



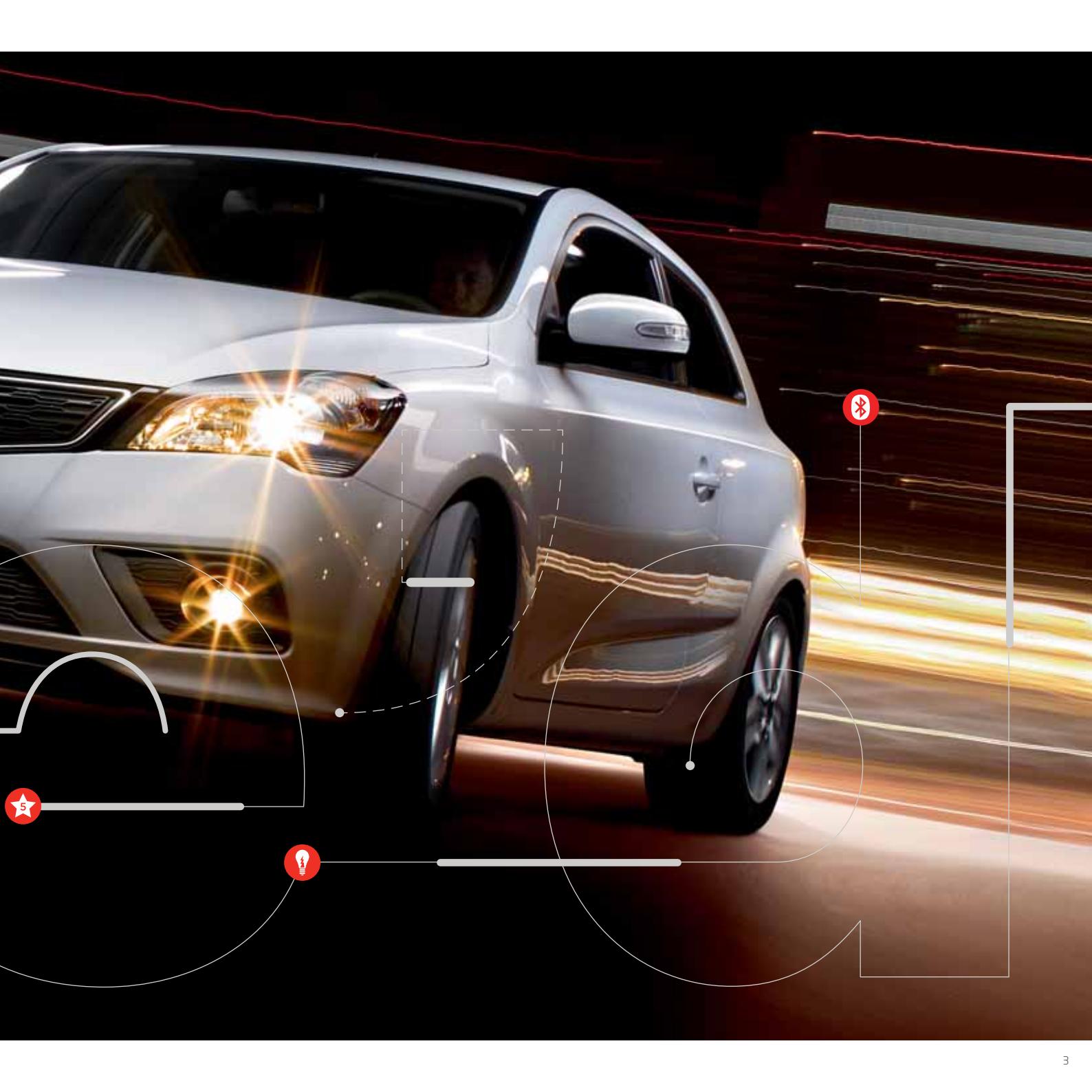
pro\_cee'd



pro



pro\_cee'd





7-year /150,000 km for the power train and 5-year /150,000 km for the entire vehicle. Valid for Kia pro\_cee'd in all EU states (Norway, Switzerland, Iceland and Gibraltar).



