



ALL-NEW 2011

SPORTAGE



IT'S NOT JUST ALL NEW, IT'S ALL YOU.

THE ALL-NEW 2011 KIA SPORTAGE IS ALL ABOUT YOU – your style, your attitude, your zest for life and your love of adventure. There's no one else like you, and nothing else like Sportage.

Sportage blends athleticism and elegance in its captivating design, the latest expression of a new Kia design language spoken in bold lines and sophisticated details. This is a compact crossover that stands far above the anonymous crowd; a no-nonsense performer that rises to the challenges of a busy life. Effortlessly.

Can you picture yourself in anything less?



Sportage EX Luxury shown in Bright Silver metallic.

Substance and style.

The wide stance and robustly executed styling of the all-new Sportage speak to its substantial capabilities as a full-fledged crossover utility vehicle with available all-wheel drive and up to 1,547 litres (54.6 cu. ft.) of cargo space.



Crisp and powerful.

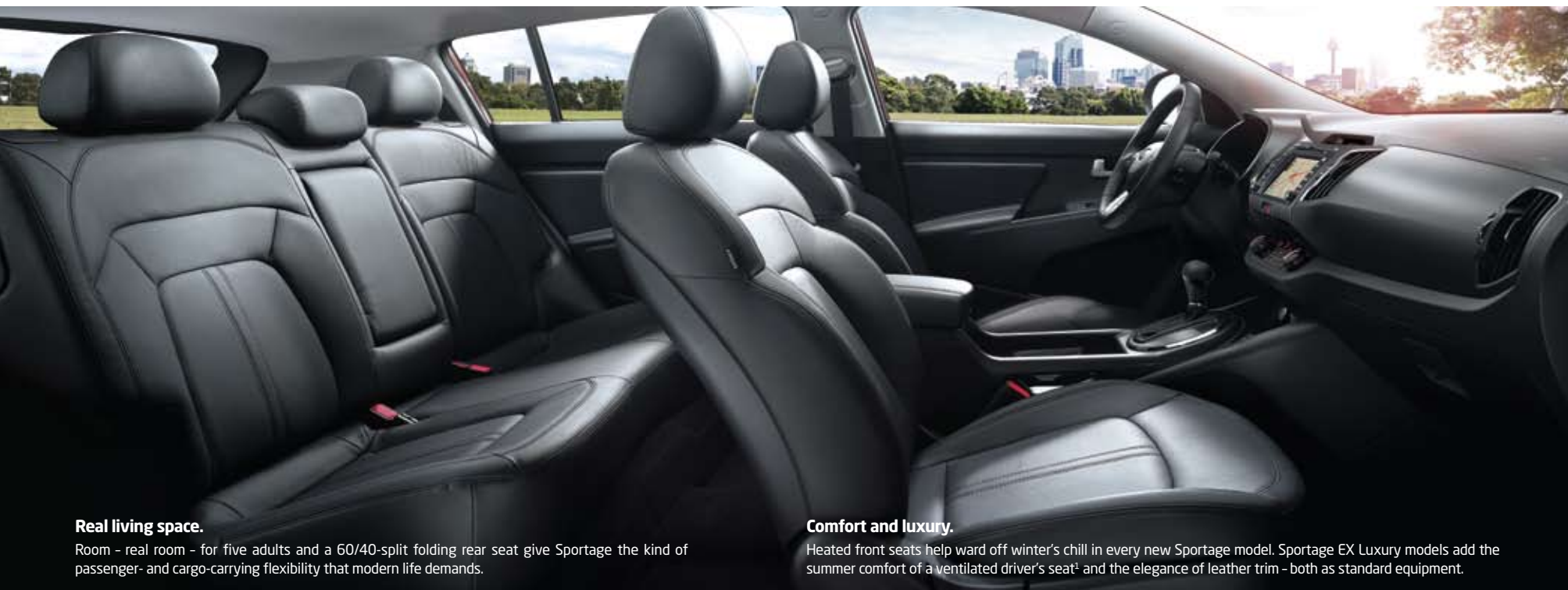
Crisp, clean accent lines work with Sportage's all-new, upswept profile and available 18" alloy wheels to convey the power and motion of a vehicle that refuses to stand still.



