



The Power to Surprise

The Kia pro_cee'd range

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 2013, Kia was ranked 83rd out of the World's top 100 brands. Kia have a network of over 170 dealerships in the UK. In 2013 we reached a significant milestone having sold half a million cars in the UK since we launched in 1991.

With contemporary styling, access to the latest technologies and 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 Sorento SUV, Kia offers a full line-up of passenger cars including the stunning 3-door pro_ceed 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 pro_ceed is built at our state-of-the-art, dedicated European factory in Zilina, Slovakia which in 2011 built its one millionth engine and boasts several environmental certificates in recognition of its strong eco-credentials.



Discover more about the sensational Kia pro_ceed, 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 KIA PRO_CEE'D

Confidence now comes as standard

The Kia pro_ceed 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.





» Design that speaks for itself


The pro_ceed range comprises six stunning models – the special edition 'VR7', 'S', 'SE', the new 'SE Tech', 'GT' and the range-topping 'GT Tech' – an impressive combination of head-turning design, style, innovative technology and superb features. Identical in length (4,310mm), width (1,780mm) and wheelbase (2,650mm) as its popular 5-door hatchback sibling, the pro_ceed boasts bags of room due to its ingenious design. Both sections of the 60:40 split-folding rear seats fold down to allow up to 1,225 litres of luggage on board.

pro_ceed 'SE Tech'

The pro_ceed 'VR7', 'S', 'SE' and new 'SE Tech' are the perfect blend of design and craftsmanship – notice the imposing graphite chrome grille surround with black high gloss mesh connected to the headlights with chrome extensions. 'S' upwards feature full chrome window surrounds which emphasise the sloping beltline and narrow glasshouse. The pronounced V-shaped front is enhanced by striking LED daytime running and cornering lights which provide greater illumination of kerbs and roadside obstructions. The convenience of electrically folding, adjustable and heated door mirrors with LED indicators and stylish privacy glass further enhance the exterior appeal of these models. These models also feature stylish LED kerbside lights under each door mirror which provides lighting when getting into or out of the car whilst alerting other drivers to your presence.

The GT's unique front-end treatment introduces a lower, broader bumper and air dam and a wide central lower air intake which supplies additional cooling air to the high-performance turbocharged engine, underscored by a striking red trim line which emphasises the wide and sporty track. This is flanked on either side by high-gloss black inserts housing the GT's unique 'Ice-Cube' LED daytime running lights and fog lights. The high-gloss theme continues on the striking graphite chrome 'Tiger's nose' radiator grille.

The 'GT Tech' features adaptive xenon headlights which turn based on the steering wheel input and provide enhanced visibility at night whilst the headlight washers remove road debris from the headlights which is especially useful in bad weather conditions. The already sporty side profile has an even greater sense of purpose thanks to the bold side sill mouldings and stylish 18" alloy wheels with red brake calipers which demonstrate the GT's on-road presence.



pro_ceed GT





At Kia we are proud to have teamed up with independent review company Reevoo to create a forum where owners can write reviews about their new Kia. More than 10,000 Kia owners have already left a review so log onto www.kia.co.uk/reviews to find out more.

Thanks to our customers the Kia range now has over **10,000** reviews!

9.0
out of 10

Read 106 pro_ceed reviews
reevoo

91 customers rated the pro_ceed 9.0 out of 10. Read more at kia.co.uk/reviews. Scores accurate as of 10.03.14



Image shown is a pro_cee'd 'GT Tech'



»» The epitome of comfort

The pro_ceed features the highest quality materials and is ergonomically designed to offer the ultimate in comfort for an exhilarating yet relaxed driving experience. Soft-touch materials are used throughout the cabin creating a stylish yet contemporary feel. The pro_ceed boasts a myriad of superb standard features including a tilt and telescopic steering wheel adjustment and a driver's seat height adjuster which on the 'SE' upwards has a front passenger seat adjuster and power lumbar support too.

