ASSIST® SX Turbo’s Bi-Xenon HID headlights include Dynamic Bending Light, which pivots the headlights to follow curves in the road. Available High-Beam Assist automatically dims the lights for oncoming traffic or engages the high beams when the road is clear.

12. BLIND-SPOT DETECTION WITH LANE-CHANGE ASSIST® An available radar system helps detect vehicles in the driver’s blind spot and then provides audio and visual alerts. Lane–Change Assist helps detect vehicles in adjacent lanes approaching from behind.

* See Features pages for availability and endnotes. Not all optional features are available on all trims. Simulated screens shown. Images #1–12 shown for illustration only.
Excitement is standard

Sportage provides you with a superb combination of impressive performance, agile and responsive handling, and a smooth, quiet ride. The result is a compact crossover that lets you enjoy the drive while staying in command.

OUTSTANDING PERFORMANCE

A 181-horsepower 2.4L Gasoline Direct Injection (GDI) engine and the available 240-horsepower turbocharged 2.0L GDI engine† (FWD) both deliver inspiring performance and strong acceleration.

PRECISE HANDLING

Sportage SX Turbo features larger front brakes and a sport-tuned suspension that provides you with crisp handling, outstanding responsiveness, and a smooth ride.

DRIVE MODE SELECT SYSTEM

Drive Mode selectable electronic steering and powertrain control allows you to choose between Normal, Eco, or Sport settings.

FULLY ACTIVE ALL-WHEEL DRIVE*

Available Dynamax™ fully active all-wheel drive uses electronic sensors to monitor road conditions, and then, for enhanced traction and control, distributes power to the appropriate wheels.

ENGINEERED FOR A QUIET RIDE

Sportage is engineered to reward you with a quiet ride. Sleek aerodynamics reduce wind noise, while sound-absorbing insulation further helps to reduce, block, and absorb unwanted sound.

ISO-STRUCTURE™ CONSTRUCTION

Sportage has a uniquely engineered body that combines various high-tensile strength steel alloys. This body structure helps provide crash protection, improves driving dynamics, and lays the foundation for a quieter ride.

† See Features pages for availability and to evaluate that all optional features are available on all trims.
†† Turbo hp (FWD/AWD) = 240/237. Iso-Structure image shown for illustration only.
Dedicated to making safety a top priority

Kia’s technologically advanced systems are engineered to give you greater confidence on the road and help you maintain control, even in harsh road conditions and some emergency situations! In addition, these systems are designed to function automatically, freeing you to focus on safe driving.

HILL-START ASSIST CONTROL (HAC)
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.

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

VEHICLE STABILITY MANAGEMENT (VSM)
For additional steering-direction-control capability, the VSM system is designed to intervene in appropriate situations to help the driver regain control of the vehicle.

ACTIVE SAFETY

TORQUE VECTORING
CORNER CONTROL (TVCC)*

All-wheel-drive models feature TVCC, which can apply braking force to the rear inside-corner wheel for increased cornering stability and control.

ACTIVE SAFETY

ELECTRONIC STABILITY CONTROL (ESC)
ESC provides improved directional stability to help maintain better control in difficult driving situations. During emergency maneuvers, it works to control the engine and brakes to help keep your Sportage on course.

ANTI-LOCK BRAKING SYSTEM (ABS)
ABS is the foundation of an active safety system and can help contribute to driver confidence. The system helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.

TRACTION CONTROL SYSTEM (TCS)
When TCS senses wheelspin during acceleration, it is designed to use a combination of both engine power and brake force to help transfer power to the wheel that has more traction.

BRAKE ASSIST SYSTEM (BAS)
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it applies full braking force, which can help shorten your overall stopping distance.

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

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CORNER CONTROL (TVCC)*

All-wheel-drive models feature TVCC, which can apply braking force to the rear inside-corner wheel for increased cornering stability and control.