Work/life balance.

The stunning, new Sportage balances the must-haves of work day driving – like fuel efficiency and comfort – with exceptional driving dynamics, and the seating and cargo flexibility you need to make the most of your personal time.

Sportage EX Luxury shown in Orange Squeeze metallic.



Real living space.

Room - real room - for five adults and a 60/40-split folding rear seat give Sportage the kind of passenger- and cargo-carrying flexibility that modern life demands.

Comfort and luxury.

Heated front seats help ward off winter's chill in every new Sportage model. Sportage EX Luxury models add the summer comfort of a ventilated driver's seat¹ and the elegance of leather trim - both as standard equipment.



Driver focused.

The driver-focused cockpit in the all-new Sportage includes Kia's ECO-Minder™ indicator² cluster that lets you know when you're driving at your fuel-efficient best; standard Bluetooth® hands-free cell phone connectivity³; and a standard adjustable tilt and telescopic steering wheel on Sportage EX and EX Luxury.

Heavenly sounds.

The crystal-clear, digital-quality sound of SIRIUS® satellite radio¹ is standard on all Sportage models. It comes with a three-month trial subscription to the network's 120 channels, including commercial-free music and extensive sports, news, talk and entertainment programming.



Safety all around.

Sportage features an all-new body structure that helps direct crash energy away from the cabin. Inside, it helps protect you with six standard airbags and anti-whiplash active front headrests.

Push to start.

The 2011 Sportage EX Luxury comes with Smart Key - an entry and push-button ignition system that lets you start the engine without having to fumble through your pocket or purse for the key. What a pleasant surprise!



Built to perform.

Sportage's powertrain is all-new for 2011, coupling a responsive 2.4-litre, four-cylinder engine to a standard 6-speed manual transmission or an available 6-speed Steptronic automatic transmission to deliver a responsive 176 horsepower and excellent fuel efficiency. Also new is the available DYNAMAX™ Intelligent AWD - an all-wheel drive system that can actually predict wheel slippage before it occurs and then engage, automatically, to help maintain better traction and control in all kinds of weather.

Safe and in control.

Sportage features a four-wheel anti-lock braking system (ABS) and electronic stability control (ESC). These systems also power Hill Assist Control - which helps prevent vehicle rollback on steep, uphill terrain - and, when activated, Downhill Brake Control maintains a steady descent in downhill driving situations, especially in bad weather. All this is standard on the 2011 Sportage.



CELEBRATING THE ART AND SCIENCE OF COMFORT, PERFORMANCE AND SAFETY.

THE ALL-NEW SPORTAGE is a celebration of art and science in equal measure. You'll experience that for yourself when you get behind the wheel. Sportage will open your eyes to a pleasing new world of interior design features, exceptional comforts and conveniences, driver-centric ergonomics and fun-to-drive performance - all encompassed by a safe and protective high-strength, steel body structure.



Your onboard guide.

Sportage EX Luxury is available with an optional, voice-activated navigation system² featuring turn-by-turn guidance and a crisp LCD video display to help you find your way through city streets or country roads. The display also doubles as the screen for the rearview camera included with the system.



Plug and play.

Standard USB and AUX audio inputs let you connect your iPod® or other digital music player to Sportage's impressive, six-speaker AM/FM/CD/MP3 audio system. Sportage EX Luxury models add a standard subwoofer and external amplifier to enhance your listening experience.



Everything fits.

With its easy-opening rear liftgate it's easy to load groceries, luggage, cargo or whatever aboard the all-new Sportage. With the rear seats folded down, there's up to 1,547 litres (54.6 cu. ft.) of "whatever" room at your disposal.



Sun and sky.

The 2011 Sportage EX Luxury is equipped with a standard, two-panel panoramic sunroof that bathes the front and rear seats in natural light. A power tilt and sliding front panel provides genuine, open-air driving comfort.