The new 'SE Tech' boasts the luxury of heated front seats designed to provide optimum driver and front passenger comfort even on cold days. For maximum driver comfort, it also features a heated steering wheel. Flooding the cabin with light, the new 'SE Tech' boasts an electric sunroof with tilting and sliding function and automatic electric roller blind amongst its standard specification. The sunroof can be screened via the one-touch electric roller blind which blocks the sun if required. Alternatively, slide the sunroof open to fill the cabin with fresh air.

To ensure passenger comfort, air conditioning is a standard feature whilst the 'SE', 'SE Tech' and 'GT Tech' feature dual automatic air conditioning with an ioniser which offers independent temperature control for the driver and front passenger to suit individual preferences and the ioniser automatically eliminates interior odours for a healthier and pleasant environment.

The new 'SE Tech' model features luxurious black leather upholstery with contrast mesh inserts amongst its standard features. The 'GT' models offer unique 'GT' interior styling features which enhance the comfort and sporty feel of the cabin. The driver and front passenger will enjoy the 'body hugging' part leather*/part Dinamica® microfibre upholstery and Recaro® sports seats which offer maximum comfort and driving pleasure.

As well as being uncompromisingly sporty these seats fit ergonomically to the contours of the occupants' body whilst prominent side bolsters offer enhanced side support. They feature both Recaro® and 'GT' logos with striking red contrast stitching on the seats, steering wheel, gearshift and door trims which enhances the cabin's distinctive and sporty look.

The leather steering wheel features perforated grip areas and an overstitched 'GT' logo. To complement the other 'GT' interior styling features, the stunning black centre fascia with black-high gloss air vent surrounds, front console tray garnish and door trim add a premium flourish to the cabin.

* Some parts of the leather upholstery contain faux leather.



Flex Steer ('S', 'SE' and 'SE Tech')



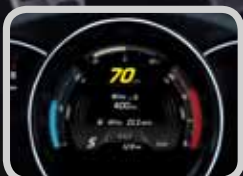
7" Touchscreen Satellite Navigation ('SE', 'SE Tech' and 'GT Tech')



Reversing Camera System ('SE', 'SE Tech' and 'GT Tech')



Speed & Multifunction LCD Full Colour Display with Parallel Park Assist System (PPAS) ('SE Tech')



Speed & Multifunction LCD Full Colour Display with GT Performance Mode ('GT' and 'GT Tech')

» State-of-the-art technology

The pro_cee'd boasts Bluetooth® phone connectivity with voice recognition and music streaming offering wireless connectivity between your smartphone and the sound system so you can play your phone's audio content. A trip computer provides the driver with essential information such as distance to empty, time travelled, average and instant fuel consumption and an average speed indicator. Ideal for motorway driving, 'S' upwards feature cruise control and a speed limiter which allow the driver to better control their speed.

For convenience, all pro_cee'd models feature reversing sensors which help minimise the collision risks involved when parking or manoeuvring whilst the 'SE Tech' boasts 10 parking sensors and a clever Parallel Park Assist System (PPAS) which can help you park more easily via front and rear parking sensors.

'S', 'SE' and 'SE Tech' models all feature flex steer which enables the driver to choose between three steering modes – 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.

All pro_cee'd models have a 6-speaker audio system amongst their standard specification which features a radio and CD player as well as AUX and USB ports for your MP3 music files. The pro_cee'd range also offers DAB radio as an accessory option, switching to DAB radio not only offers a wide choice of stations but also a superior quality reception.



»» All the bells and whistles

Even parking is made simple with the Parallel Park Assist System (PPAS) which is amongst the standard specification on the new 'SE Tech'. The driver controls the system by pressing the button on the centre console and the parking process begins. The system searches for a parallel parking space and once found, calculates the best route to park the vehicle into the space. The steering wheel is operated automatically so all the driver needs to do is shift into the appropriate gear displayed on the LCD display and control the accelerator and brake pedals.

The 'SE Tech' also boasts a digital LCD colour display amongst its standard features. This feature displays the speedometer, speed limiter, Parallel Park Assist System (PPAS), Flex Steer and numerous other vehicle settings controlled by the steering wheel. For convenience, the font size on the speedometer can be enlarged and can also be converted to a full KPH display when driving abroad.