#### THE KIA PRO\_CEE'D

## Confidence now comes as standard

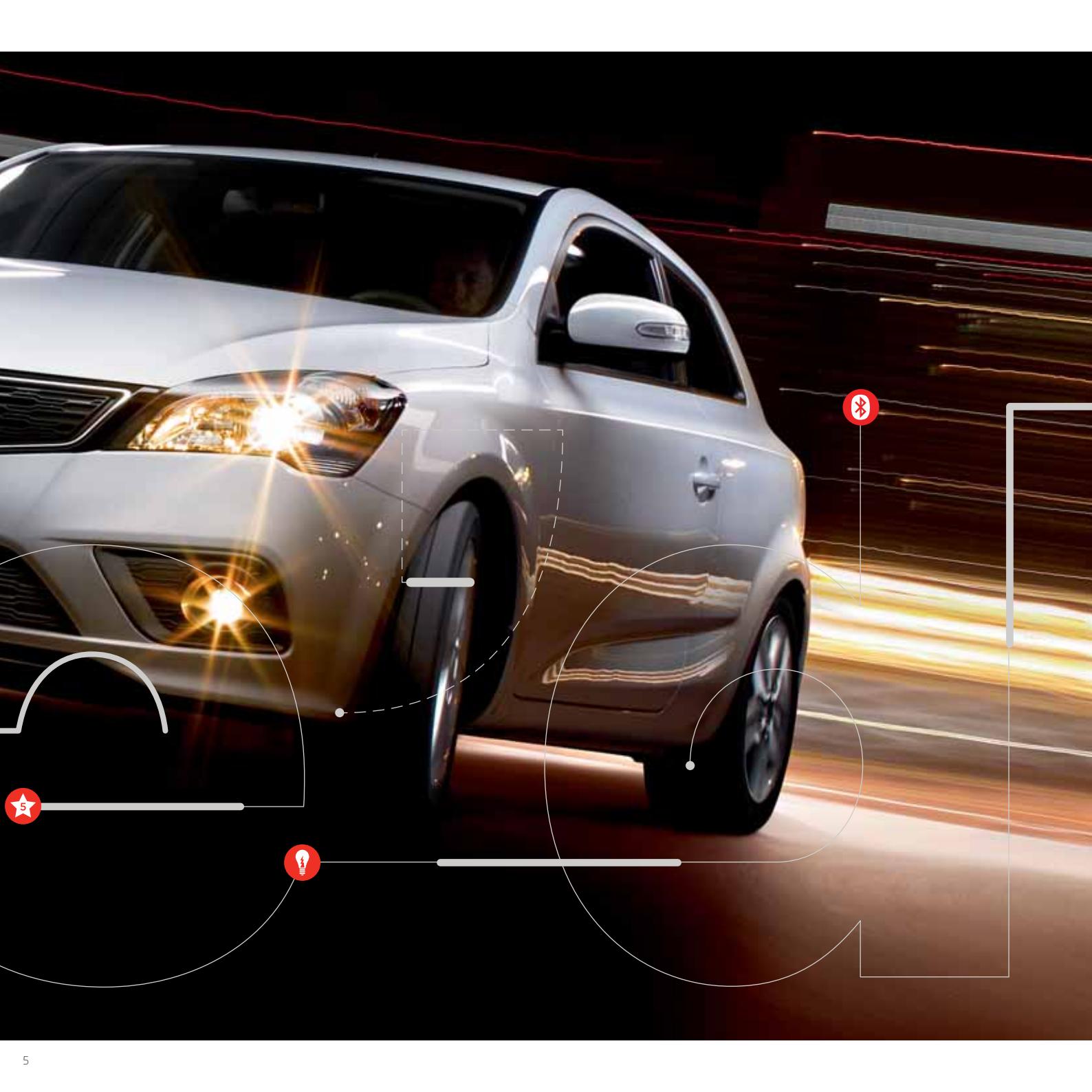
Ready for some added excitement? The new Kia pro\_cee'd delivers. Looks, performance, handling. It's got it all. And there's a lot more. Because it's a Kia. And, that means lots of great surprises. The pro\_cee'd is full of confidence. Are you?



Relax for 2,555 days and counting. The pro\_cee'd is covered up to 7 years and up to 150,000 kilometres.



Thanks to the high production standards at our state-of-the-art European factory, you may never need to use our warranty service.