¹ Late availability. ² Bluetooth® and navigation technology only recognizes English voice prompts with the navigation system.

¹ Service available in the 10 provinces and three territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after three trial months.

² Standard on all automatic transmission-equipped Sportage models.

³ Bluetooth® enabled cell phone required.

Features

Exterior	LX MT/AT	EX	EX Luxury
16" alloy wheels	S	-	-
17" alloy wheels	-	S	-
18" alloy wheels	-	-	S
Tires P215/70R16	S	-	-
Tires P225/60R17	-	S	-
Tires P235/55R18	-	-	S
Power tilt and sliding panoramic sunroof	-	-	S
Projection-type headlights	S	S	S
LED daytime running lights ¹	-	S	S
Fog lights	S	S	S
Dual power, heated, body colour side mirrors	S	S	S
Side mirror integrated turn signals	S	S	S
Deep-tint privacy glass	S	S	S
Solar control front windshield	-	S	S
Black side sill moulding and wheel arch moulding	S	S	S
Black front grille with silver coated garnish	S	-	-
Black front grille with chrome coated garnish	-	S	S
Chrome coated door handles	-	S	S
Front and rear mud guards	S	S	S
Rear spoiler	-	-	S
Roof rails	-/S	S	S

Seating & Trim	LX MT/AT	EX	EX Luxury
Cloth seats	S	S	-
Premium cloth seats	-	S	-
Leather seats	-	-	S
Heated front seats	S	S	S
Ventilated driver's seat ¹	-	-	S
2 nd row 60/40 split folding seating	S	S	S
6-way manual adjustable driver's seat	S	-	-
Power adjustable driver's seat with lumbar support	-	S	S
Front row seat back pockets	S	S	S
2 nd row fold-down armrest with cupholder	S	S	S
Deluxe door scuff	-	-	S
Metal grain inside door handles	S	S	S
Metal grain interior accents	S	S	S

Comfort & Convenience	LX MT/AT	EX	EX Luxury
Air conditioning with cabin air filter	S	S	S
Dual-zone, fully automatic climate control with ionized air filtration system	-	S	S
Power door locks	S	S	S
Remote keyless entry with panic function	S	S	S
Smart Key push button start	-	-	S
Steering wheel mounted cruise control	S	S	S
ECO-Minder™ indicator	-/S	S	S
Power windows with one touch driver's express down	S	-	-
Power windows with one touch driver's express up/down	-	S	S
6-speaker AM/FM/CD/MP3 stereo system (including 2 tweeters)	S	S	S
Premium AM/FM/CD/MP3 stereo system (including subwoofer and external amplifier)	-	-	NAV
SIRIUS® satellite radio (includes three trial months) ²	S	S	S
AUX & USB input ports	S	S	S
iPod® cable	-	S	S
Steering wheel mounted audio controls	S	S	S
Bluetooth® hands-free cell phone capability ³	S	S	S
In-dash navigation system ⁴	-	-	NAV
Leather-wrapped steering wheel and gear shift knob	-	S	S
Tilt adjustable steering wheel	S	-	-
Tilt and telescopic adjustable steering column	-	S	S
Trip computer	-	S	S
Illuminated vanity mirrors with cover	-/S	S	S
Day & night rearview mirror	S	-	-
Electrochromic rearview mirror	-	S	S
Centre console storage compartment with armrest	S	S	S
Front map lamp with sunglass holder	S	S	S
Cargo area lamp	S	S	S
Rear cargo cover and luggage net	-	S	S

