

The Power to Surprise

## There's more to Kia than you may think...

Established in 1946, Kia is Korea's oldest car maker. Kia Motors Corporation is one of the top 5 automotive groups in the world. In the Interbrand ranking 2012, Kia was ranked 87<sup>th</sup> out of the World's top 100 brands. Kia have a network of over 170 dealerships in the UK. In June 2013 we reached a significant milestone having sold half a million cars since we launched in the UK in 1991.

With contemporary styling, access to the latest technologies and an excellent build quality, Kia cars are turning heads the world over. From the 3 or 5-door Picanto and Rio models to the 7-seat new Sorento SUV, Kia offers a full line-up of passenger cars including the stunning new pro\_cee'd 3-door coupé, the highly practical Carens 7-seat MPV and multi-award-winning Sportage crossover. There's something special about the Kia range – it's the focus on the detail, the passion and enthusiasm put into every model by our design team headed by Peter Schreyer, who previously designed the original Audi TT.

The new pro\_cee'd is built at our state-of-the-art, dedicated European factory in Zilina, Slovakia which in May 2011 built its one millionth engine and boasts several environmental certificates in recognition of its strong eco-credentials.





Discover more about the sensational new Kia pro\_cee'd, configure your preferred model or locate your nearest Kia dealer by logging onto the iBrochure. Simply scan the Quick Response code alongside with your smartphone or log onto **www.kia.co.uk/ibrochure/proceed** to review it. (The iBrochure works with iPads too!)

THE NEW KIA PRO\_CEE'D

# Confidence now comes as standard

The Kia pro\_cee'd is covered by our pioneering 7 year vehicle warranty consisting of 3 year/unlimited mileage and 4-7 year/100,000 manufacturer's warranty including a 12 year/unlimited mileage anti-perforation warranty.



















## >>> Uncompromised safety credentials

At the crash test laboratories of Kia Motors' Namyang Research and Development Centre, we undertake rigorous testing for a wide range of motor accident scenarios. From the early phase of development, we create computer simulations to predict a vehicle's safety and around 100 crash tests of the actual vehicle are performed prior to launch. Your safety is our top priority. The new pro\_cee'd range has been no exception to this robust testing process.

Six airbags - the new pro\_cee'd range is fitted with six airbags as standard: driver, front passenger, front side and curtain airbags which help minimise the risk of injury in the event of a collision.

Vehicle Stability Management (VSM) - helps minimise the driver's over or under-steering in adverse driving conditions.

Brake Assist System (BAS) – detects emergency braking depending on how quickly you step on the brake pedal. It instantly applies full braking force which helps shorten the overall braking distance.

Emergency Stop Signalling (ESC) – this feature causes the brake lights to flash simultaneously in the event of the vehicle braking sharply, helping to avoid collisions by warning following traffic.

The pro\_cee'd is fitted with all-round 3-point seatbelts, whilst ISOFIX child seat top tethers and anchor fixings are fitted as standard in the rear to protect younger passengers.

#### 1.Electronic Stability Control (ESC)

ESC applies the correct amount of brake pressure to each individual wheel when the system senses a loss of grip. It also reduces engine power to help you maintain control and bring your car back on course.

#### 2. Hill-start Assist Control (HAC)

By maintaining brakeforce until you accelerate, HAC prevents the vehicle from rolling backwards when starting on a steep hill.

#### 3. Six Airbags

For all-encompassing passenger safety, the new pro\_cee'd is equipped with six airbags — driver, passenger, front side and curtain airbags — that help minimise the risk of serious injury in the event of a collision.







## >>> Superior power and performance

The new pro\_cee'd 'S' and 'SE' feature a choice of two state-of-the-art engines. The highly efficient 1.6 litre Gasoline Direct injection (GDi) 133bhp petrol manual model comes with Intelligent Stop and Go (ISG) technology. Alternatively, you may prefer the 1.6 litre diesel (CRDi) 126bhp ISG with manual transmission which boasts  $CO_2$  emissions from just 100g/km (with excellent environmental credentials and it helps save you money too). The 'SE'1.6 litre GDi model is the first pro\_cee'd to boast the option of an automatic Dual Clutch Transmission (DCT) which offers the convenience of an automatic with the efficiency of a typical manual gearbox.

