

KIA.RIO





RIO SX AND RIO S5X SHOWN



The pursuit of happiness was never this much fun.

The 2011 Rio and Rio5 give you two ways to inject a lot more fun into your life. Both have sporty styling, class-leading roominess¹ and a spirited 110-horsepower engine that delivers up to 36 mpg² on the highway with a 4-speed automatic transmission. Advanced safety features, including standard front active headrests and six airbags, add to your peace of mind. For added versatility, the Rio5's hatchback design provides easy access to its roomy cargo area. Both vehicles come with Kia's industry-leading 10-year/100,000-mile warranty program.³ Best of all, they're both built with attention to every detail and come at very affordable prices. Now comes the hard part: choosing between them.



**ONE OF THE CLEANEST,
MOST FUEL-EFFICIENT
VEHICLES ON THE ROAD⁴**

2010 RIO

^{1,2,3,4}See Specifications page for endnotes.

ROOM TO RELAX

The Rio's spacious and comfortable interior is designed to let everyone relax and enjoy the ride. Class-leading interior volume¹ means you and your passengers are rewarded with more passenger space. In fact, it has more passenger space than the larger Toyota Corolla, Honda Civic or Chevy Cobalt.²

A CUSTOMIZED FIT

The Rio is available in three interior colors. The sporty black and red combination, on the SX, really stands apart.

SMOOTH AND QUIET

Sometimes, what you can't see makes all the difference. Insulation, featured in all the right places, minimizes road noise and delivers a quiet ride.

GO AHEAD — TREAT YOURSELF

SX models have cool features like a leather-wrapped steering wheel and gearshift knob plus sport-seat fabric, metal pedals and metal-finished accents throughout the cabin.



^{1,2} See Specifications page for endnotes.

RIO SX SHOWN



As comfortable as it is stylish.



RIOS SX SHOWN

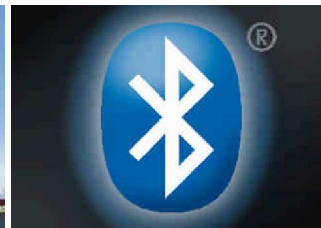
Designed to let you work hard and play hard.

The Rio is designed to help you get the most out of life every day. The Rio 4-door has a surprisingly deep and spacious trunk, so you can carry anything from sports equipment to gardening supplies. With its large hatchback, the Rio5 makes loading and unloading cargo quick and easy. An AM/FM/CD/MP3/SIRIUS® audio system delivers rich audio performance, while a complimentary trial subscription to SIRIUS® Satellite Radio® provides a wealth of additional choices for music, entertainment and more. An accessory cable that plugs into the standard USB/auxiliary input jack allows you to operate your iPod®7 mobile digital device through the stereo. For even more convenience, LX and SX models have standard air conditioning. Welcome features such as *Bluetooth*® wireless technology,⁸ cruise control, heated outside mirrors with turn-signal indicators, power windows and door locks and remote keyless entry are included in the Value Package.*



RIO5 VERSATILE HATCHBACK DESIGN

The hatch allows easy loading, while the 60/40 split-folding rear seat accommodates large or bulky items.⁹



USB/AUXILIARY JACK FOR MP3 AUDIO

Now you can plug in your MP3 device and bring all your favorite tunes along for the ride.⁷



BLUETOOTH® WIRELESS TECHNOLOGY*

Enjoy convenient, hands-free use of your compatible *Bluetooth*® wireless technology-enabled cell phone.

60/40 SPLIT-FOLDING REAR SEAT*

Simply fold down the rear seat, and bring along everything from gardening supplies to snowboards.⁹



SIRIUS SATELLITE RADIO®

Get over 130 channels, including 100%+ commercial-free music, plus all your favorite sports, news, talk and entertainment. It all comes with crystal-clear, coast-to-coast coverage 24/7.



CONTROLS AT YOUR FINGERTIP*

Steering-wheel-mounted controls, standard on SX models, let you operate the cruise control and audio system.