The 'SE', 'SE Tech' and 'GT Tech' feature a 7" touchscreen satellite navigation with European mapping and a traffic messaging channel with handy detour function. It features full UK postcode recognition, motorway junction views, lane guidance, speed limit display and multi-route planning enabling the driver to select from the fastest, shortest or most economical route. These models also feature the convenience of a reversing camera system (integrated into the satellite navigation screen). The display screen features superimposed graphic lines which help to guide you smoothly into a perpendicular parking space.

The 'SE', 'SE Tech' and range-topping 'GT Tech' feature the convenience of an engine start/stop button with smart entry system which makes searching for keys a thing of the past. Simply carry the smart key in your pocket or bag and it will be recognised by the car on your approach. To unlock the door, simply push the button on the door handle - far more convenient when carrying bulky items.





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» 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 up to 100 crash tests of the actual vehicle are performed prior to launch. Your safety is our top priority. The pro_ceed range has been no exception to this robust testing process.

Electronic Stability Control (ESC) and Vehicle Stability Management (VSM) - 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. VSM helps minimise the driver's over or under-steer in adverse weather conditions.

ABS with Electronic Brakeforce Distribution (EBD) - The Brake Assist System (BAS) detects emergency braking depending on how quickly you brake. It instantly applies full braking force which helps shorten the overall braking distance.

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

The pro_ceed range 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.

Tyre Pressure Monitoring System (TPMS) - this is a new feature on the 'SE Tech' and 'GT'. If one or more of the tyres becomes under-inflated the low tyre pressure warning icon illuminates on the driver's instrument display warning the driver. The central dash-mounted display will indicate which tyre is significantly under-inflated by illuminating the corresponding tyre position light.

1. Six Airbags

The pro_ceed range is fitted with six airbags as standard - twin front, front side and curtain airbags.

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. 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



3





>> Intelligent Thinking

Certain 'S', 'SE' and 'SE Tech' models are available with Kia's advanced EcoDynamics technology. This fuel-stretching Intelligent Stop and Go (ISG) technology can help save up to 12% more fuel and reduce your carbon footprint - simply by cutting the vehicle's engine off whenever the car is stationary. When you come to a stop select neutral and remove your foot from the clutch and the engine will switch off automatically. When you are ready to move off again, simply press the clutch and the engine will re-start instantly. All elements work together to create what we call 'EcoDynamics'. Clever stuff!

This means reduced fuel consumption and lower CO₂ emissions - from just 100g/km.

ECO dynamics



*ISG does not operate in circumstances where there is risk of excessive drain 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 owners' handbook for further information.



Superior power and performance

The pro_ceed VR7's petrol variant is available with a punchy yet economical 1.4 litre engine. The pro_ceed 'S' and 'SE' feature a choice of two state-of-the-art 1.6 litre engines. Choose between the highly efficient 1.6 litre Gasoline Direct Injection (GDi) 133 bhp petrol manual or the 1.6 litre CRDi (diesel) 126bhp with manual transmission which boasts outstanding fuel efficiency with CO₂ emissions from just 100g/km. The 'SE' 1.6 litre GDi model is the first pro_ceed 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. The new 'SE Tech' is available in the same 1.6 litre diesel 126bhp engine as its 'S' and 'SE' siblings. All pro_ceed models benefit from 6-speed transmissions.

The 'GT' and 'GT Tech' models are powered by a 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 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.

pro_ceed GT's Turbocharged engine





> Driving Exhilaration

The Nürburgring Nordschleife in Germany is the most demanding road course in Europe. This rising and falling, twisting and turning track in the Eifel mountains is known as the 'Green Hell' (as nicknamed by motor racing legend Jackie Stewart) for the demands it places on cars and drivers – and it's where Kia went to hone the driving dynamics of the pro_ceed 'GT' over 480 laps, or more than 6,000 miles.

The aim was not to set a record time or develop a track special but to ensure the pro_ceed 'GT' would be immensely capable in the hands of keen drivers, while also usable and civil for everyday use. The result is an exhilarating drive in a car with improved dynamic abilities and superior ride comfort. High-performance yet practical so that the pro_ceed really suits your lifestyle.