All manual pro\_cee'd 'S' and 'SE' models feature Intelligent Stop and Go\* (ISG) technology which can save up to 12% more fuel and reduces CO<sub>2</sub> emissions simply by stopping the engine when the car is stationary. When you stop, select neutral and remove your foot from the clutch and the engine switches off automatically. When you are ready to go again, simply press the clutch and the engine re-starts instantly. All elements work together to create what we call 'EcoDynamics' – clever stuff!

The 'GT' and 'GT Tech' models are powered by a brand new high-performance version of Kia's 1.6 litre T-GDi (Turbocharged Gasoline Direct Injection) petrol engine designed to add even more excitement to your driving experience. The addition of the exhaust-driven turbocharger has a remarkable effect raising power output by 51% to 201bhp at 6,000rpm and torque by an impressive 61% to 265Nm.

The 0-60mph acceleration time is just 7.4 seconds and performance benefits from the integration of the twin-scroll turbocharger into the exhaust manifold, a design which improves responsiveness - eliminating the 'turbo lag' between the driver pressing the accelerator and the turbocharger building up boost pressure, whilst simultaneously improving fuel flow and reducing heat losses for maximum efficiency.

The GT's lower, larger air intake supplies additional cooling to the high performance turbocharged engine. Maximum torque is available from 1,750 to 4,500rpm which constitutes a significant boost in in-gear acceleration times achieving a combined fuel consumption of 38.2mpg. The powerful 'GT' engine is paired with enhanced tuning to the suspension (with rear multi-link) independent suspension which brings inherent advantages for ride and handling and is a major contributor to the GT's fun and exhilarating drive.

**CCO**Dynamics

\*ISG does not operate in circumstances where there is risk of excessive strain on the vehicle's battery. These include cold weather conditions and where the engine temperature of the vehicle is not sufficient. Please consult your Kia dealer or the owners' handbook for further information.







#### pro\_cee'd 'S'





16-inch 5x2 spoke alloy wheels

'S' 1.6 GDi 133bhp 6-speed manual ISG (124 q/km)



'S' 1.6 CRDi 126bhp 6-speed manual ISG (100 g/km)



#### pro\_cee'd 'SE'





17-inch 5x2 spoke alloy wheels

'SE' 1.6 GDi 133bhp 6-speed manual ISG (137 g/km)



'SE' 1.6 GDi 133bhp 6-speed auto DCT (140 g/km)

'SE' 1.6 CRDi 126bhp 6-speed manual ISG (112 g/km)



#### pro\_cee'd 'GT'





18-inch alloy wheels with graphite finish

'GT' 1.6 T-GDi 201bhp 6-speed manual (171 g/km)

#### pro\_cee'd 'GT TECH'





18-inch alloy wheels with graphite finish

'GT Tech' 1.6 T-GDi 201bhp 6-speed manual (171 g/km)

#### **PAINT COLOURS**

#### 'S' GRADE STANDARD FEATURES INCLUDE

- 16" Alloy Wheels
- Bluetooth® with Voice Recognition & Music Streaming\*
- USB & AUX Ports
- LED Daytime Running Lights
- · Cornering Lights
- Automatic Headlight Control
- Reversing Sensors

- · Cruise Control and Speed Limiter
- · Electrically Folding, Adjustable & Heated Door Mirrors
- · Leather Steering Wheel, Gearshift & Handbrake
- Privacy Glass
- · Black Headlining
- · Flex Steer

Arctic White (solid)

Phantom Black (metallic)

Silver Storm (metallic)

Infra Red (metallic)

#### 'SE' GRADE ADDS (OVER 'S')

- 17" Alloy Wheels
- 7" Touchscreen Satellite Navigation with European Mapping
- · Reversing Camera System
- Engine Start/Stop Button with Smart Entry System
- · Dual Automatic Air Conditioning with Ioniser

- · Power Lumbar Support
- Exterior Door Handle Illumination
- Rain Sensing Front Wipers
- · Auto-dimming Rear-view Mirror
- · Stainless Steel Pedals and Door Scuffs

Arctic White (solid)

Phantom Black (metallic)

Silver Storm (metallic)

Infra Red (metallic)

Techno Orange (metallic)

#### 'GT' STANDARD FEATURES INCLUDE

- · 18" Alloy Wheels
- Recaro® Front Seats & Part Leather\*\*/
  Part Faux Suede Upholstery
- Dual Exhaust
- · 'Ice Cube' LED Daytime Running Lights
- · Automatic Headlight Control
- · Electrically Folding, Adjustable & Heated Door Mirrors
- Speed & Multifunction LCD Full Colour Display with GT Performance Mode
- Bluetooth® with Voice Recognition & Music Streaming
- Reversing Sensors
- Privacy Glass
- · Black Headlining
- · Cruise Control and Speed Limiter
- · Tyre Pressure Monitoring System