^{5,7,8,9} See Features and Specifications pages for availability and endnotes.
* Available as optional equipment.



Built for those who love to drive.

RIO, SX SHOWN

LIVELY PERFORMANCE

You'll get a kick out of the Rio's quick acceleration. The spirited 1.6-liter, DOHC, 16-valve, 110-horsepower 4-cylinder engine also delivers outstanding fuel efficiency of up to 36 mpg² on the highway with an automatic transmission.

POWER STEERING*

Speed-sensitive, power-assisted rack-and-pinion steering helps give the LX and SX excellent control and maneuverability.

CRISP HANDLING

Every twist and turn gives you the chance to experience the Rio's precise handling. You'll enjoy the agility and exceptionally smooth ride provided by its independent MacPherson-strut front suspension and front stabilizer bar.

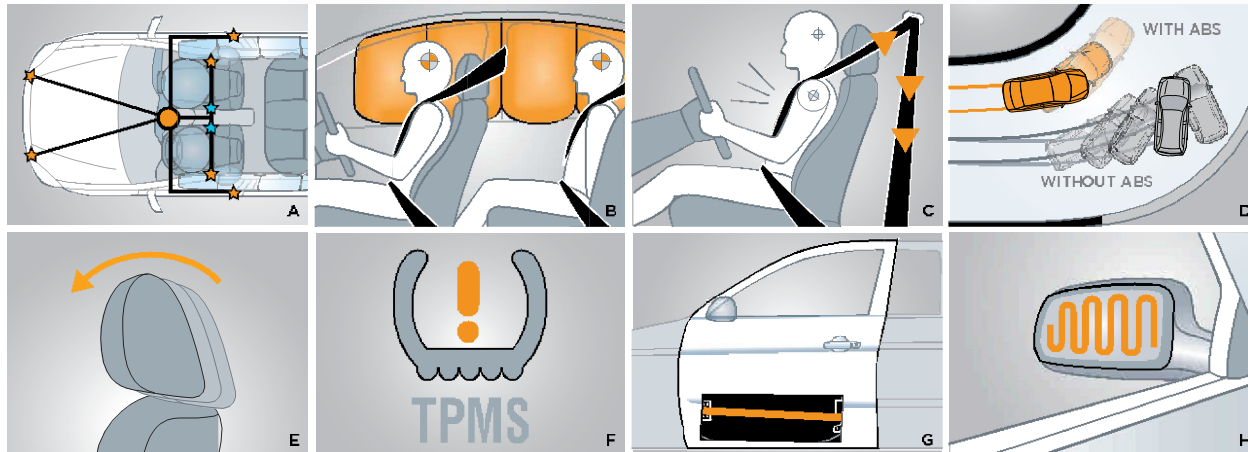
AUTOMATIC TRANSMISSION

The smooth-shifting 4-speed automatic transmission enhances fuel economy².

STYLING THAT TURNS HEADS

SX models feature their own unique exterior styling, which includes 16-inch alloy wheels, an aerodynamic rear spoiler, heated outside mirrors with turn-signal indicators and fog lights.

^{2,1} See Features and Specifications pages for availability and endnotes. * Available as optional equipment.



Passive safety systems to help enhance everyone's well-being.

Rio'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.



RIO LX SHOWN

A. ADVANCED AIRBAG SYSTEM

Six airbags placed throughout the cabin are designed to help protect occupants. The advanced front airbag system monitors the severity of a frontal impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly¹⁰

B. FULL-LENGTH SIDE CURTAIN AIRBAGS

Along with the dual front advanced airbags, the Rio features dual seat-mounted side and full-length side curtain airbags.¹⁰

C. 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.

D. ANTI-LOCK BRAKES*

An Anti-lock Braking System (ABS) helps give you better steering control during hard or sudden braking, especially on wet or slippery road surfaces.

