

K9



Movement that inspires



Timeless Dignity

K9 sets new standards for premium sedans with a unique style that sets it apart.

It goes beyond luxury to offer differentiated value that will last well into the future.

Each line is drawn with precision to enhance performance, while perfect proportions establish an imposing presence and clever, functional details convey dignity and elegance.

K9's bold and thoughtful design defines a new luxury that befits today's modern era.



THE **K9** SPORTY COLLECTION

Meet K9's more dynamic and adventurous alter ego.

The dynamic, 3-dimensional pattern of the radiator grille appears like supercharged energy particles that are ready to charge forward, while the slim and luxurious wheel spokes speak of speed and elegance.

Each encounter with this masterpiece will conjure entirely new sentiments regardless of time and place.

Radiator grille



19" wheel



THE **K9** SPORTY COLLECTION

THE **K9** BEST SELECTION

Specially-priced packages with the most popular specifications.

BEST SELECTION I

▶ Electronic all-wheel drive system (AWD) ▶ 19" wheels and tires ▶ Monitoring pack ▶ Head-Up Display (HUD) ▶ Comfort

BEST SELECTION II

▶ Premium Collection ▶ Lexicon Sound ▶ VIP seats ▶ Rear seat VIP specifications

※ For details on specifications and prices, please refer to the price list.



EXTERIOR DESIGN

FULL LED headlamps

The edgy design of the duplex LED DRL's mimics light's trajectory, while sequential turn signals feature a luxurious, futuristic look.



Radiator grille

The geometric pattern of the radiator grille is a visual representation of supercharged energy that is multiplying and serves as a unique trademark of K9.



18" / 19" wheel resonators

Striking, 3 dimensional details accentuate the wheels, while tire resonance reduction technology provides a more comfortable drive.



LED rear combination lamp

The edgy design of the duplex LED taillamp's mimics light's trajectory, while sequential turn signals feature a luxurious, futuristic look.



Specifications may vary according to the trim, engine and options that are selected.



Inspiring Space

The interior of a car only becomes complete when passengers occupy the space and begin to discover and experience its stunning details.

K9's layout is modern and intuitive, while top quality seats offer a top notch riding experience, thoughtful elements and high-tech convenience features address even the smallest inconveniences, and accurate responses to drivers' smallest movements never fail to impress.

Every moment spent inside K9 will be filled with awe and inspiration.



5.0 GDI QUANTUM - Beige 2-tone interior / Specifications may vary according to the trim, engine and options that are selected.

CONVENIENCE

Electronic gear shift knob

The shift lever and transmission are controlled electronically for convenient, seamless shifting without vibrations that requires minimal effort and movement.



Driver Information System

A jog dial can be used to operate the infotainment system and to change the vehicle's diverse settings.



Electric Parking Brake (EPB)

The parking brake can be engaged and disengaged with a simple push of a button. It disengages automatically upon departure for added convenience.



Voice recognition vehicle control

Air-conditioning, windows, steering wheel heating, seat warmers and ventilation, rear defogger, sunroof, and trunk can be operated using voice commands. System understands intuitive commands such as "Turn on the air conditioner," as well as natural speech, such as "Cool me off" or "Keep me warmer."





12.3" UVO navigation

A 12.3" wide display offers an expansive view of navigation maps and diverse vehicle information. It offers access to UVO's safety, security and maintenance services that use the latest IT technologies and provides advanced connectivity to apps like Android Auto and Apple CarPlay, facilitating operation with the use of widgets and a split-screen display. (Complimentary 5-year subscription to UVO upon initial enrollment after purchasing a vehicle)

* Navigation map updates are guaranteed for 8 years from initial purchase. The company reserves the right to suspend services thereafter.
 * May not support connectivity of certain mobile devices.

A. Wireless navigation updates _ The latest maps and software are automatically downloaded and installed through wireless updates. Once updated, contents can be reviewed by scanning a QR code with a smartphone. (to be used in connection with UVO services)

B. Navigation map pinch zoom in and out _ Pinching the display with two fingers facilitates zooming in and out of a map while taking a closer look at a destination or travel route for greater convenience.

C. Touchscreen _ The entire surface of the screen is enabled for touch recognition for greater user convenience.



Supervision cluster (12.3" full TFT LCD cluster)

A large, 12.3" full-color LCD panel displays diverse user-friendly contents on the cluster for a safer and more comfortable drive.