Track Red (solid)

Fusion White (metallic)

Phantom Black (metallic)

#### 'GT TECH' ADDS (OVER 'GT')

- 7" Touchscreen Satellite Navigation System with European Mapping
- Reversing Camera System
- Engine Start/Stop Button with Smart Entry System
- Xenon Adaptive Front Lighting System with Automatic Levelling
- · Dual Automatic Air Conditioning with Ioniser

- · Heated Steering Wheel
- · Heated Front Seats
- · Auto-dimming Rear-view Mirror
- · Rain Sensing Front Wipers
- · Automatic Defog System
- Exterior Door Handle Illumination

Track Red (solid)

Fusion White (metallic)

Phantom Black (metallic)

#### >> Attention to detail

- Fintail door handle and grip: Striking design meets stylish functionality.
- Electrically folding, adjustable
   & heated door mirrors with LED indicators and kerbside lights:
   The electrically folding mirrors and kerbside lights make it easier and safer to get into and out of the car.
- Luxurious heated steering wheel ('GT Tech'): Perfect for cold starts.
- Cooling glovebox with door damper and illumination:

Spacious and ventilated to keep items cool.

5. Bluetooth® with voice recognition and music streaming:

This is a sophisticated communication and safety feature – use it to make calls or even play music wirelessly.

Paddle shifts ('SE' auto DCT model only):

Change gears seamlessly without taking your hands off the wheel.

7. Reversing sensors:

These sensors help minimise the collision risks involved when parking or manoeuvring.

8. Dual automatic air conditioning with ioniser ('SE' and 'GT Tech'):

Both the driver and front passenger can control the automatic air conditioning system independently to suit their preferred temperature preference.

Kia's innovative Flex Steer feature ('S' and 'SE'):

Simply select 'comfort' to make light work of city driving, 'normal' for regular driving or 'sport' mode for even more responsive steering ideal for motorways or when driving on narrow country lanes.

10. Stylish stainless steel pedals and door scuff plates ('SE' upwards):

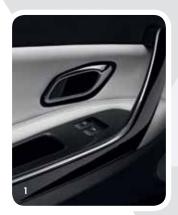
The aluminium door scuff plates help keep your new pro\_cee'd in pristine condition.

 Speed & Multifunction LCD full colour display with GT performance mode ('GT' and 'GT Tech'):

This speed and multifunction LCD full colour display features a unique GT performance mode. It provides digital information about the car's speed, engine torque, turbo boost pressure, engine coolant and trip information for an enhanced driving experience.

12. Engine start/stop button with smart entry system ('SE' and 'GT Tech'):

The door mirrors unfold as you approach and the smart key unlocks the door the moment you touch the button on the handle so you never have to worry about searching for keys. The engine roars into life with one touch of the engine start/stop button.

























#### >> Attention to detail

 7" Touchscreen satellite navigation with European mapping & traffic messaging channel ('SE' and 'GT Tech'):

Integrated into the sat nav screen this has multiple features including full UK postcode recognition, a traffic management channel and detour routes.

#### 14. Kerbside Lights:

The LED kerbside lights under each door mirror provides lighting when getting into or out of the car whilst alerting other drivers to your presence.

#### 15. Xenon adaptive front lighting system with automatic levelling and headlight washers ('GT Tech'):

The adaptive xenon headlights provide enhanced visibility at night. Controlled via the steering wheel and vehicle speed, the system actively lights the curves in the road ahead to enhance vision at night. The headlight washers remove road debris especially useful during bad weather conditions.

## 16. Ambient lighting – front centre console tray illumination:

LED lighting emits a subtle red glow to create a warm ambience inside the cabin and illuminate stored items and the connectivity ports.