Safety	LX MT/AT	EX	EX Luxury
Dual advanced front airbags	S	S	S
Dual curtain side-impact airbags with roll-over sensor	S	S	S
Dual front seat-mounted side-impact airbags	S	S	S
Anti-whiplash active front headrests	S	S	S
Height adjustable front and 2 nd row headrests	S	S	S
Electronic stability control (ESC)	S	S	S
Traction control system (TCS)	S	S	S
Hill assist control (HAC)	S	S	S
Downhill brake control (DBC)	S	S	S
4-wheel anti-lock braking system (ABS)	S	S	S
4-wheel disc brakes	S	S	S
Height adjustable front seatbelts with pretensioners	S	S	S
Auto light control	S	S	S
Impact sensing auto door unlock	S	S	S
Child safety rear door locks	S	S	S
Lower anchors and tethers for children (LATCH)	S	S	S
Intermittent front windshield wipers	S	S	S
Front windshield wiper de-icer	S	S	S
Rear window wiper	S	S	S
Rear window defroster	S	S	S
Rearview camera ⁵	-	0	S
Rear parking sonar ⁶	-/0	S	-

S = Standard - = Not available NAV = Navigation package
 MT = Manual transmission AT = Automatic transmission
¹ Late availability.
² Service available in the 10 provinces and three territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after three trial months.
³ Bluetooth® technology enabled cell phone required.
⁴ Bluetooth® and navigation technology only recognizes English voice prompts, with the navigation system.
⁵ Rearview camera replaces rear parking sonar.
⁶ When properly equipped. See owner's manual for details.

Specifications

Engine	LX MT/AT	EX	EX Luxury
Type	2.4L, In-line 4-cylinder, aluminum block and head		
Valve train	DOHC, 4 valves per cylinder, Dual Continuously Variable Valve Timing (CVT)		
Horsepower	176 hp @ 6,000 rpm		
Torque	168 lb.-ft. @ 4,000 rpm		
Drive type	Front wheel drive (FWD); Available DYNAMAX™ Intelligent all-wheel drive system (AWD)		
Intake	Variable Intake System (VIS), Electronic Throttle Control (ETC)		
Compression ratio	10.5:1		
Transmission	6-speed manual Available 6-speed Steptronic automatic		

Dimensions, mm (in.)	LX MT/AT	EX	EX Luxury
Wheelbase	2,640 (103.9)		
Track (front/rear)	1,614 / 1,615 (63.5 / 63.6)		
Height	1,645 (64.8)		
Length	4,440 (174.8)		
Width	1,855 (73.0)		
Ground clearance (min.)	172 (6.8)		
Approach/departure angle	28.1° / 28.2°		
Head room - 1 st /2 nd row	992 / 977 (39.1 / 38.5)		
Shoulder room - 1 st /2 nd row	1,440 / 1,400 (56.7 / 55.1)		
Leg room - 1 st /2 nd row	1,051 / 963 (41.4 / 37.9)		
Hip room - 1 st /2 nd row	1,364 / 1,246 (53.7 / 49.0)		

Body & Chassis	LX MT/AT	EX	EX Luxury
Layout	Front engine, FWD or AWD		
Body type	Unibody		
Front suspension	MacPherson strut with coil spring & gas shock absorber		
Rear suspension	Multi-link with gas shock absorber		
Steering	Motor power-assist, rack-and-pinion		

Brakes	LX MT/AT	EX	EX Luxury
Type	Dual-diagonal, split-circuit, power-assisted braking system with Electronic Brake Distribution (EBD)		
ABS	4-wheel, 4-channel, 4-sensor		
Front, mm (in.) FWD/AWD	280 / 300 (11.0 / 11.8) vented discs		
Rear, mm (in.) FWD/AWD	262 / 284 (10.3 / 11.2) discs		

Curb Weight, kg (lb.)	LX MT/AT	EX	EX Luxury
Manual transmission	1,432 - 1,567 (3,157 - 3,455)		
Automatic transmission	1,445 - 1,582 (3,186 - 3,488)		

Capacities	LX MT/AT	EX	EX Luxury
Interior volume, L (cu. ft.)	2,832 (100)		
Cargo capacity, L (cu. ft.)	740 (26.1)		
Cargo capacity, rear seats down, L (cu. ft.)	1,547 (54.6)		
Maximum towing capacity, kg (lb.) ⁶	907 (2,000)		
Fuel tank capacity, L (imp. gal.)	55 (12.1)		