A. Driving-mode-specific colors/composition _ The design and colors used to display information on the cluster change according to the choice of drive mode (COMFORT-SPORT-ECO-CUSTOM), adding to the joy of being behind the wheel.



Surround View Monitor (SVM)*

Displays surrounding views of the vehicle for safer parking.



Head-up Display (HUD)*

Diverse driving information is projected directly onto the windshield using vivid graphics to help drivers keep their eyes on the road and promote safe driving.
 * HUD display position, rotation and brightness settings can be stored using the Integrated Memory System.

* Virtual images have been used to help viewers' understanding / Specifications may vary according to the trim, engine and options that are selected.



COMFORTABLE

Rear power seats (4:2:4 type)

4:2:4 split folding rear seats with independent left and right seats provide a more comfortable and luxurious seating layout.



Rear seat dual monitors

Large, 9.2" wide viewing-angle monitors allow passengers in the rear seats to enjoy DMB and multimedia contents and to operate an independent navigation system using integrated controls in the rear center armrest.



Driver's seat smart position control system

Driver's seat, steering wheel, outside mirror and HUD position settings are recommended based on height, weight and seated-height information entered into the navigation screen.



Driver's seat automatic comfort control system

External and internal temperatures, as well as air conditioning settings, are analyzed to automatically control the heating and cooling of the seats and the steering wheel for a more pleasant and comfortable drive.



Rear seat multifunctional center armrest

Passengers can conveniently choose multimedia contents and adjust air conditioning from the rear seats.





Ambient light

The premium interior can be personalized with a choice of 7 ambient lighting themes. In addition, a myriad of 64 color shades can be used to create a differentiated ambience that provides serenity and relaxation to occupants.



Lexicon premium sound system*

An optimized layout of 17 premium speakers cover the full range of low notes and high notes and lends to a dynamic, undistorted sound reproduction throughout the entire cabin.



Wireless smartphone charging system

A high-tech convenience device enables cable-free charging of smartphones.

※ A separate charging pad or phone case may be required depending on the smartphone model. May not be compatible with models that do not support the use of adaptors.

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Intelligent Care

Road conditions, weather changes, the driver's mood... countless variables can affect one's driving experience,

but one factor that always remains constant is K9's impressive, intelligent technology.

Advanced systems monitor and control the driving environment, preempting and responding adeptly to any and every driving situation and ensuring the safety of the driver and others on the road.

K9's reliable intelligent technology consistently provides an optimal driving experience at all times.





DRIVE WISE

Hassle Free, Delightful Driving
Peace of mind for a more enjoyable and pleasant drive

Kia's brand name for ADAS technology. ADAS proactively analyzes driving conditions to assist drivers as needed. Its aim is to provide ultimate safety to drivers, passengers, pedestrians, and drivers of other vehicles alike.

* ADAS : Advanced Driver Assistance System



Blind-spot View Monitor (BVM)

Activation of a turn signal prompts a lateral rear-view of the turning side to appear on the cluster.

Advanced Driver Assistance System

Lane Following Assist (LFA)*

Tracks lanes in real time using the front-view camera to help steer the car to the center of the lane. This cutting-edge system reinforces safety and convenience while driving long distances or on a congested road.

* Operates on expressways, urban expressways, national roads and city roads. Operation may be limited due to vehicle speed and driving conditions.



Highway Driving Assist (HDA)

Automatically controls vehicle speed to maintain a safe distance from the car in front while driving on a highway. Conveniently helps steer the car and reduces the burden of having to accelerate and decelerate continuously while driving on a congested road or highway.

* Operation may be limited due to vehicle speed and driving conditions.