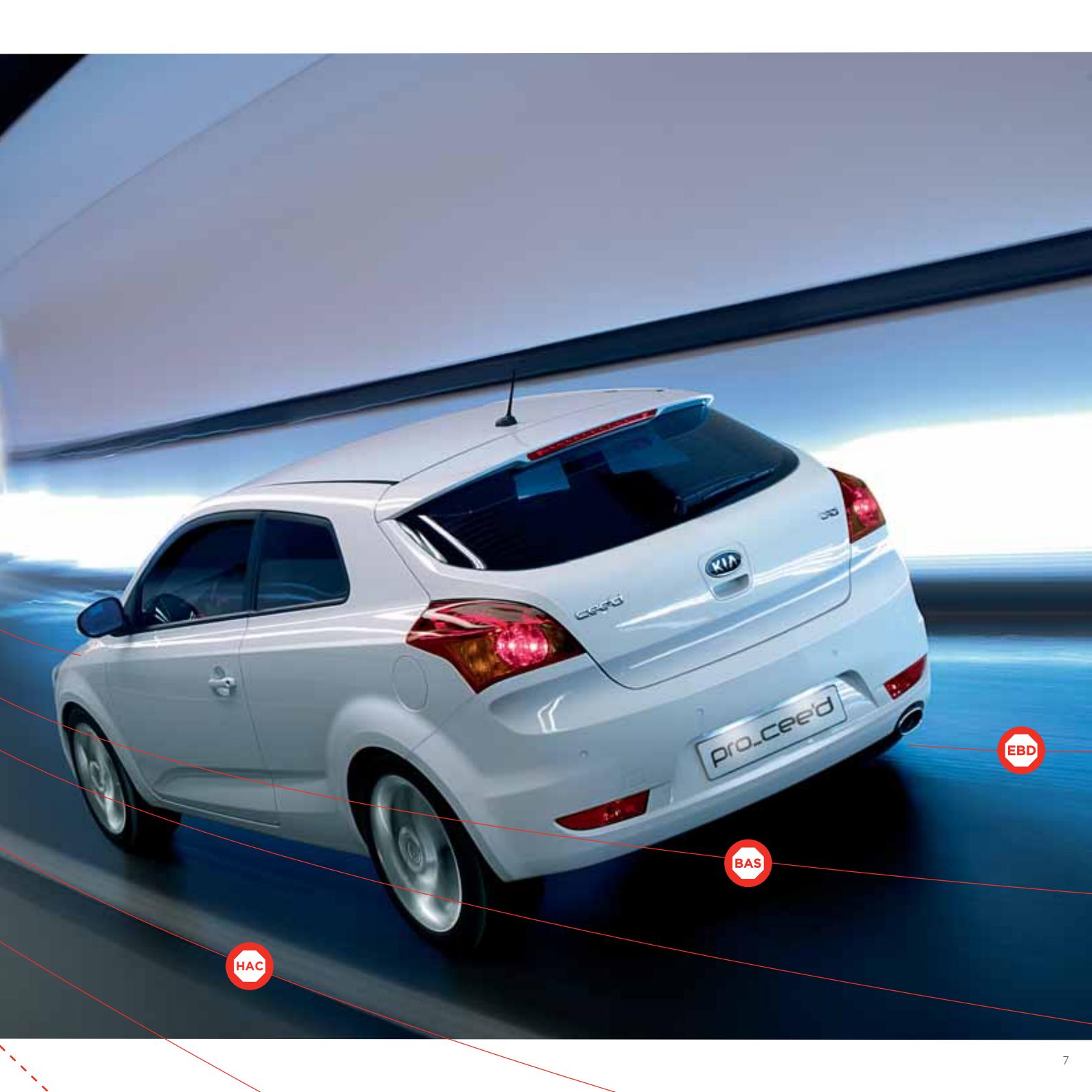


# How many corners would you like with that?

Take charge of the road courtesy of Kia's clever active driving technology. Electronic Stability Control, Electronic Brakeforce Distribution and Brake Assistant ensure excellent stability – and a great driving experience. Fully independent front and rear suspension guarantees both crisp, responsive handling and a supple, comfortable ride. Also, electric power-assisted steering makes both motorway driving and parking your pro\_cee'd a thoroughly relaxed affair.