E. FRONT ACTIVE HEADRESTS

In the event of certain rear collisions, the active headrests move up and forward, helping to reduce the likelihood of neck injury.

F. TIRE-PRESSURE MONITORING SYSTEM

The monitoring system includes air-pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you¹¹

G. REINFORCED BODY DESIGN

Doors are reinforced with steel beams to absorb impact energy and deflect side-impact force. Both the A and B pillars are reinforced to help strengthen the vehicle's body in the case of a collision.

H. HEATED OUTSIDE MIRRORS*

Heated outside mirrors are designed to stay clear in cold weather.

CHILD-SEAT LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) make it easy and convenient to secure child seats. (not shown)

^{10,11}* See Features and Specifications pages for availability and endnotes.
* Available as optional equipment.

KIA HERITAGE

For years, our focus has been on building quality vehicles that combine the style and performance you want with the safety and value you need. Today, Kia Motors Corporation has manufacturing facilities spanning the globe and produces more than 1.3 million vehicles a year for drivers worldwide. In 2010, Kia sold its 3 millionth vehicle in the U.S.A., and it took less time to reach that milestone than Toyota¹². In fact, Kia has outsold Lexus, Subaru, Volkswagen and Mazda¹³.

THE CHOICE IS YOURS

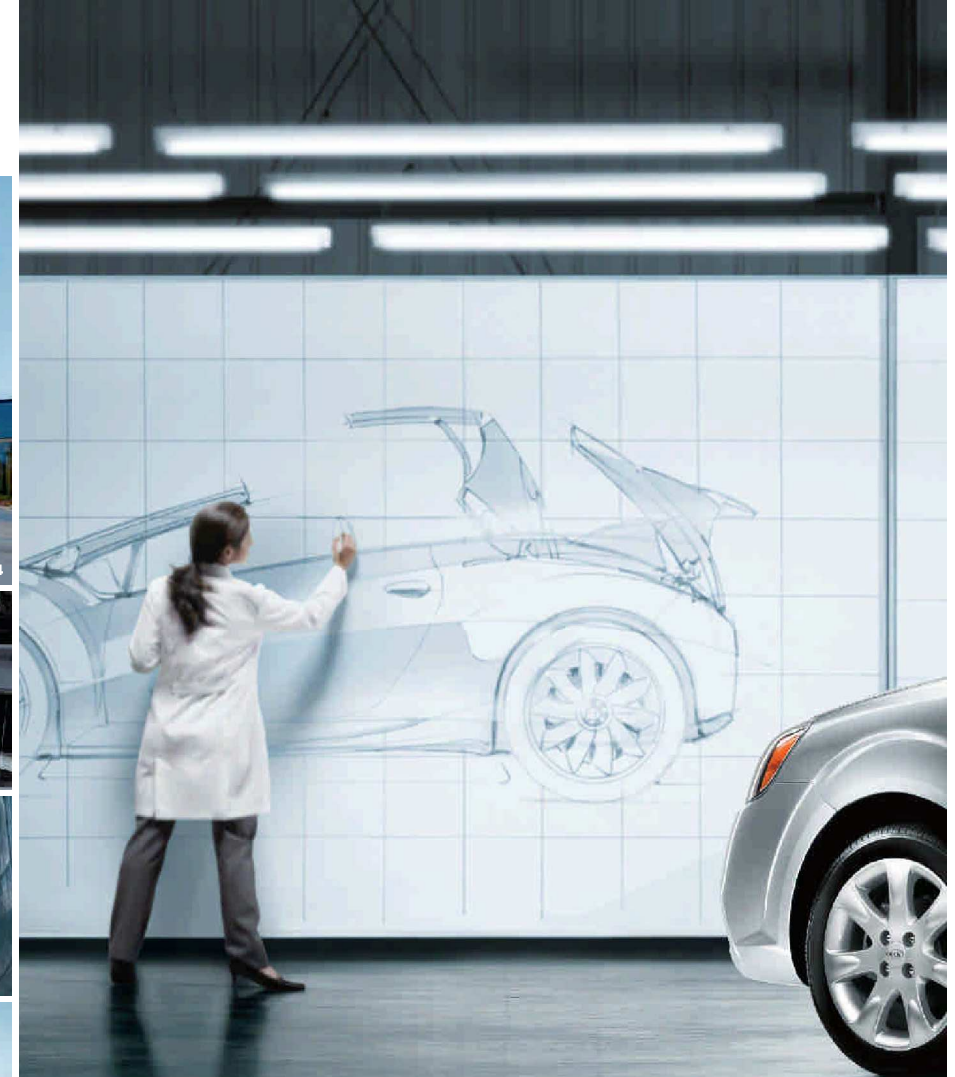
We offer a full line of 11 models, many of which have earned top awards or ratings in safety and customer satisfaction. We back every model with an industry-leading 10-year/100,000-mile limited warranty program². It's a lineup in which you're sure to find the style, driving excitement and value you're looking for.