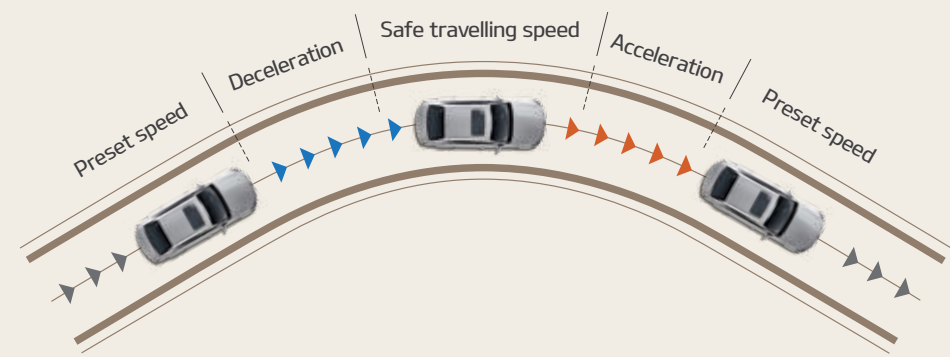


* Virtual images have been used to help viewers' understanding / Specifications may vary according to the trim, engine and options that are selected.



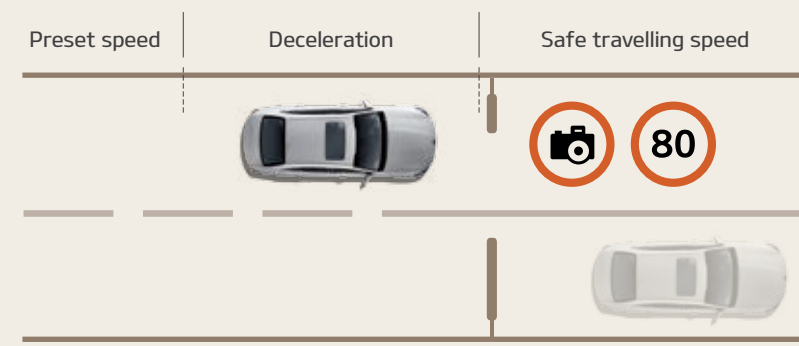
Navigation-based Smart Cruise Control (NSCC) - curved roads*

Using information from the navigation system, NSCC automatically decelerates if necessary before driving into a curved section of an expressway or urban expressway while driving in smart cruise control to improve safety and convenience.



Navigation-based Smart Cruise Control (NSCC) - safety zones*

Using information from the navigation system, NSCC automatically decelerates if necessary before entering a safety zone while driving in smart cruise control to improve safety and convenience.



Forward Collision-Avoidance Assist (FCA)

Alerts the driver when the vehicle in front suddenly brakes or a collision hazard, such as an idle car, pedestrian, or a cyclist, is detected. Applies the brakes automatically if the risk of collision continues to grow after sounding an alarm.

※ Operation may be limited due to vehicle speed and driving conditions.



Outside air intake control*

Linked with the navigation system, windows are automatically closed and air circulation is automatically switched to the recirculation mode before entering a tunnel or an area where air is presumed to be polluted in order to maintain a pleasant cabin air quality.

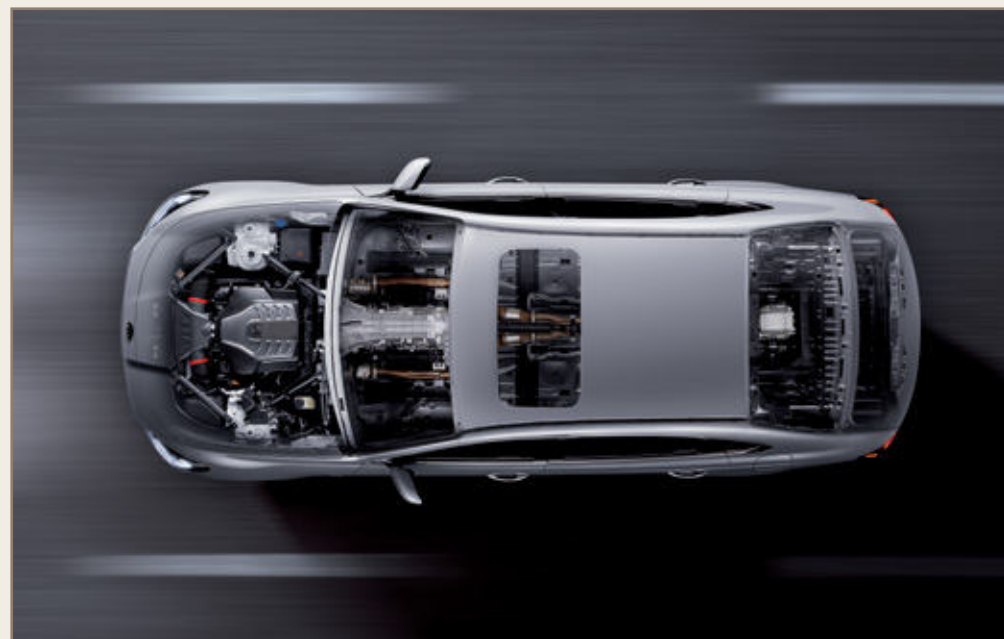
※ Tunnel-linked controls activate when driving on an expressway or urban expressway. They do not operate in tunnels less than 50 m long.