- ABS**  
Front and rear discs, backed-up by four-channel, four-sensor Anti-lock Braking System.
- HAC**  
Hill Start Assist Control takes the sting out of starting on steep hills.
- BAS**  
Brake Assistant System increases braking pressure in an emergency.
- EBD**  
Electronic Brakeforce Distribution ensures balanced braking.
- ESC**  
Electronic Stability Control improves stability in extreme driving conditions.





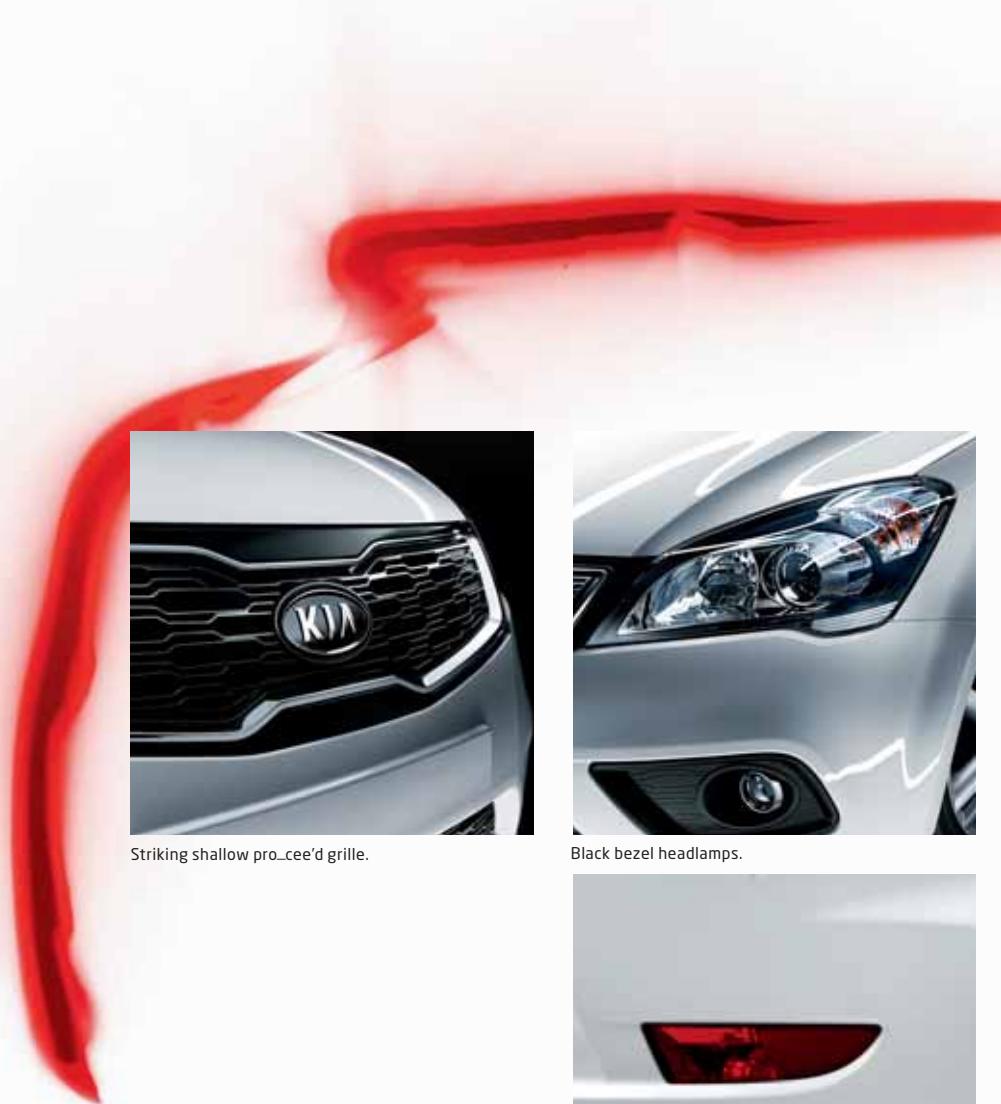




## DESIGN

# Watch muscles at play

Low stance. Long wheelbase. Coupé-like profile. Tail to die for. The pro\_cee'd ticks all the right boxes for sporty looks. Designed and conceived in Europe, the pro\_cee'd is distinctive and athletic in its styling, while retaining the unmistakable Kia family association. Underneath the stylish exterior, there's quality engineering: the reinforced bodyshell offers excellent aerodynamics and advantages in terms of handling, ride quality, durability and safety.