By using a smaller capacity engine than the majority of comparable hot hatchbacks, Kia has ensured that the pro_ceed 'GT' models are not only quick but also efficient – with official fuel consumption figures of 38.2mpg on the combined cycle whilst CO₂ emissions are 171g/km.

Being built at our state-of-the-art European factory in Slovakia the pro_ceed has been extensively tested across Europe. European driving conditions impose different challenges to those found almost anywhere else. To cope with this, Kia have introduced a comparative rarity in terms of high performance vehicles by introducing a fully independent rear suspension system and a wheelbase that is one of the longest in its class.

Motor Driven Power Steering (MDPS) provides the right degree of assistance and weighting whilst reducing fuel consumption significantly. 'GT' models boast larger alloy wheels and tyres which offer outstanding on-road performance combining high levels of wet and dry grip, stiffer spring and damper rates and a larger anti-roll bar amongst their standard specification.



>> pro_ceed range

WHEELS

ENGINE, TRANSMISSION & CO₂ EMISSIONS

pro_ceed 'VR7'



16" 5 x 2 Spoke Alloy Wheels

'VR7' 1.4 Petrol 98bhp 6-speed manual
(143 g/km)

pro_ceed 'S'



16" 5 x 2 Spoke Alloy Wheels

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

ECO dynamics

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

ECO dynamics

pro_ceed 'SE'



17" 5 x 2 Spoke Alloy Wheels

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

ECO dynamics

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

ECO dynamics

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

pro_ceed 'SE TECH'



17" 5 x 2 Spoke Alloy Wheels

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

ECO dynamics

pro_ceed 'GT'



18" 5 x 2 Spoke Alloy Wheels
with Graphite Finish

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

pro_ceed 'GT TECH'



18" 5 x 2 Spoke Alloy Wheels
with Graphite Finish

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

PAINT COLOURS

PRO_CEE'D 'VR7' STANDARD FEATURES

- 16" Alloy Wheels
- Leather Trimmed Steering Wheel & Gearshift
- Leather Trimmed Handbrake
- Chrome Finish Interior Door Handles
- Front Electric Windows with Auto Up & Down Function
- Reversing Sensors
- USB & AUX Ports
- Bluetooth® with Voice Recognition & Music Streaming
- Steering Wheel Mounted Controls
- Electrically Adjustable & Heated Door Mirrors

- Electronic Stability Control (ESC) & Vehicle Stability Management (VSM)
- Hill-start Assist Control (HAC)

Arctic White (solid)*

Phantom Black (metallic)

Silver Storm (metallic)

Infra Red (metallic)*

Additional colours available from June 2014 onwards:

Track Red (solid)

Fusion White (metallic)

PRO_CEE'D 'S' STANDARD FEATURES ADDS (OVER 'VR7')

- Black Cloth with Contrast 'Mesh' Design & Faux Leather Inserts
- Black Headlining
- Faux Leather Door Centre Trim
- Black High Gloss Centre Fascia, Front Console Tray Garnish & Door Trim
- LED Daytime Running Lights
- Signature LED Rear Tail Lights
- Cornering Lights
- Automatic Headlight Control
- Front Fog Lights
- Cruise Control and Speed Limiter
- Electrically Folding, Adjustable & Heated Door Mirrors with LED Indicators & Kerbside Lights

- Chrome Window Surrounds
- Privacy Glass (Rear Windows and Tailgate)
- Flex Steer

Arctic White (solid)*

Phantom Black (metallic)

Silver Storm (metallic)

Infra Red (metallic)*

Additional colours available from June 2014 onwards:

Track Red (solid)

Fusion White (metallic)

PRO_CEE'D 'SE' ADDS (OVER 'S')

- 17" Alloy Wheels
- 7" Touchscreen Satellite Navigation with European Mapping & Traffic Messaging Channel (TMC)
- Reversing Camera System
- Engine Start/Stop Button with Smart Entry System
- Dual Automatic Air Conditioning with Ioniser
- Rain Sensing Front Wipers
- Power Lumbar Support
- Auto-dimming Rear-view Mirror
- Exterior Door Handle Illumination
- Stainless Steel Pedals and Door Scuffs