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SAFETY

Advanced high-strength steel body*

An advanced high-strength steel body reinforces occupants' safety and provides a more stable driving performance.



Electronically controlled suspension*

Damping forces of the suspension are automatically controlled according to the driver's actions or driving conditions to optimize steering control and riding comfort.

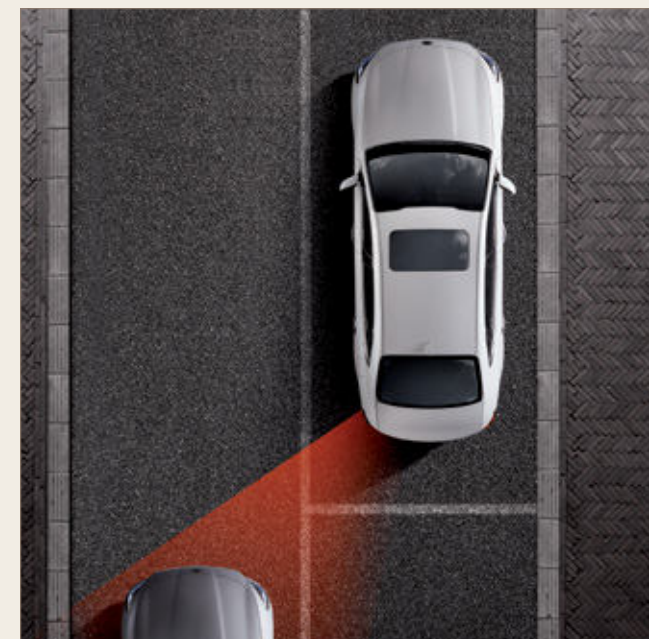


9-airbag system*

A 9-airbag system includes front seat advanced airbags, a driver's knee airbag, 2-side airbags, and curtain airbags for enhanced safety. Advanced airbags regulate low and high pressure deployment according to the force of collision.

Safe Exit Assist (SEA)*

Promotes the safety of disembarking passengers by sounding an alarm and flashing a pop-up warning on the cluster if the door is opened while a vehicle is approaching in an adjacent lane from the back.



Haptic steering wheel*

When the system detects a threat, such as a potential rear collision or the vehicle drifting out of a lane, the steering wheel vibrates to warn the driver and promote a safer driving environment.



Front seat pre-tensioner seat belts*

Front seat pre-tensioner seat belts retract and lock into position during emergency braking or when potential collisions are detected to prevent passengers from springing forward and promote safety.