KIA.COM

Our website lets you check out specifications, videos, packages, accessories and more. You can experience 360° interior and exterior views, get price quotes — even calculate your monthly payment and find out which of our 700-plus retailers is nearest to you. If you prefer, simply call us at 1-800-333-4KIA.

²Assembled in the United States from U.S. and globally sourced parts.

^{5,12,13,14}See Specifications page for endnotes.



The Kia commitment to America.

Kia Motors has reached a special milestone: the opening of a brand-new \$1-billion state-of-the-art manufacturing facility in West Point, Georgia. At full capacity, the plant can produce up to 300,000 vehicles a year. Production of the new 2011 Sorento is currently under way there, making it Kia Motors' first-ever vehicle to be built in the U.S.A.* The plant will generate more than just high-quality vehicles. Over 2,500 new jobs are expected to be created at the facility and up to 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.



Accessories



SPORT VISORS



SPORT PEDALS



CARGO TRAY



DOOR SILL PLATES

Colors

EXTERIOR

CLEAR WHITE	G/B	SAPPHIRE BLUE (M)	G
TITANIUM (M)	G (Sedan LX only)	TROPICAL RED (M)	G
CASHMERE BEIGE (M)	B (Sedan LX only)	MIDNIGHT BLACK	G
CLEAR SILVER (M)	G	SUNSET ORANGE (M)	G

INTERIOR



GRAY CLOTH



BEIGE CLOTH



SX SPORT CLOTH

INTERIOR COMBINATIONS ARE INDICATED BY
B = BEIGE INTERIOR, G = GRAY INTERIOR, (M) = METALLIC PAINT
Actual vehicle colors may vary from printed brochure

Features

	SEDAN			RIO5	
	RIO	LX	SX	LX	SX
EXTERIOR					
14" tires w/steel wheels w/center caps	●	-	-	-	-
14" tires w/steel wheels w/full wheel covers	-	●	-	●	-
15" tires w/alloy wheels	-	○	-	○	-
16" tires w/alloy wheels	-	-	●	-	●
Body-color bumpers	●	●	●	●	●
Body-color exterior door handles	●	●	●	●	●
Body-color side moldings	●	●	●	●	●
Bright exhaust finisher	-	-	●	-	●
Clear-lens auto-off headlights w/black bezel	●	●	●	●	●
Front fog lights	-	-	●	-	●
Dual remote body-color mirrors	●	●	●	●	●
Dual body-color heated power mirrors w/turn-signal indicators	-	○	●	○	●
Variable intermittent windshield wipers	●	●	●	●	●
Rear-window defroster	●	●	●	●	●
Rear wiper w/washer	-	-	-	●	●
Body-color rear spoiler	-	○	●	-	●
INTERIOR & CONVENIENCE					
AM/FM/CD/MP3/SIRIUS® audio system w/4 speakers	●	●	●	●	●
Tweeter speakers	-	○	●	○	●
Steering-wheel-mounted audio-control buttons	-	○	●	○	●
USB/auxiliary input jack	●	●	●	●	●
Air conditioning	-	●	●	●	●
Power windows w/driver's one-touch auto-down	-	○	●	○	●
Bluetooth® wireless technology	-	○	●	○	●
Power door locks w/keyless remote	-	○	●	○	●
Tilt steering column	●	●	●	●	●
Cruise control	-	○	●	○	●
Low-fuel warning light	●	●	●	●	●
Rear seatback pocket	●	●	●	●	●
Center console	●	●	●	●	●
Dual cup holders	●	●	●	●	●
Tinted glass	●	●	●	●	●
Day/night interior rear-view mirror	●	●	●	●	●
Dual sun visors w/vanity mirrors	●	●	●	●	●
Passenger-assist grips	●	●	●	●	●
Dome lamp	●	●	●	●	●
Dual front 12V power outlets	●	●	●	●	●
Cargo area lamp	●	●	●	●	●
Floor mats	○	○	○	○	○