Striking shallow pro\_cee'd grille.



Black bezel headamps.



Rear spoiler with inbuilt brake light.



5-spoke 17" alloy wheels.



Bold stainless steel exhaust pipe.

## DESIGN FEATURES

# Six great reasons to hold your head up high

The Kia pro\_cee'd is a star in its own right. Its striking coupé-like stance and large, elongated doors accentuate the dynamic wedge-shaped profile. But there are more distinctive features to discover: the shallow grille, the wide bumper with prominent spoiler, black bezel headlamps and 5-spoke 17" alloy wheels complete with a bold stainless steel exhaust pipe.



High-set multidimensional combination rear lights.





## POWER & PERFORMANCE

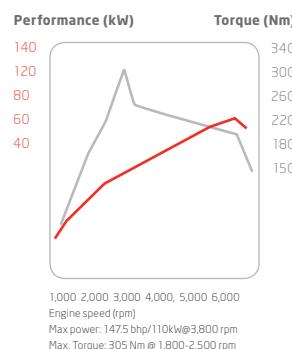
# Practice escapism everyday

The Kia pro\_cee'd is powered by the latest engine technology, designed to suit your driving style. If you're a petrol person, you'll thoroughly enjoy the choice of a 1.4 litre (90 PS), 1.6 litre (126 PS) or 2.0 litre (143 PS) DOHC engine. They feature CVVT (Continuous Variable Valve Timing) technology and electronic fuel injection to boost performance.

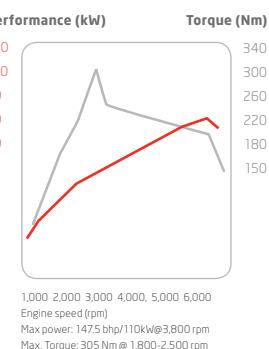
Opt for one of the three diesel engines and you'll enjoy fuel economy and performance in equal measure. The key to their success is a range of advanced technologies including a variable geometry turbocharger and second generation Bosch fuel injection. Choose between new 1.6 litre CRDi models ranging from 90 to 115 PS, and the top performing 2.0 litre CRDi (140 PS) engine.

All diesel engines are fitted with 6-speed manual transmission as standard, petrol models feature a 5-speed manual gearbox for extra smooth gear changes. If you would prefer to let the pro\_cee'd do the work, choose automatic transmission as an option.