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PERFORMANCE

5.0 Tau V8 GDI engine

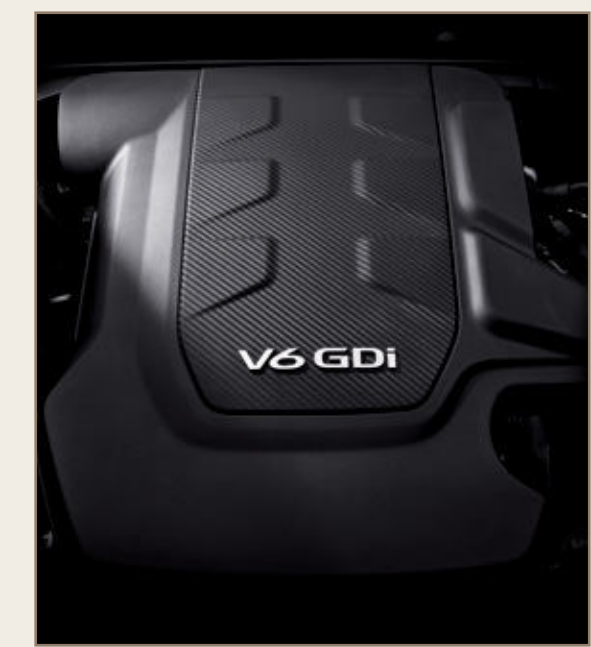
Lambda II 3.3 V6 T-GDI engine

Lambda II 3.8 V6 GDI engine

425 Max. power PS / 6,000 | **53.0** Max. torque kg.m / 5,000

370 PS / 6,000 | **52.0** kg.m / 1,300-4,500

315 PS / 6,000 | **40.5** kg.m / 5,000



Drive mode integrated control system

Drivers can optimize their driving experience by choosing between different driving modes according to their preference or driving conditions.

Electronic all-wheel drive system (AWD)

Braking forces of the left and right wheels as well as power of the front and rear wheels are regulated according to road and driving conditions to ensure stability while accelerating, turning or driving on slippery roads.

Specifications may vary according to the trim, engine and options that are selected.

INTERIOR COLORS

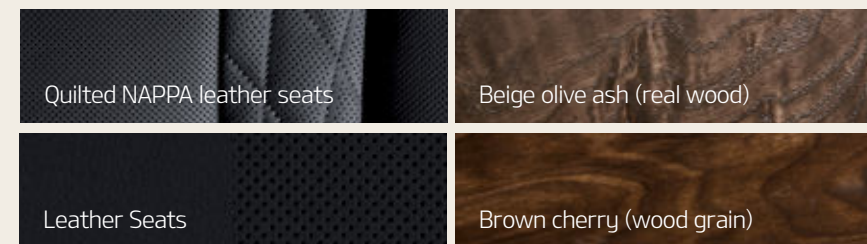
Beige 2-tone interior



※ In the case of 5.0 GDI QUANTUM, Rosewood (real wood) can be selected.



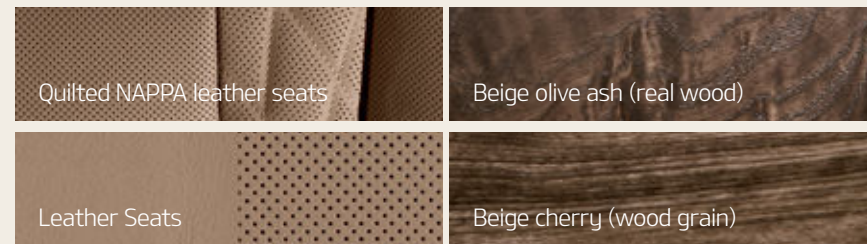
Black 1-tone interior



※ In the case of 5.0 GDI QUANTUM, engineer wood (real wood) can be selected.



Saddle brown 2-tone interior



※ In the case of 5.0 GDI QUANTUM, engineer wood (real wood) can be selected.



※ Interior image features NAPPA leather seats and real wood. Material and shape of leather seats and wood grain may vary.

Siena brown special interior

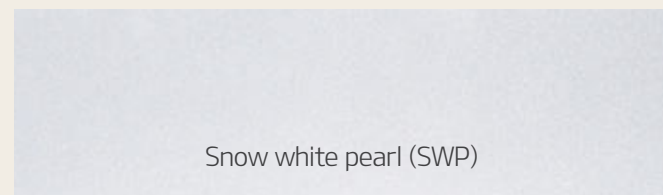


※ In the case of 5.0 GDI QUANTUM, Rosewood (real wood) and Brown olive ash (real wood) can be selected.



※ Interior image features NAPPA leather seats and real wood. Material and shape of leather seats and wood grain may vary.

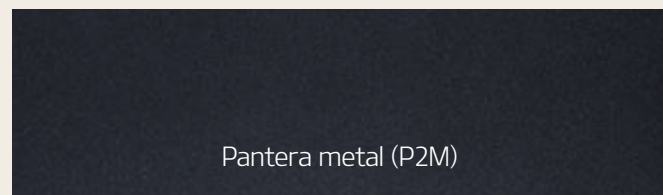
EXTERIOR COLORS



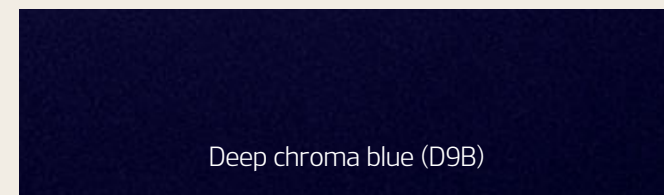
Snow white pearl (SWP)