## GT exterior styling features ('GT' and 'GT Tech'):

- 17. Red brake calipers add increased profile
- 18. Graphite chrome surround with black high gloss mesh grille
- 19. Black lower grille with red trim
- 20. Side sill mouldings
- 21. Dual exhaust pipes complete the sporty look
- 22. Black high-gloss front and rear fog light housing and rear number plate surround

## GT interior styling pack features ('GT' and 'GT Tech'):

- 23. Recaro® front seats & part leather/part faux suede upholstery
- 24. Red stitching steering wheel, gear shift, black door centre trim & seats
- 25. Leather steering wheel with perforated inserts & overstitched GT logo
- 26. Leather trimmed sports gear shift
- 27. Black centre fascia, black high gloss console tray garnish, air vent surrounds & door trim

































## ENVIRONMENTAL CREDENTIALS

The new pro\_cee'd is built alongside the rest of the cee'd range at our state-of-the-art, dedicated European factory in Slovakia which in May 2011 built its one millionth engine. Kia was the first manufacturer in the world to establish a dedicated environmental research and development centre, at Mabuk, to the south-east of the Korean capital, Seoul which was involved in the design and development of the Slovakian plant.



The plant has been awarded the International Certificate of Environmental Management, (or ISO 14001), recognising the detailed work put into creating an energy-efficient factory and Germanbased TÜV presented Kia with DFE (Design for Environment) and LCA (Life Cycle Assessment) environment certificates after rigorous inspection of our design and manufacturing operations.

New approaches and technology are used wherever possible to reduce the environmental impact of the factory and the search for cleaner and more efficient processes is on-going. For example, bore holes are regularly drilled to ensure no oils or pollutants make their way into the ground, while laboratories test the waste products.

The plant uses pioneering testing facilities at every stage of production. For example, panel quality in the press shop is controlled by a unique inspection system which can recognise and evaluate in less than one millisecond defects according to predetermined quality tolerance levels. All cars are checked as they come off the

line to make sure electrical systems and mechanical parts are working. This is followed by a drive around the factory's test track to ensure there are no squeaks or rattles

The assembly shop uses revolutionary technology for improving air quality. The basic principle is that all vapours and gases are exhausted through the building's floor rather than through the roof. This new under-floor extraction system stops harmful gases from circulating at higher levels where they could be inhaled by assembly line workers or vented to the outside.

A Regenerative Thermal Oxidizer (RTO) process is used to eliminate odour and hydrocarbons in the paint drying facility. The RTO is also highly efficient in terms of energy conservation, greatly contributing to reductions in greenhouse gas emissions and energy consumption.

## COMPLETE PEACE-OF-MIND

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our pioneering 7 year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your Kia pro\_cee'd, the new owner will benefit from the remainder of the warranty provided the car is regularly maintained in accordance with the servicing schedule.

#### 7 year vehicle warranty

Every Kia pro\_cee'd benefits from our pioneering 7 year/100,000 mile vehicle warranty\*.

#### 5 uear paint warrantu

High quality body paint ensures long-lasting protection and shine for your new Kia pro\_cee'd which is covered by our 5 year/100,000 mile paint warranty\*.

#### 12 year anti perforation warrantu

Your new Kia pro\_cee'd comes with superior corrosion protection and a 12 year/unlimited mileage warranty against rust from the inside out\*\*.

#### Financing

Your local Kia dealer is your partner in establishing a financing plan that's best suited to your needs.

Ask for details

\*For full warranty coverage including terms and exclusions please contact your Kia dealer.

\*\*Annual bodywork inspection required for which a charge may apply.

The official fuel consumption figures in mpg (I/100 km) for the Kia pro\_cee'd range are between Urban: 29.1 (9.7) – 67.4 (3.2), Extra–Urban: 46.3 (6.1) – 78.5 (3.6), Combined: 38.2 (7.4) – 74.3 (3.8). The official  $CO_2$  emissions for the Kia pro\_cee'd range are between 171–100g/km. The official fuel consumption figures in mpg (I/100 km) for the Kia range of vehicles are between Urban: 26.6 (10.6) – 80.7 (3.5), Extra–Urban: 41.5 (6.8) – 94.2 (3.0) and Combined: 34.4 (8.2) – 88.3 (3.2). The official  $CO_2$  emissions for the Kia range of vehicles are between 195–85g/km.

Fuel consumption figures are derived from testing in accordance with EU standard test procedures and regulations. These official figures are for comparative purposes only and may not reflect 'real world' fuel consumption. The figures do not constitute a guarantee or offer from Kia Motors. For more information visit http://www.dft.gov.uk/vca/fcb/the-fuel-consumption-testing-scheme.asp



The Kia warranty covers your pro\_cee'd for 7 years.



Log onto www.kia.co.uk for all the latest information.



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PRO GT 07.13 UK