*No system can make you immune to the risk of accident, including your role in avoiding accidents. Always drive responsibly. Turn features pages for availability, images shown for illustration only.
Well protected

At Kia, the process of improving all aspects of safety is relentless. Continuous engineering advances and breakthroughs in material design have led to Sportage’s especially strong body construction, strategically placed airbags, and advanced sensors, all of which help to increase your peace of mind.

**PASSIVE SAFETY**

**ADVANCED AIRBAG SYSTEM**
An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.

**AIRBAG & SEAT-BELT SENSORS**
This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat-belt use, and then helps control airbag inflation accordingly.

**FRONT SEAT-BELT PRETENSIONERS**
Pretensioners are designed to tighten the front seat belts in the event of certain collisions. This can help to reduce the likelihood of injury.

**HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS**
The front height-adjustable seat-belt anchors allow the driver’s and front passenger’s seat belts to be raised and lowered for a proper fit, helping ensure effective operation.

**FRONT & REAR CRUMPLE ZONES**
Both front and rear crumple zones are engineered to help absorb and disperse impact energy, helping to preserve the basic structural integrity of the passenger compartment in certain collisions.

**SIDE-IMPACT DOOR BEAMS**
All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The body’s support pillars are reinforced to help strengthen the body of the vehicle.
Discover world-class quality

Kia is committed to producing exceptional vehicles with superb quality and reliability to suit most every driving need. From compact to crossover, Kia delivers an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems.

COMMITMENT TO AMERICA

Kia Motors has invested over $1.4 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant has produced over two million vehicles since 2009. The Sorento crossover and certain Optima midsize sedans are currently being assembled at this plant. Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 15,000 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.

COMPELLING DESIGN

Under the direction of President and Chief Design Officer Peter Schreyer, Kia vehicles have captured worldwide attention for their interior and exterior styling. The passionate collaboration of Kia’s designers has created a look that makes every model as bold as it is distinctive.

INDUSTRY-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 gives Kia the confidence to back every model with an industry-leading warranty program.

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

KIA MOTORS AMERICA

†Kia Sorento and Optima GDI (EX, SX, and certain LX trim only) are assembled in the United States from U.S. and foreign parts.
2, 3, 17, 18 See Features pages for endnotes.

KIA NOVO CONCEPT VEHICLE SHOWN (not available for sale).

COLORS

**INTERIOR COMBINATIONS ARE INDICATED BY:**

BK = BLACK
G = GRAY
B = BEIGE

**PM** = PEARL METALLIC PAINT,
**M** = METALLIC PAINT,
**P** = PEARL PAINT

**LX = LOWEST TRIM LEVEL**
**EX = MIDLEVEL TRIM LEVEL**
**SX = TOP TRIM LEVEL**

**CLEAR WHITE**
- LX: BK/G

**SUNSET WHITE PEARL (PM)**
- LX: BK/G/B
- SX: BK/G/B

**SUNSET SILVER (M)**
- LX: BK/G/B
- SX: BK/G/B

**MINERAL SILVER (M)**
- LX: BK/G
- SX: BK/G/B

**HYPER RED (M)**
- LX: BK/G
- SX: BK/G

**BLACK CHERRY (P)**
- LX: BK/G
- SX: BK/G/B

**SPARKLING SILVER (M)**
- LX: BK/G
- SX: BK/G

**SNOW WHITE PEARL (PM)**
- EX: BK/G
- SX: BK/G/B

**FABRIC TREATMENT**

**GRAY LEATHER**

**BLACK LEATHER**

**GRAY CLOTH W/YES ESSENTIALS®3 FABRIC TREATMENT**

**BLACK CLOTH W/YES ESSENTIALS®3 FABRIC TREATMENT**

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OFFICIAL AUTOMOTIVE PARTNER OF THE LPGA

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2, 3, 17, 18 See Features pages for endnotes.
**PACKAGES**