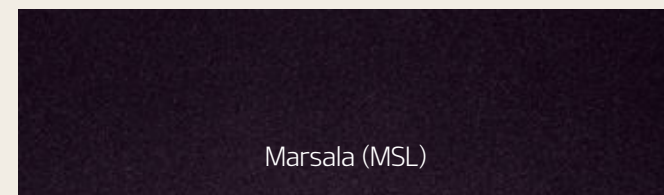
Silky silver (4SS)



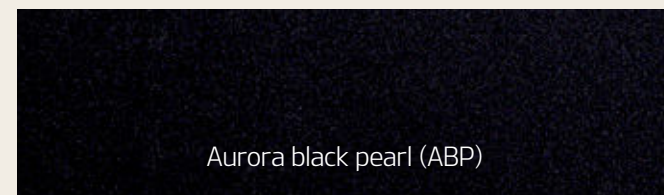
Pantera metal (P2M)



Deep chroma blue (D9B)



Marsala (MSL)



Aurora black pearl (ABP)

Specifications may vary according to the trim, engine and options that are selected.

LINE UP

5.0 GDI Quantum



3.3 T-GDI Masters



3.8 GDI Platinum



EQUIPMENT OF EXTERIOR

01. Island hood

02. LED repeater integrated outside mirror

03. Chrome garnish

06. Large capacity trunk

07. Electric safety power trunk*

08. Power door system*

09. Trunk metal plate trim

04. Double pane, sound insulated window

05. Island trunk

10. Surround view camera / Rear camera

11. Exclusive THE K9 emblem

12. 18" front wheel

13. 19" sputtering wheel



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EQUIPMENT OF INTERIOR

01. Card-type, button smart key / Regular smart key

06. Regular smart key

07. Driver Attention Warning (DAW)

02. Supervision cluster (7" color TFT LCD)

04. Integrated Memory System

08. Rack-mounted Motor Driven Power Steering (R-MDPS)

03. Advanced, 3-zone air conditioning system

05. Dual door center console

09. Tire Pressure Monitoring System (TPMS)

10. Rear seat air cell type lumbar support*

15. Real wood interior

16. Analog clock (Maurice Lacroix)

11. Rear wing-out headrests*

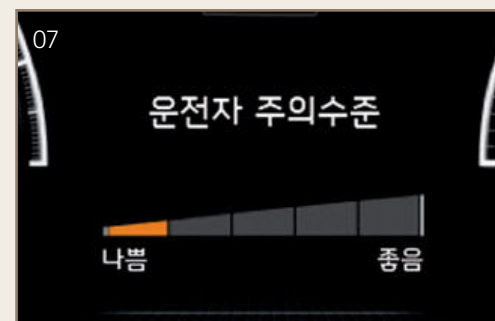
13. Rear electric shoulder adjustment (left/right) & tilting (right)*

17. Quilted NAPPA leather seats

12. Driver's seat electric cushion extension*

14. Rear seat heated & ventilation system *

18. Rear electric sunshade curtain



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Dimension



1,629 / 1,639
1,915



3,105
5,120



1,659 / 1,639
1,915

1,490

※ Wheel tread front/rear: Corresponds to 18"/19" tires. Units: mm

Technical Data

Dimensions		THE K9	Dimensions		Lambda II 3.8 V6 GDI engine	Lambda II 3.3 V6 T-GDI engine	5.0 Tau V8 GDI engine
Overall length	(mm)	5,120	Displacement	(cc)	3,778	3,342	5,038
Overall width	(mm)	1,915	Max. power	(ps/rpm)	315 / 6,000	370 / 6,000	425 / 6,000
Overall height	(mm)	1,490	Max. torque	(kg.m/rpm)	40.5 / 5,000	52.0 / 1,300-4,500	53.0 / 5,000
Wheelbase	(mm)	3,105	Brake	(front/rear)	Ventilated disc / Ventilated disc		
Wheel tread	(mm)	front : 1,629/1,639 rear : 1,659/1,639	Suspension	(front/rear)	Multi-link / Multi-link		

