

2012.KIA.RIO 5-DOOR





It's the start of something big. Introducing the all-new 2012 Kia Rio 5-door. It's engineered to provide the best of both worlds, with a Gasoline Direct Injection (GDI) engine that delivers 138 horsepower plus exceptional fuel efficiency of 30 mpg city/40 mpg highway.¹ With precise, agile handling, the Rio is also remarkably fun to drive. For your convenience and for personalized audio entertainment, it has available advanced features including *Bluetooth*[®] wireless technology*² and UVO* — an in-vehicle infotainment system. Like all Kia models, the Rio comes with an industry-leading 10-year/100,000-mile warranty program.³

1, 2, 3, 4, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. RIO 5-DOOR SX SHOWN.



EXCEPTIONAL EFFICIENCY

An Active Eco System is included on automatic transmission models. With a push of the eco button, the system automatically adjusts the engine and transmission to optimize fuel efficiency.¹



SOLID PERFORMANCE

A 1.6L, 138-hp Gasoline Direct Injection (GDI) engine delivers outstanding acceleration and fuel efficiency.¹ An available 6-speed automatic transmission provides crisp shifting and improved fuel efficiency.¹



ADVANCED TECHNOLOGY

Available push-button start* provides convenient operation. An available rear-camera display**⁴ lets you see things behind your vehicle that you might not see by looking over your shoulder.



PEACE OF MIND

Rio features a full range of advanced active and passive safety systems. These include six airbags, Electronic Stability Control (ESC), Hill-start Assist Control (HAC) and Vehicle Stability Management (VSM).

Spacious and versatile. Driver and passengers alike will enjoy the Rio 5-door's spacious and comfortable cabin. Versatile seating configurations and a large cargo area make it convenient to carry passengers, cargo or a combination of both. The SX model features refinements such as available leather seat trim and a leather-wrapped steering wheel and gearshift knob.



/ SPLIT-FOLDING SEATS

Split-folding rear seats give you the flexibility to conveniently carry passengers or cargo.⁵

COVERED CONSOLE

Convenient features include dual cup holders and a storage bin for your personal items.

CONCEALED STORAGE

The cargo cover allows you to store your valuable items safely out of sight.

⁵ See Specifications page for endnote. RIO 5-DOOR SX WITH PREMIUM PACKAGE SHOWN.



RIO

Kia UVO*⁶ Powered by Microsoft.[®] Technology keeps giving us new ways to be entertained, stay in touch and be kept informed. Getting to enjoy this, however, can be complicated, especially while driving. UVO, short for “your voice,” is an in-vehicle infotainment system available on EX and SX models.⁷ Kia and Microsoft⁸ have teamed up to provide this voice-activated system. Developed on a Windows[®] Embedded Automotive platform, it lets you manage your music conveniently and enjoy hands-free use of your phone.² UVO has an intuitive touch screen and Microsoft advanced voice-activation technology that actually recognizes your own speech pattern and voice inflection.

UVO
powered by **Microsoft**[®]



COLOR TOUCH SCREEN

UVO's vivid 4.3-inch color LCD touch screen delivers direct access to radio stations, music on your MP3 player or USB media drive, your phonebook from a compatible cell phone² and vehicle information.



ADVANCED VOICE CONTROL

Microsoft speech technology can learn multiple users' speaking patterns, and it responds quickly to long phrases. Even with Rio's multiple music-source options, finding a song is as easy as saying its title.



DIGITAL JUKEBOX

UVO's in-dash hard drive is large enough to hold up to 700 megabytes of your favorite music. You can load your tunes into personal MyMusic folders and sort them by either title or artist.