**LX POPULAR PACKAGE**

- Dual X-Ray Restraint System
- Heated Front Seats
- Dual Tone, Automatic Temperature Control
- Root Rails
- Solar Glass (Not Showing)
- 10-Way Power-Adjustable Driver’s Seat with Lumbar Support
- Dual-Lighted Visor
- Vanity Mirrors
- Windshield Wiper De-Icer
- Windshield Wiper De-Icer
- UVO link5 Infotainment System with 7” Touch Screen, Apple CarPlay™ & Android Auto™

**EX PREMIUM PACKAGE**

- Panoramic Sunroof
- Heated Steering Wheel
- Panoramic Sunroof
- Auto-Dimming Rearview Mirror w/ HomeLink®
- Heated Rear Outboard Seats (AWD Only)
- LED Interior Lighting

**EX TECHNOLOGY PACKAGE/EX AWD TECHNOLOGY PACKAGE**

- 8-Way Power-Adjustable Front Passenger Seat
- Heated Rear Outboard Seats (AWD Only)
- Rear Cross-Traffic Alert
- Autonomous Emergency Braking
- Lane Departure Warning System
- Autonomous Emergency Braking
- Lane Departure Warning System
- Front & Rear Park Assist System
- High Beam Assist
- Blind-Spot Detection
- Rear Cross-Traffic Alert
- Lane Departure Warning System
- Autonomous Emergency Braking
- Lane Departure Warning System
- Autonomous Emergency Braking
- Front & Rear Park Assist System
- High Beam Assist

5, 7, 8, 16-18 See features pages for details. *Standard on AWD" Simulated screens shown. Images shown for illustration only.
FEATURES

MECHANICAL & EXTERIOR
2.4L Gasoline Direct Injection 4-cylinder engine
181 horsepower @ 5,000 rpm
175 lb.-ft. torque @ 4,000 rpm
5-speed Sportsmatic transmission
Optional Dynamax®1 fully active all-wheel drive
17" tires w/alloy wheels
Power outside mirrors
Clear-lens projection headlights
LED-daytime running lights
Chrome window trim & body, outer door handles
Privacy glass (rear windows & liftgate glass)
Acoustic glass (front windshield)
Rear spoiler

INTERIOR & CONVENIENCE
Rear spoiler
Bluetooth® wireless technology2
8" UVO® Link3 Infotainment System w/7" touch screen,
Apple CarPlay®4 & Android Auto®5
Blind-Spot Detection w/Lane-Cross Assist®6

SEATING & TRIM
Cloth seat trim w/YES Essentials® fabric treatment
30/40-split folding rear seats
Rear center armrest with cup holders
Soft-touch materials

RESTRAINT & SAFETY SYSTEMS®
Dual front advanced airbags
Dual front-seat-mounted side airbags
Full-length side curtain airbags
Front & rear seat belt pretensioners
Height-adjustable front seat-belt anchors
Anti-lock Braking System (ABS)
Electronic Stability Control (ESC)
Traction Control System (TCS)

INTERIOR & CONVENIENCE
USB 2.0™ Infotainment System w/7" touch screen,
Apple CarPlay®4 & Android Auto®5
Blind-Spot Detection w/Lane-Cross Assist®6

MECHANICAL & EXTERIOR
2.0L Turbo Gasoline Direct Injection 4-cylinder engine
240 horsepower @ 6,000 rpm
260 lb.-ft. torque @ 1,500-3,500 rpm
Optional Dynamax®1 fully active all-wheel drive
Sport-tuned suspension
Panoramic sunroof with sunshade
Bi-Xenon HD headlights w/Dynamic Blending Light
High Beam Assist
Front LED headlights w/ultrasonic & satellite rear
LED combination taillights
Front & rear metal-style accent plates
Satin finish side rails
Satin window trim & door handles
Gloss-black whips/mast trim front grille
Dual exhaust

SEATING & TRIM
Leather seat trim
Heated front seats
10-way power-adjustable driver's seat w/ultra-boy support
Leather-upholstered steering wheel & gear shift knob
Black Stealth accent

ENDNOTES
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