### 2.0 Petrol

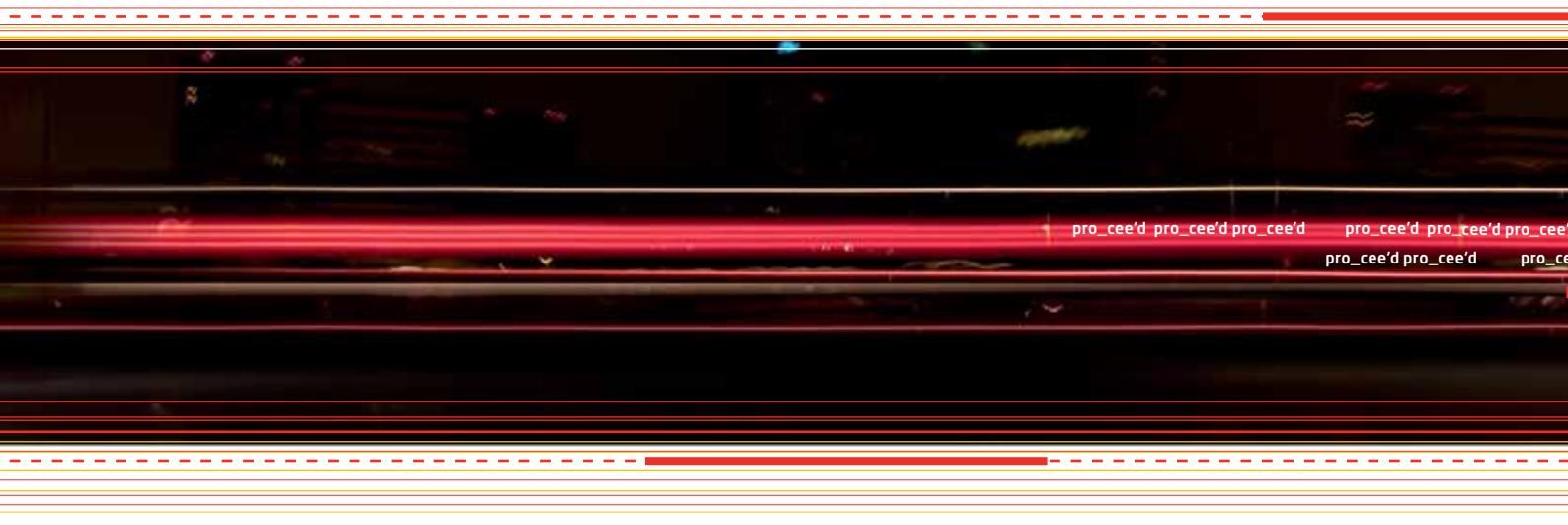


### 1.6 Diesel



## ECODYNAMICS

# There's nothing idle about stop and start



Now you can do a bit more for the environment by doing less thanks to the Start/Stop System (ISG). This advanced technology helps curb emissions simply by turning off the engine when the car is stationary, and with the transmission in neutral. When you press down the clutch again, the engine automatically re-starts. As a result, the Start/Stop System can reduce fuel consumption by up to 15 per cent. The system is available for the 1.4 and 1.6 litre petrol engines, and the 1.6 litre diesel. All models equipped with the Start/Stop System (ISG) carry the EcoDynamics badge.



Save up to 15 per cent fuel and reduce emissions with Start/Stop System (ISG).



Kia is one of the first car makers to adopt Start/Stop technology.

ecoDynamics









One touch to adjust volume, trip computer or cruise control.



The new audio system with CD player.



Connect your iPod or MP3 player.



Stay in touch with hands-free Bluetooth®.



DRIVER ERGONOMICS

Ready to take command?

New 6.5" touch-screen  
full-map navigation.

Optional dual-zone climate control.

6 speakers.

Trip computer in new  
instrument cluster.



6



Spacious interior with  
excellent head- and legroom.



Doors with easy entry  
to rear seats.



Heated front seats.



CABIN ERGONOMICS

Confidence  
you can touch



60/40 split-folding  
seat backs.



Lumbar support for driver and  
front passenger seat.



Seating for five.



## SAFETY

# Even the toughest need protection

The Kia pro\_cee'd gives you all the right reasons to be confident. Our European engineers have created a car that's not just stylish, but also well equipped to protect you at all times. To prove it we test our cars rigorously.

The rigid bodyshell structure is engineered for extra stiffness. Key areas are fitted with high-tensile steel to provide outstanding crash protection. At the same time, carefully positioned crumple zones absorb any energy during a collision, dampening impact. The pro\_cee'd is fitted with six airbags as standard: dual front airbags,

front side airbags, and full-length curtain airbags to protect all passengers. The front seats feature active headrests which help prevent head injuries during a rear impact. All five seats are fitted with 3-point seat belts.

We've also made sure your Kia is well protected against theft. Standard security measures include an advanced electronic immobiliser. Thanks to speed-sensing auto locking, the doors lock when you pull away and, in the unlikely event of an accident, unlock automatically.



Active driving  
technology like  
Electronic Stability  
Control ensures  
excellent handling.





Up to 6 airbags inflate when necessary to prevent injury.



In a rear collision, the headrests move forwards and upwards to prevent head injuries.





## CONNECTIVITY

# Let your fingertips rule

The Kia pro\_cee'd is an expert at making your life easier. As the driver, you will appreciate the beautifully crafted, ergonomic cockpit where everything is close at hand. Adjust the volume of your state-of-the-art audio system via the steering wheel buttons. Or check essential journey statistics. The new three-dial instrument panel also incorporates the handy trip computer. All essential data is displayed with atmospheric red illumination. To find your destination, simply use the new 6.5" full-map navigation system. And when you get there, the optional parking sensors help you park your pro\_cee'd without a scratch. There's plenty of well-considered technology for increased comfort and minimum distraction.





New high quality audio unit with single central dial for added simplicity and control.