Fuel Economy Highway/City, L/100km (mpg)	LX MT/AT	EX	EX Luxury
Manual transmission (FWD)	6.9/10 (41/28)		
Automatic transmission (FWD)	6.3/9.5 (45/30)		
Automatic transmission (AWD)	7.1/10 (40/28)		

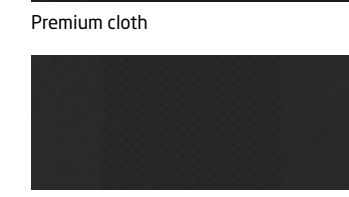
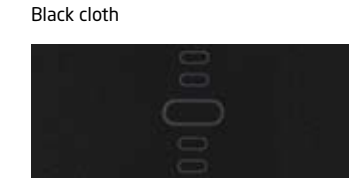


The 2011 Sportage is equipped with standard Bluetooth® technology to provide hands-free calling capability with Bluetooth-enabled cell phones.



Delivering 120 channels of some of the best programming available, SIRIUS is The Best Radio on Radio. Home of 100% commercial free music, news, talk, entertainment, traffic, weather and data, SIRIUS also broadcasts live play-by-play as the Official Satellite Radio Partner of the NFL, NASCAR, NBA and NHL. To find out more about SIRIUS Satellite Radio, speak to your Kia dealer or visit www.sirius.ca

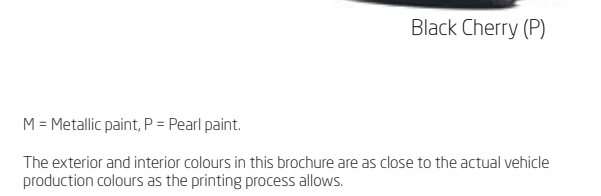
Interior Colours



Wheels



Exterior Colours



M = Metallic paint, P = Pearl paint.

The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.



Sportage EX Luxury shown in Vintage Blue metallic.

5 Year Warranty WE'VE GOT YOU COVERED.

- 5-year/100,000 km Worry-free comprehensive warranty covering virtually the entire vehicle*
- 5-year/100,000 km Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts*
- 5-year/100,000 km Roadside assistance covers you in case of mechanical breakdown anywhere in North America*
- 5-year/unlimited km Anti-perforation warranty on body sheet metal defects in material/workmanship*

For more information visit kia.ca or call 1-877-542-2886

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Reward Yourself.

Kia Member Rewards is an exclusive rewards program for Kia Customers. As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia

dealer. Those Reward Points can be redeemed for discounts on future purchases – including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.

Kia Member Rewards No-Charge Benefits include:

- Fuel fill-up with the delivery of your new Kia vehicle
- Local shuttle service
- Multi-point vehicle inspection with every service visit
- Windshield washer fill-up with every paid service
- Windshield wiper installation with wiper purchase
- Preferential rates on car rentals, nationwide
- 24/7 Roadside Assistance for your vehicle under Kia's 5-year/100,000-km warranty or Certified Pre-Owned warranty
- Email notification of exclusive Kia specials and events – a great way to earn Reward Points and save on future purchases

Become a Kia Premium Rewards Member: Ask your Kia Dealer how you can enjoy even more benefits.

Enroll Today. Becoming a Kia Rewards Member is easy. See your Kia Dealer today to join. Visit rewards.kia.ca for full terms and conditions.



Drive change.

It's about making things better. It's about thinking big, no matter how small you start. It's what took us from our first bicycle in 1952 to the vehicles we make today. It's what Kia Motors Corporation has always been about.

Kia builds quality vehicles for the young-at-heart, led by world-class design and adherence to the highest standards of corporate responsibility. Together, these commitments drive our ongoing development of state-of-the-art, eco-friendly cars to meet the global demand for compact, fuel-efficient vehicles. They also guide our community relations efforts around the world, including a unique, made-in-Canada program promoting multi-cultural understanding through Kia's active support of sports, environmental issues, health initiatives and education projects across Canada.