※ Wheel tread front/rear: Corresponds to 18"/19" tires. Units: mm

Government-certified standard fuel efficiency and class

• K9 2WD Lambda II 3.8 V6 GDI 18" tires 8AT	Combined : 9.0km/ℓ (City : 7.8km/ℓ, Highway : 11.0km/ℓ) Displacement 3,778cc Unladen vehicle weight 1,915Kg Combined CO ₂ emissions 192g/km (Class 5)
• K9 2WD Lambda II 3.8 V6 GDI 19" tires 8AT	Combined : 8.8km/ℓ (City : 7.6km/ℓ, Highway : 10.7km/ℓ) Displacement 3,778cc Unladen vehicle weight 1,935Kg Combined CO ₂ emissions 196g/km (Class 5)
• K9 AWD Lambda II 3.8 V6 GDI 18" tires 8AT	Combined : 8.4km/ℓ (City : 7.3km/ℓ, Highway : 10.3km/ℓ) Displacement 3,778cc Unladen vehicle weight 1,985Kg Combined CO ₂ emissions 204g/km (Class 5)
• K9 AWD Lambda II 3.8 V6 GDI 19" tires 8AT	Combined : 8.3km/ℓ (City : 7.3km/ℓ, Highway : 10.1km/ℓ) Displacement 3,778cc Unladen vehicle weight 2,005Kg Combined CO ₂ emissions 207g/km (Class 5)
• K9 2WD Lambda II 3.3 V6 T-GDI 19" tires 8AT	Combined : 8.7km/ℓ (City : 7.4km/ℓ, Highway : 10.9km/ℓ) Displacement 3,342cc Unladen vehicle weight 2,015Kg Combined CO ₂ emissions 199g/km (Class 5)
• K9 AWD Lambda II 3.3 V6 T-GDI 19" tires 8AT	Combined : 8.1km/ℓ (City : 7.0km/ℓ, Highway : 10.1km/ℓ) Displacement 3,342cc Unladen vehicle weight 2,085Kg Combined CO ₂ emissions 213g/km (Class 5)
• K9 AWD Tau 5.0 V8 GDI 19" tires 8AT	Combined : 7.5km/ℓ (City : 6.4km/ℓ, Highway : 9.5km/ℓ) Displacement 5,038cc Unladen vehicle weight 2,165Kg Combined CO ₂ emissions 231g/km (Class 5)

※ Fuel economy figures are for standard mode. Actual figures may vary according to driving habits, vehicle load and maintenance, road conditions and outside temperature.

Smart ITself UVO UVO makes life more safe and comfortable with advanced technologies that protect the driver and vehicle under all circumstances. UVO offers SOS emergency dispatch, automatic airbag deployment notification, and theft alarm services anytime, anywhere. Discover the priceless value of safe and comfortable driving.

<p>Remote control</p> <p>Cool or heat the interior of the car remotely in advance using a smartphone.</p>	<p>Safety and security</p> <p>Emergency assistance through the UVO center in the event of an airbag deployment or roadside emergency (24/7, 365 days).</p>	<p>Maintenance</p> <p>One-stop service ranging from automatic diagnosis of breakdowns to scheduling of maintenance appointments.</p>	<p>Navigation</p> <p>Optimal route guidance using real-time traffic information.</p>
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※ Complimentary 5-year subscription to UVO upon initial enrollment following the purchase of a vehicle : remote control, safety and security, maintenance and navigation ※ Inquiries : UVO's Kakao Talk service center (type "UVO" in the Kakao Talk search window and befriend)

THE K9 MEMBERSHIP PROGRAM

Warranty & Pre-Care

Reinforced vehicle maintenance

Responsibility that speaks for itself

Key parts are covered by a warranty for a set period of time to ensure customers' safety and vehicles' performance.
- Warranty (body and general parts / engine and power transmission) : 5 years, 120,000 km

Guaranteeing safety through maintenance

Pre-Care guarantees maintenance of customers' vehicles by replacing diverse vehicle consumables over a specific period of time.