Bluetooth®: stay connected with hands-free Bluetooth.



Effortless: the touch-screen full-map satellite navigation system.



Connect your iPod or MP3 player with USB/AUX port provided to listen to your tunes via the sound system.



Set the speed you require with cruise control using the steering wheel buttons.

## SPORTS PACK

# Wear it with pride

If you would like to boost your athletic side, opt for the specially designed Sports Pack. It's fitted with a set of 17" Hyper silver alloy wheels. Inside, the sporty theme continues – with leather-clad steering wheel, gear and parking lever. The tyre-track pattern seat covers feature silver stitching. This stylish touch is repeated on the steering wheel and centre arm rest cover. The stainless steel door scuff plates, alloy pedals and metal effect details throughout the cabin complete the sporty feel.



Options of black leather seats with grey stitch detailing or the tyre-track seat fabric design.





Sports gear shift.



Alloy pedals.



17" Hyper silver alloy wheel.



Leather armrest with stitch detailing.



Leather steering wheel with grey stitching.



# Confidence is contagious

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our revolutionary 7-year warranty reflects this commitment. You'll also find it in a whole range of Kia initiatives designed to create better, more efficient and more enjoyable cars.

## Stay in touch with Kia

Visit [www.kia.eu](http://www.kia.eu) for all the latest news and updates. For example, you may want to find out more about our achievements in alternative fuel technology development, like liquid gas, hybrid and fuel cell technology. Or discover what our Environment Research Centre is currently working on. We're also involved in major sporting events, like the 2010 FIFA World Cup, and we sponsor tennis star Rafael Nadal.

## 7-year new car warranty

Every Kia pro\_cee'd in Europe will benefit from a 7-year /150.000 km new car warranty. This warranty is free and transferable to subsequent owners, provided the car is regularly maintained in accordance with the servicing schedule.

## 5-year / 150.000 km paint warranty

High quality body paint ensures long-lasting protection and shine for your new Kia automobile.

## 12-year anti-perforation warranty

Your new Kia automobile comes with superior corrosion protection and a warranty against rust from the inside out.

## Financing

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



\* 7-year /150.000 km new car warranty for all Kia Models with initial registration after 01.01.2010; valid in all EU member states (incl. Norway, Switzerland, Iceland and Gibraltar) subject to local terms and conditions.



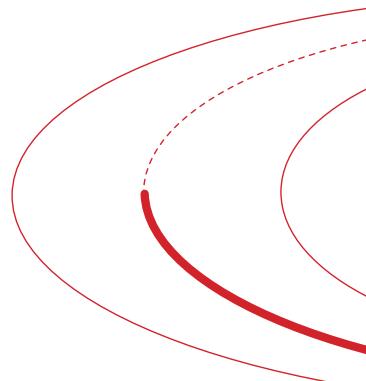
The Kia pro\_cee'd warranty covers your car for 7 years.



Go to [www.kia.eu](http://www.kia.eu) for all the latest and greatest.



Plenty of new ideas for better driving.

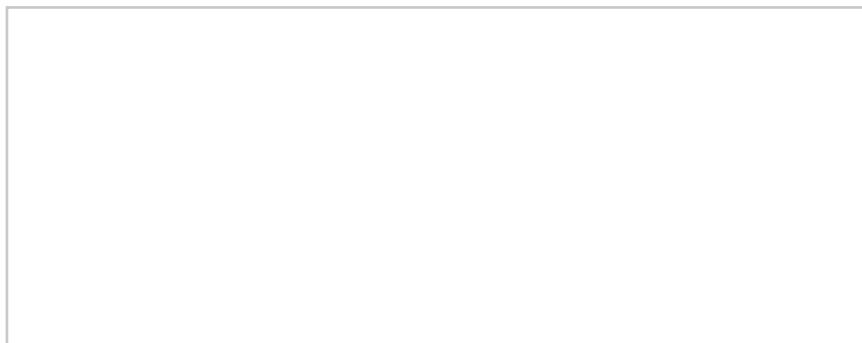






[www.kia.eu](http://www.kia.eu)

7-years/150,000 km for the entire vehicle,  
including 3 year unlimited mileage. Valid for  
Kia pro\_cee'd in all EU states (incl. Norway,  
Switzerland, Iceland and Gibraltar).



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