Arctic White (solid)*

Phantom Black (metallic)

Silver Storm (metallic)

Infra Red (metallic)*

Techno Orange (metallic)

Additional colours available from June 2014 onwards:

Track Red (solid)

Fusion White (metallic)

PRO_CEE'D 'SE TECH' ADDS (OVER 'SE')

- Electric Sunroof with Tilting & Sliding Function & Automatic Electric Roller Blind
- Black Leather* Seats with Contrast Grey Mesh Inserts
- Heated Front Seats
- Heated Steering Wheel
- Parallel Park Assist System (PPAS)
- Electric Parking Brake
- Speed & Multifunction LCD Full Colour Display
- Tyre Pressure Monitoring System (TPMS)
- Mesh Door Centre Trim
- Centre Console Sliding Armrest

- Premium Centre Console with Sliding Cupholder Cover
- Front Parking Sensors

Arctic White (solid)*

Phantom Black (metallic)

Techno Orange (metallic)

Additional colours available from June 2014 onwards:

Track Red (solid)

Fusion White (metallic)

PRO_CEE'D 'GT' STANDARD FEATURES INCLUDE

- 18" Alloy Wheels with Graphite Finish
- Recaro® Front Seats & Part Leather**/Part Dinamica® Microfiber Upholstery
- Dual Exhaust Pipes
- 'Ice Cube' LED Daytime Running Lights
- Automatic Headlight Control
- Electrically Folding, Adjustable & Heated Door Mirrors
- Power Lumbar Support
- 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 (TPMS)

Track Red (solid)

Fusion White (metallic)

Phantom Black (metallic)

PRO_CEE'D 'GT TECH' ADDS (OVER 'GT')

- 7" Touchscreen Satellite Navigation System with European Mapping & Traffic Messaging Channel (TMC)
- 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
- Rain Sensing Front Wipers
- Heated Steering Wheel
- Heated Front Seats
- Auto-dimming Rear-view Mirror
- Automatic Defog System
- Exterior Door Handle Illumination

Track Red (solid)

Fusion White (metallic)

Phantom Black (metallic)

* Arctic White and Infra Red are available whilst stocks last. 'VR7', 'S', 'SE' and 'SE Tech' will feature two additional colours from June 2014 onwards called Track Red and Fusion White. ** Several models of Bluetooth® enabled phones are available on the market. Kia cannot guarantee compatibility with all phones. ** Some parts of the leather upholstery contain faux leather. Please check the compatibility of your mobile phone via www.kia.co.uk or by trialling your phone at a Kia dealer.

» Attention to detail

- 1. Fintail door handle and grip:**
Striking design meets stylish functionality ('S' grade pictured).
- 2. Electrically folding, adjustable & heated door mirrors with LED indicators and kerbside lights ('S' upwards):**
The electrically folding mirrors and kerbside lights make it easier and safer to get into and out of the car.
- 3. Luxurious heated steering wheel ('SE Tech' and 'GT Tech'):**
Perfect for cold starts.
- 4. 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.
- 6. 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. Parallel Park Assist System (PPAS) – ('SE Tech'):**
This innovative feature uses parking sensors to guide you into a parking space. All the driver needs to do is control the accelerator and brake – there's even no need to keep your hands on the steering wheel.
- 9. Dual automatic air conditioning with ioniser ('SE', 'SE Tech' and 'GT Tech'):**
Both the driver and front passenger can control the automatic air conditioning system independently to suit their preferred temperature preference.

- 10. Kia's innovative Flex Steer feature ('S', 'SE' and 'SE Tech'):**

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.

- 11. Stylish stainless steel pedals and door scuff plates ('SE' upwards):**

The stylish stainless steel pedals (pictured) add to the sporty feel of the cabin and the aluminium door scuff plates help keep your new pro_ceed in pristine condition.

- 12. Speed and Multifunction LCD full colour display ('SE Tech'):**

The digital LCD colour display shows the speedometer, speed limiter, Parallel Park Assist System, Flex Steer as well as numerous other vehicle settings controlled via the steering wheel. The speedometer font can be enlarged if required and can be converted into a full KPH display when driving abroad.

- 13. 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.