REAR-CAMERA DISPLAY†

Whenever you shift into reverse, an image from an integrated rear camera is displayed on the UVO screen. It lets you see things behind your vehicle that you might not see by looking over your shoulder.⁴

Advanced technology at your command. The Rio 5-door has a long list of state-of-the-art features that give you access to your own personal audio entertainment and make driving more convenient. These include an integrated USB/auxiliary jack for your MP3 player,⁹ SiriusXM satellite radio¹⁰ and available features such as push-button start with Smart Key remote,* a voice-command navigation system⁷ with real-time highway conditions from SiriusXM Traffic^{TM*10} and *Bluetooth*[®] wireless technology.*²

POWER SUNROOF*

The SX offers an available tinted sunroof so you can enjoy plenty of fresh air. It has a tilt-and-slide design for convenient operation.

USB/AUXILIARY JACK FOR MP3 AUDIO PLAYERS

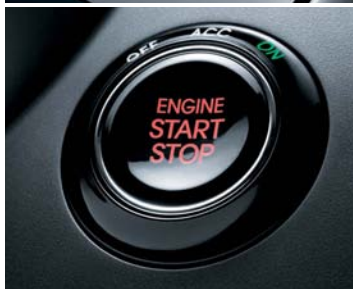
An integrated USB/auxiliary jack lets you listen to your favorite tunes right from your own music library.⁹

HEATED LEATHER SEATS*

To enhance your comfort during cold weather, the SX is available with heated driver's and front passenger's seats with leather trim.

NAVIGATION SYSTEM*

Voice-command navigation⁷ available on the SX includes a color touch screen and real-time highway conditions from SiriusXM Traffic.^{TM10}



PUSH-BUTTON START*

The available Smart Key remote lets you start or stop the engine with the push of a button — even with the key fob in your pocket or purse.

POWER-FOLDING MIRRORS*

Available power-folding side mirrors let you conveniently tuck the mirrors in close to the vehicle's body for easy parking in a garage or in tight spaces.

SIRIUSXM SATELLITE RADIO

Get over 130 channels, including 100% commercial-free music, plus all your favorite sports, news, talk and entertainment.¹⁰

BLUETOOTH[®] WIRELESS TECHNOLOGY*

Available *Bluetooth*^{®2} wireless technology allows you to enjoy convenient, hands-free use of your compatible cell phone.





Take charge wherever you go. The all-new Rio 5-door is designed to deliver spirited performance combined with remarkable fuel efficiency.¹ It features a Gasoline Direct Injection (GDI) engine with outstanding horsepower and an available 6-speed automatic transmission that enhances fuel efficiency.¹ For even sportier performance, the Rio SX features a sport-tuned suspension and 17-inch alloy wheels.

1, * See Features and Specifications pages for availability and endnote. *Not all optional features are available on all trims. RIO 5-DOOR SX SHOWN.



PERFORMANCE AND EFFICIENCY

Rio's 1.6L, 4-cylinder Gasoline Direct Injection (GDI) engine delivers 138 horsepower plus exceptional fuel efficiency of 30 mpg city/40 mpg highway.¹

ADVANCED ENGINEERING

The GDI engine's advanced technology includes dual Continuously Variable Valve Timing (CVVT). CVVT automatically adjusts valve timing for increased power and improved fuel efficiency.¹

OPTIMIZED PERFORMANCE

Automatic transmission models have an Active Eco System. With a push of the eco button, it adjusts the engine and transmission to optimize fuel efficiency.¹

SMOOTH AND PRECISE HANDLING

The Rio's MacPherson-strut front-suspension system is tuned for a remarkably smooth and comfortable ride. The SX features sleek 17-inch alloy wheels, complemented by a sport-tuned suspension and low-profile tires for precise, sporty handling.

Prepared for the unexpected. Rio 5-door's active safety systems are engineered to help you avoid accidents,[†] and its passive systems are designed to help minimize injuries when they are unavoidable. 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.¹¹ Front seat-belt pretensioners have been designed to tighten the seat belts in the event of certain collisions, helping to reduce the likelihood of injuries. Rio wraps all of this — and you — in a protective, high-strength steel-reinforced body that uses a “halo” construction design.



WITHOUT ESC

WITH ESC



ELECTRONIC STABILITY CONTROL

ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Rio on course.



ANTI-LOCK BRAKES

ABS is the foundation of an active safety system. It helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.