Description	3.3T	3.8	5.0
Replacement of consumable			
Engine oil package	10 times	5 times	5 times
Air conditioning filter	5 times		
Brake pads (front)	1 times		
Brake oil	1 times		
Wiper blades	2 times		
Door-to-door service	10 times	5 times	5 times
Navigation updates	4 times		

※ Period : 5 years, 120,000 km
 ※ Door-to-door : Pick-up and delivery service from service centers and Auto Q.
 ※ Warranty and Pre-Care coverage last until the warranty or mileage period expires, whichever comes first.
 ※ Vehicles with automatic wireless navigation updates do not require separate navigation update services.
 ※ Pre-Care is only available to customers who register for membership.
 ※ Private as well as corporate (lease/rental) customers can apply for membership.
 ※ Corporate (lease/rental) customers must register the vehicle's actual user to receive Pre-Care service.

Premium Reservation Service

Premium reservation services for K9 customers

THE MEMBERSHIP Concierge

An exclusive K9 customer service center offers differentiated services ranging from vehicle maintenance to premium customer care.
 - Exclusive concierge service Tel. 080-500-2000 (Weekdays 08:30-19:00 / Weekends & holidays 09:00-17:00 / Closed on the Lunar New Year and Chusok)

THE MEMBERSHIP Digital Mobile Lounge

K9 repair and premium car service reservations through the KIA VIK app.

- Pre-Care service inquiries and reservations
- Professional K9 Auto Q centers search and maintenance reservations
- Premium care guide and reservations

Premium Care Service

※ Premium Care Service and invitation to events are only given to 1 initial customer who applies for THE K9 membership. (Valid for 3 years from the month of delivery)
 ※ Corporate (lease/rental) customers must register the vehicle's actual user first through the KIA RED MEMBERS website or at AUTO Q to use this service.
 ※ Please refer to the KIA RED MEMBERS website for more details. (red.kia.com) ※ Customer benefits are subject to change without prior notice due to circumstances of the company or its affiliates.
 ※ Choose 1 Mobility Care benefit and 1 Lifestyle Care benefit. Choices cannot be changed from the initial reservation.

Mobility Care (Choose 1)

Premium shopper

Personal assistance and long-distance driving service.

- Professional driver service (up to 8 hours per day)
- Vehicle maintenance and errands (simple purchases, restaurant reservations, car washing and refueling, anniversary gift delivery, etc.)
- 3 times in 3 years

Premium valet parking

Private valet parking service for comfortable travel.

- Valet parking at a private parking lot near Incheon Airport
- Pick-up/drop-off service to/from the airport with an official car
- 6 times in 3 years (2 times/year, max. 1 time/month)

Premium makeup

Premium car care service at an establishment of choice.

- PPF scratch-proof film application (headlamps, door cups, door edges, fuel tank door)
 ※ Available for trunk lid and B/C pillars upon request at an additional cost to the customer
- Eco cleaning (deep cleaning of the interior and exterior of a new car)
- 1 times in 3 years

Lifestyle Care (Choose 1)

Premium golf lessons

Customized golf lessons by a professional instructor.

- One-point lessons from a professional instructor
- Choice of 19 affiliated practice ranges nationwide
- 6 times in 3 years

Premium Residence

Relaxing in a quality hotel or resort.

- Room and board at a domestic luxury hotel or resort (1 night)
- 1 time in 3 years

Premium invitational events

Exclusive invitation to K9 members-only events.

- Private rounding program linked with Kia Motors' Korea Women's Open Golf Championship
- Big events and cultural programs by Kia Motors
- ※ Invitations will be sent to winners selected through a lucky draw. Details will be posted prior to the event.



Kia maintains the same prices and sales conditions nationwide to safeguard customers' trust.

“ Discrepancies between the brochure and products sold may occur due to changes since the time of printing. Specifications may change due to suppliers' conditions. Photographs may depict optional features. Please refer to the most recent monthly price list when purchasing a car and contact a sales representative.”

- Colors depicted in photographs may differ from the actual colors due to printing limitations.
- Functions and information displayed on the navigation system may differ depending on the time of the navigation update.
- Drive efficiently : 1. Do not accelerate or stop abruptly. 2. Use only genuine parts to optimize product performance and extend life expectancy.
- Caution : Please read the car manual before initial use for safe driving.
- Please recycle this booklet and protect the environment.
- Customer center : 080-200-2000

05/01
2021

Date of production



This PDF file is for reference only.

Discrepancies between the brochure and products sold may occur due to the time of printing. Please refer to the most recent monthly price list when purchasing a car and contact a sales master.