	SEDAN			RIO5	
	RIO	LX	SX	LX	SX
SEATING & TRIM					
Full-cloth seat trim	●	●	-	●	-
Sport-cloth seat trim	-	-	●	-	●
Driver's seat height adjuster	●	●	●	●	●
Driver's seat fold-down armrest	●	●	●	●	●
60/40 split-folding rear seat	-	●	●	●	●
Rear-seat adjustable headrests	-	●	●	●	●
Leather-wrapped steering wheel/gearshift knob	-	-	●	-	●
Metal-finish trim	-	-	●	-	●
Metal pedals	-	-	●	-	●
RESTRAINT & SAFETY SYSTEMS					
Dual front advanced airbags	●	●	●	●	●
Dual front seat-mounted side airbags	●	●	●	●	●
Full-length side curtain airbags	●	●	●	●	●
Front active headrests	●	●	●	●	●
3-point seat belts for all seating positions	●	●	●	●	●
Front seat-belt pretensioners	●	●	●	●	●
Height-adjustable front seat-belt anchors	●	●	●	●	●
Seat-belt warning light	●	●	●	●	●
4-wheel anti-lock brakes (ABS)	-	●	●	●	●
Tire-Pressure Monitoring System (TPMS)	●	●	●	●	●
Side-impact door beams	●	●	●	●	●
Front & rear crumple zones	●	●	●	●	●
Impact-absorbing steering column	●	●	●	●	●
Lower Anchors & Tethers for Children (LATCH)	●	●	●	●	●
Rear child-safety door locks	●	●	●	●	●
Internal emergency trunk release	●	●	●	-	-
VALUE PACKAGE (LX)					
Bluetooth® wireless technology					
Power windows					
Power door locks w/keyless remote					
Power heated mirrors					
Tweeter speakers					
Cruise control					
Steering-wheel-mounted audio/cruise-control buttons					
Dual body-color heated power mirrors w/turn-signal indicators					

● STANDARD ○ OPTION - NOT AVAILABLE

Specifications

ENGINE	SEDAN & RIO5
Type	Inline four-cylinder, iron-block aluminum head
Valve gear	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)
Displacement	1,599 cc
Compression ratio	10.0:1
Horsepower (SAE net)	110 hp @ 6,000 rpm
Torque (SAE net)	107 lb.-ft. @ 4,500 rpm
Transmission	5-speed manual, overdrive (Rio). Electronically controlled 4-speed automatic, overdrive (LX/SX)

DIMENSIONS	SEDAN	RIO5
Wheelbase	98.4 in.	98.4 in.
Track (front/rear)	57.9 in./57.5 in.	57.9 in./57.5 in.
Length	167.3 in.	158.5 in.
Width	66.7 in.	66.7 in.
Height	57.9 in.	57.9 in.
Ground clearance	6.1 in.	6.1 in.
Headroom (front/rear)	39.6 in./37.8 in.	39.6 in./38.8 in.
Shoulder room (front/rear)	53.5 in./53.1 in.	53.5 in./53.1 in.
Legroom (front/rear)	42.8 in./34.3 in.	42.8 in./34.3 in.
Hip room (front/rear)	50.8 in./50.0 in.	50.8 in./50.0 in.
Passenger volume	92.2 cu. ft.	92.2 cu. ft.
Cargo volume (rear seat up) (rear seat down)	11.9 cu. ft. —	15.8 cu. ft. 49.6 cu. ft.