ELECTRONIC BRAKE-FORCE DISTRIBUTION

To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.



VEHICLE STABILITY MANAGEMENT SYSTEM

VSM adds steering direction control capability, intervening when appropriate to further stabilize the vehicle. It helps the driver regain control and return the vehicle to its intended path.



HILL-START ASSIST CONTROL

To help keep you from rolling backward 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.

^{11, 12} See Specifications page for endnotes. [†]No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed. RIO 5-DOOR SX WITH PREMIUM PACKAGE SHOWN.



**AIRBAG SEAT-BELT
SENSORS**

This advanced system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.¹¹



**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.



REINFORCED BODY

A "halo" construction design includes a safety hoop for the center pillar and high-strength roof rail. The center roof rail, side sill and seat members are also reinforced to help protect in case of a side collision.



**TIRE-PRESSURE
MONITORING SYSTEM**

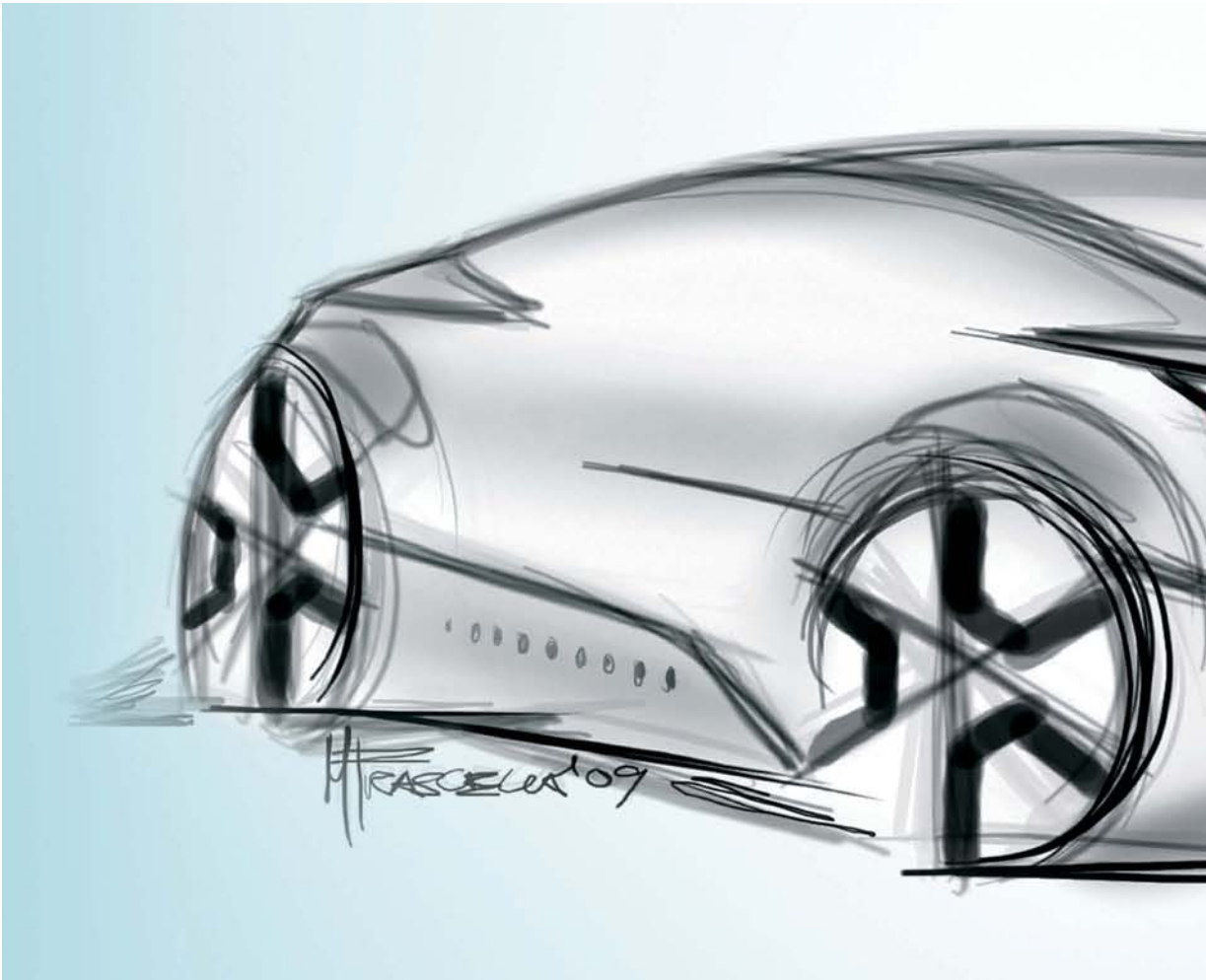
This system includes air-pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you.¹²