- 14. Engine start/stop button with smart entry system ('SE', 'SE Tech' 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 (continued)

15. 7" Touchscreen satellite navigation with European mapping & traffic messaging channel ('SE', 'SE Tech' 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.

16. Kerbside lights ('S' upwards):

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.

17. Xenon adaptive 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.

18. 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.

19. Electric parking brake ('SE Tech'):

No handbrake, just press the electric parking brake switch.

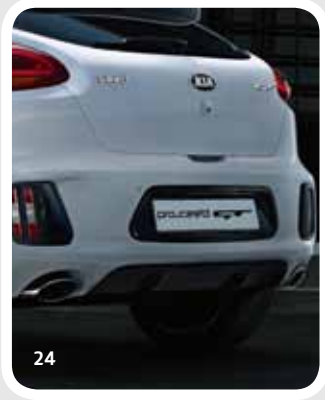
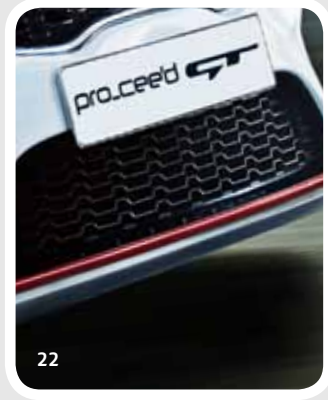
'GT' and 'GT Tech' exterior styling features:

20. Red brake calipers add increased profile
21. Black high gloss mesh grille with graphite chrome surround
22. Black lower grille with red trim
23. Side sill mouldings
24. Dual exhaust pipes complete the sporty look
25. 'Ice Cube' LED daytime running lights

'GT' and 'GT Tech' interior styling features:

26. Recaro® front seats & part leather/part Dinamica® microfiber upholstery
27. Red stitching – steering wheel, gear shift, black door centre trim & seats
28. Leather steering wheel with perforated inserts & overstitched GT logo
29. Leather trimmed sports gear shift
30. Black centre fascia, black high gloss console tray garnish, air vent surrounds & door trim







ENVIRONMENTAL CREDENTIALS

The 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 German-based 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 pre-determined 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_ceed, 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_ceed benefits from our pioneering 7 year/100,000 mile vehicle warranty*.

5 year paint warranty

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

12 year anti perforation warranty

Your Kia pro_ceed comes with superior corrosion protection and a 12 year/unlimited mileage warranty against rust from the inside out**.



Care-3

Fixed-price servicing for your pro_ceed from £329 (including VAT)

For complete peace-of-mind, Kia can offer you a great value fixed-price servicing package for your pro_ceed. Your first **three services are available for an all-in price of £329 or for your first five services, the cost is £609 (including VAT)**. For the pro_ceed 'GT' your first three services are available for an all-in price of £399 or for your first five services, the cost is £749 (including VAT). Please speak to your Kia dealer for more information. Terms and conditions apply. Log onto www.kia.co.uk/care3 for details. Prices quoted correct at time of print (March 2014).

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 (l/100 km) for the Kia pro_ceed range are between Urban: 29.1 (9.7) – 67.3 (4.2), Extra-Urban: 46.3 (6.1) – 78.5 (3.6), Combined: 38.2 (7.4) – 74.3 (3.8). The official CO₂ emissions for the Kia pro_ceed range are between 171–100g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban: 29.1 (9.7) – 80.7 (3.5), Extra-Urban: 46.3 (6.1) – 94.2 (3.0) and Combined: 38.2 (7.4) – 88.3 (3.2). The official CO₂ emissions for the Kia range of vehicles are between 189–85g/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>

CO₂ emissions based on data available at time of print (March 2014).



The Kia warranty covers your pro_ceed for 7 years.



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



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All information and illustrations are based on data available at the time of print (March 2014) and are subject to change without notice. The fuel figures quoted were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC within the currently applicable version). These figures are based on an individual vehicle and do not constitute part of the product offer; they are provided solely for the purposes of comparison between different vehicle models. Contact your local Kia dealer for current information and full warranty details including terms and conditions. Images are for illustrative purposes only and may not be to UK specification.



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