CURB WEIGHT	SEDAN	RIO5
5-speed manual	2,365 lbs.	2,438 lbs.
4-speed automatic	2,403 lbs.	2,487 lbs.

BODY & CHASSIS	SEDAN & RIO5
Layout	Front engine, front-wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Torsion beam, coil springs
Steering type	Rack-and-pinion (power assisted on LX/SX)
Turns, lock-to-lock	4.3 (manual); 3.0 (power)
Turning circle, curb-to-curb	32.7 ft. (manual); 33.1 ft. (power)

BRAKES	SEDAN & RIO5
Type	Hydraulic, power-assisted vacuum; 4-sensor, 4-channel ABS (ABS n/a on base 4-door)
Front	10.1 in. vented discs
Rear	8.0 in. drum

TIRES	SEDAN	RIO5
Type	P175/70R14 (Rio)	P185/65R14 (LX)
	P185/65R14 (LX)	P195/55R15 (optional on LX)
	P195/55R15 (optional on LX)	P205/45R16 (SX)
	P205/45R16 (SX)	

2011 EPA FUEL ECONOMY ^{1E}	SEDAN	RIO5
(Estimated City/Highway MPG)		
5-speed manual	28/34	—
4-speed automatic	27/36	27/35
Fuel-tank capacity (gallons)	11.9	11.9

ENDNOTES:

¹ Based on comparison of 2010 models in subcompact segment.

² Refer to specifications above for 2011 EPA fuel-economy estimates. Actual mileage may vary.

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 SmartWay Certification mark, developed by the U.S. Environmental Protection Agency, identifies each vehicle's air pollution and greenhouse gas performance. Lower emissions and higher fuel economy earn higher scores. Vehicles with the best scores receive the SmartWay designation.

⁵ Based on comparison of 2010 models.

⁶ SIRIUS services require a subscription, sold separately after 3-month trial subscription included with vehicle purchase. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. Prices and programming subject to change. Subscriptions governed by SIRIUS Terms & Conditions available at sirius.com. SIRIUS Radio U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States and D.C. See dealer for details or visit sirius.com.

⁷ Kia accessory cable required for iPod® connectivity. Cable and iPod® mobile digital device sold separately. iPod is a registered trademark of Apple Inc.

⁸ A compatible Bluetooth® wireless technology-enabled cell phone is required to use Bluetooth® wireless technology. 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 tradenames are those of their respective owners.

⁹ All cargo should be evenly distributed and properly secured, and never piled higher than the seatback. Photograph shown for spatial reference only.

¹⁰ For maximum protection, always wear your seat belt.

¹¹ Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

¹² Source: Automotive News Data Center.

¹³ Based on total U.S. light-vehicle sales, March 2009 to March 2010.

¹⁴ Kia Design Center, a division of Hyundai America Technical Center, Inc. (HATCI). California Proving Grounds are operated by HATCI.

¹⁵ Actual mileage may vary.

¹⁶ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc.

All information contained herein was accurate and correct at the time of printing. From time to time, Kia Motors America may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown may include optional equipment. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia retailer or website for further details concerning Kia's available limited warranties. ©2010 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc., is prohibited.

KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA



We've got you covered.

At Kia Motors, we believe peace of mind should come standard with all our vehicles. That's why we back every model with an industry-leading warranty program.² So you can relax and enjoy the ride.

- 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.



kia.com

Part #UR110 PM001