LATCH SYSTEM

The standardized LATCH (Lower Anchors and Tethers for Children) system makes it easier to securely install a compatible child seat in the two ends of the rear seat.

A passion for excellence. For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized, and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹³



COMMITMENT TO AMERICA

Kia Motors' 1 billion facility in West Point, Georgia, incorporates the latest manufacturing processes. Utilizing state-of-the-art robotics, the plant is capable of producing 300,000 vehicles a year with maximum efficiency. When the 2011 Sorento went into production, it became Kia Motors' first vehicle to be built in the USA.[†] The plant has generated more than just high-quality vehicles. About 3,000 new jobs were created at the facility and 7,500 additional jobs in the surrounding area. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.



PRIDE OF QUALITY

Kia Motors designs and develops vehicles and rigorously puts them to the test at high-tech facilities and proving grounds worldwide. The result is a full line of vehicles with world-class quality.



SELLING STRONG

In 2010, Kia Motors sold its 3 millionth vehicle in the U.S.A., and it took less time to reach that milestone than Toyota.¹⁴ In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.¹⁵



VISIT KIA.COM

See our award-winning website to check out specifications, videos, packages, accessories and more. Experience 360° views, or find which of our 700-plus retailers is nearest to you.



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INDUSTRY-LEADING WARRANTY PROGRAM

At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with an industry-leading warranty program.³

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 assistance¹⁶

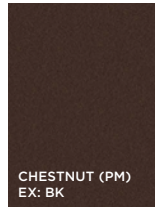
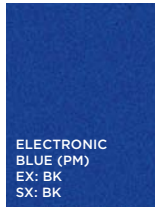


OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA.

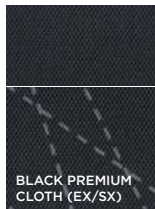
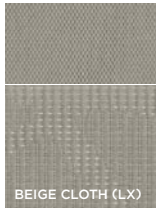
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Colors

EXTERIOR



INTERIOR



(M) = METALLIC PAINT, (P) = PEARL PAINT,
(PM) = PEARL METALLIC PAINT.

INTERIOR COMBINATIONS ARE INDICATED BY:
B = BEIGE INTERIOR, BK = BLACK INTERIOR.

*OPTIONAL

ACTUAL VEHICLE COLORS MAY VARY FROM
PRINTED BROCHURE.

Features

EXTERIOR

	LX	EX	SX
15" tires w/steel wheel covers	●	●	—
15" tires w/alloy wheels	—	○	—
17" tires w/alloy wheels	—	—	●
Sport-tuned suspension	—	—	●
Body-color exterior door handles	●	●	●
Black mesh radiator grille	●	—	—
Black mesh radiator grille w/chrome surround	—	●	●
Dual body-color heated power mirrors	●	●	●
Outside mirrors w/turn-signal indicators	—	○	●
Power-folding outside mirrors	—	○	●
Rear spoiler	●	●	●
Power sunroof w/tilt	—	—	○
Multi-reflector headlights	●	●	—
Projection headlights	—	—	●
Front fog lights	—	○	●
Front LED accent lights	—	—	●
LED taillights	—	—	●
Dual exhaust tips	—	—	●
Front variable intermittent windshield wipers	●	●	●
Rear window wiper and washer	●	●	●
Locking fuel-filler door	●	●	●
Heated rear glass w/timer	●	●	●

INTERIOR & CONVENIENCE

UVO in-vehicle infotainment system ⁶ w/rear-camera display ⁴	—	○	●
AM/FM/CD/MP3/SiriusXM ¹⁰ audio system	●	●	●
Four speakers	●	—	—
Four speakers w/A-pillar-mounted tweeters	—	●	●
USB/auxiliary input jacks	●	●	●
Bluetooth ^{®2} wireless technology	—	●	●
Navigation ⁷ w/SiriusXM Traffic ^{™10} & rear-camera display ⁴	—	—	○
Push-button start w/Smart Key	—	—	○
Steering-wheel-mounted audio buttons	●	—	—
Steering-wheel-mounted audio/Bluetooth ^{®2} wireless technology/cruise-control buttons	—	●	●
Cruise control	—	●	●
Supervision meter cluster	—	—	●
Auto-on/off headlights	—	○	●
Power windows w/driver's one-touch auto up & down	○	●	●
Power door locks w/remote keyless entry	○	●	●
Air conditioning	●	●	●
Dual front cup holders	●	●	●
Tilt steering column	●	—	—
Tilt & telescopic steering column	—	●	●
Trip computer	●	●	●
Center console w/sliding armrest & storage	—	●	●
Dual map lights	—	○	●
Luggage area cover	●	●	●
Front & rear lower-door-trim bottle holder	●	●	●

SEATING & TRIM

	LX	EX	SX
Cloth seat trim	●	—	—
Premium cloth seat trim	—	●	●
Leather seat trim	—	—	○
6-way adjustable driver's seat	●	●	●
Heated front seats	—	—	○
60/40 split-folding rear seat	●	●	●
Leather-wrapped steering wheel/gearshift knob	—	○	●
Soft-touch dash	—	○	●
Front door padded armrest	—	●	●
Metal-paint interior trim	—	●	●
Metal pedals	—	—	●

RESTRAINT & SAFETY SYSTEMS

Dual front advanced airbags ¹¹	●	●	●
Dual front seat-mounted side airbags ¹¹	●	●	●
Full-length side curtain airbags ¹¹	●	●	●
Front & rear 3-point seat belts	●	●	●
Front seat-belt pretensioners w/force limiters	●	●	●
Height-adjustable front seat-belt anchors	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock brakes (ABS)	●	●	●
Electronic Stability Control (ESC)	●	●	●
Vehicle Stability Management (VSM)	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
Tire-Pressure Monitoring System (TPMS) ¹²	●	●	●
Side-impact door beams	●	●	●
Front & rear crumple zones	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●
Rear child-safety door locks	●	●	●

LX POWER PACKAGE

Power windows w/driver's one-touch auto up/down, power door locks w/remote keyless entry

EX CONVENIENCE PACKAGE

15" alloy wheels, UVO in-vehicle infotainment system,⁶ rear-camera display,⁴ auto-on/off headlights, leather-wrapped steering wheel and gearshift knob, outside mirrors w/turn-signal indicators, power-folding outside mirrors, front fog lights, dual illuminated visor vanity mirrors, dual map lights, soft-touch dash

SX PREMIUM PACKAGE

Navigation⁷ w/SiriusXM Traffic^{™10} (replaces UVO in-vehicle infotainment system), push-button start w/Smart Key, leather seat trim, heated front seats, power sunroof w/tilt

● STANDARD ○ OPTIONAL — NOT AVAILABLE

Specifications

ENGINE	LX/EX/SX
Type	1.6L, inline 4-cylinder, aluminum block & head
Valve gear	DOHC, four valves/cylinder, Dual Continuously Variable Valve Timing (CVVT)
Displacement	1,591 cc
Compression ratio	11.0:1
Horsepower (SAE net)	138 hp @ 6,300 rpm
Torque (SAE net)	123 lb.-ft. @ 4,850 rpm
Fuel system	Gasoline Direct Injection (GDI)
Transmission	6-speed manual (LX) Electronically controlled 6-speed automatic, overdrive (EX/SX)

DIMENSIONS	LX/EX/SX
Wheelbase	101.2 in.
Track (front/rear)	59.9 in./60.0 in.
Length	159.3 in.
Width	67.7 in.
Height	57.3 in.
Ground clearance	5.5 in.
Legroom (front/rear)	43.8 in./31.1 in.
Headroom (front/rear)	40.0 in./37.6 in.
Shoulder room (front/rear)	53.1 in./52.1 in.
Hip room (front/rear)	52.1 in./51.2 in.
Passenger volume	88.4 cu. ft.
Cargo volume (rear seat up)	15.0 cu. ft.

CURB WEIGHT	1.6L I4
Manual transmission	2,410 lbs.
Automatic transmission	2,483 lbs.

BODY & CHASSIS	LX/EX/SX
Body type	Steel unibody
Front suspension	MacPherson type w/gas shock absorbers
Rear suspension	Coupled torsion beam axle w/gas shock absorbers
Steering type	Rack & pinion, Electric Power Steering
Turns, lock-to-lock	2.8
Turning circle, curb-to-curb	33.5 ft. (LX/EX), 34.5 ft. (SX)

BRAKES	LX/EX	SX
Type	Power-assisted, ABS + Electronic Stability Control	Power-assisted, ABS + Electronic Stability Control
Front	10.1 in. ventilated discs	11.0 in. ventilated discs
Rear	10.3 in. solid discs	10.3 in. solid discs

TIRES	LX/EX	SX
Type	185/65R15	205/45R17

2012 EPA-ESTIMATED FUEL ECONOMY ¹⁹	LX/EX/SX
(Estimated City/Highway MPG)	
Manual transmission	30/40
Automatic transmission	30/40
Fuel tank capacity (gallons)	11.4

ENDNOTES:

¹ Refer to specifications above for 2012 EPA fuel economy estimates. Actual mileage may vary.

² A compatible *Bluetooth*[®] wireless technology enabled cell phone is required to use *Bluetooth*[®] wireless technology. The streaming audio function may not be supported in all *Bluetooth*[®] wireless technology enabled cell phones. The *Bluetooth*[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. Other trademarks and trade names are those of their respective owners.

³ The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com.

⁴ The rear-camera display is not a substitute for proper and safe backing-up procedures. The rear-camera display may not display every object behind the vehicle. Always drive safely and use caution when backing up.

⁵ All cargo should be evenly distributed and properly secured, and never piled higher than the seatback. Photographs for spatial reference only.

⁶ Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. The driver's primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment, or vehicle systems which take the driver's eyes, attention and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. See retailer for details.

⁷ Navigation not available with UVO system.

⁸ Microsoft[®] and Windows[®] are registered trademarks of Microsoft[®] Corporation in the United States and/or other countries.

⁹ Kia accessory cable required for iPod[®] connectivity. Cable and iPod[®] mobile digital device sold separately. iPod[®] is a registered trademark of Apple Inc.

¹⁰ Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at www.siriusxm.com. **If you decide to continue your Sirius service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call Sirius at 888-539-7474 to cancel.** Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, D.C. and PR. Go to www.siriusxm.com/traffic for available coverage. ©2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

¹¹ For maximum protection, always wear your seat belt.

¹² Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

¹³ Based on comparison of 12-month retail sales from June 2006 to June 2011 of all U.S. automotive brands and 5-year average sales growth.

¹⁴ Source: *Automotive News* Data Center.

¹⁵ Based on total U.S. light-vehicle sales, January 2010 to June 2011.

¹⁶ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. and is limited. See retailer or kia.com for details.

¹⁷ NBA Identifications are the intellectual properties of NBA Properties, Inc. ©2011 NBA Properties, Inc. All rights reserved.

¹⁸ Kia Design Center, a division of Hyundai America Technical Center, Inc. (HATCI).

¹⁹ Actual mileage may vary.



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