

2013.KIA.SPORTAGE





Good things come in perfectly sized packages. Presenting the 2013 Kia Sportage. It delivers key performance benefits of a crossover, including agile handling, a smooth ride and excellent fuel efficiency.¹ It also offers available advanced features that range from an air-cooled driver's seat* to UVO^{®2} — an in-vehicle infotainment system that lets you manage your music conveniently and enjoy hands-free use of your cell phone.³ This means that while the Sportage is just plain fun to drive, it's also designed to take first-class care of its passengers. Like all Kia models, the Sportage comes with an industry-leading 10-year/100,000-mile warranty program.⁴

¹, ², ³, ⁴, ⁵, ⁶, ⁷, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. Cover: EX WITH PREMIUM PACKAGE SHOWN. This page: SX SHOWN.



SOLID PERFORMANCE

The Sportage is equipped with a 2.4L 176-hp⁵ 4-cylinder engine that provides outstanding acceleration and fuel efficiency.¹ SX models have a turbocharged 2.0L GDI I4 engine that delivers an impressive 260 hp.



ADVANCED TECHNOLOGY

An available voice-activated navigation system* lets you make more efficient use of driving time. An available back-up warning system⁶ detects objects you might not see behind your vehicle.



PEACE OF MIND[†]

Sportage features a full range of advanced active and passive safety systems. These include six airbags,⁷ front active headrests, a Traction Control System (TCS) and Electronic Stability Control (ESC).

[†]No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed.



2012 Top Safety Pick

INSURANCE INSTITUTE FOR HIGHWAY SAFETY
FOR THE 2013 SPORTAGE



Substance dramatically coexisting with style. The Kia Sportage provides spacious seating for five adults, and that's just the beginning of its accommodating design. It has an available power driver's seat with lumbar support* and, for your comfort as well as your front passenger's, available dual-zone temperature control with an advanced, ionized air-filtration system* that provides purified air. Equally impressive interior styling is highlighted by a sleek, sculpted instrument panel that has a contemporary design.

*See Features page for availability. Not all optional features are available on all trims. EX WITH PREMIUM PACKAGE AND NAVIGATION PACKAGE SHOWN.

Ahead of the technological curve. The Kia Sportage has advanced technology designed to enhance your comfort, convenience and audio entertainment. Available features include heated front seats*, an air-cooled driver's seat*, SiriusXM Traffic*⁸ for advance notice about traffic jams, and a Smart Key that lets you unlock the door and start the engine with the key in your pocket.* The Sportage also lets you enjoy streaming audio using a *Bluetooth*^{®3} wireless technology-enabled device.

HEATED FRONT SEATS*

The available heated driver's and front passenger's seats help take the chill off a cold morning. Heating occurs even before the engine has completely warmed up.



AIR-COOLED SEAT*

The available air-cooled driver's seat features perforations that allow air to circulate. For optimum comfort, choose from multiple air-flow settings.

BACK-UP WARNING SYSTEM*

An available sonar sensor system is concealed in the rear bumper. It activates a distinct audible warning when it detects an object you might not be able to see behind your vehicle.⁶

USB/AUXILIARY MP3 JACKS

Now you have the freedom to listen to your favorite tunes from your own music library. An accessory cable integrates your iPod[®] mobile digital device⁹ with the audio system controls.

PUSH-BUTTON START*

The available Smart Key remote is very convenient. Even with it tucked in a pocket or purse, you can start or stop the engine with the push of a button, or lock and unlock doors from outside.

POWER-FOLDING MIRRORS*

Available power-folding outside 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 commercial-free music, plus the best sports, news, talk, comedy and entertainment.⁸



BLUETOOTH^{®3} WIRELESS TECHNOLOGY

Enjoy your *Bluetooth*^{®3} wireless technology-enabled cell phone with hands-free simplicity.

STEERING WHEEL CONTROLS

Conveniently operate the audio system and your *Bluetooth*^{®3} wireless technology-enabled devices with steering-wheel-mounted controls.

DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*

The available dual-zone system lets driver and front passenger set their own temperature to create individual comfort zones.

NAVIGATION SYSTEM*

Available voice-command navigation includes a vivid color touch screen and real-time highway conditions from SiriusXM Traffic.⁸

EASY TO READ

The available Supervision meter cluster* enhances readability. Red lighting on all three gauges provides sophisticated styling.

3, 6, 8, 9, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. EX WITH PREMIUM PACKAGE AND NAVIGATION PACKAGE SHOWN.

Kia UVO*² Powered by Microsoft.^{®10} Technology keeps giving us new ways to be entertained, stay in touch and access information. Getting to enjoy this, however, used to be complicated, especially while driving. UVO, short for “your voice,” is an available infotainment system that uses advanced voice-recognition technology to simplify the use of your cell phone³ and MP3 player. Instead of memorizing difficult voice commands and menus, UVO lets you use your compatible cell phone³ to make hands-free calls, receive and respond to text messages, listen to streaming audio, enjoy your personal music, and play your favorite song, artist or genre of music — all by giving a single, intuitive voice command. With its innovative technology, UVO makes infotainment remarkably easy to enjoy.

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 phone³ and vehicle information.

ADVANCED VOICE CONTROL
Microsoft^{®10} speech technology can learn multiple users' speaking patterns, and it responds quickly to long phrases. Even with Sportage's multiple music-source options, finding a song is as easy as saying its title.

EASY FEATURE UPDATES
With its flexible Windows^{®10} Embedded Automotive platform, the UVO system allows you to update its features and services conveniently.



DIGITAL JUKEBOX
UVO's in-dash digital storage is large enough to hold up to 700 megabytes of your favorite music. The system lets you load your tunes into personal MyMusic folders and sort them by either title or artist.

HD RADIO™ TECHNOLOGY
UVO offers available HD Radio™ Technology™ — the digital evolution of AM and FM radio. It includes new features like crystal-clear sound, new local FM channels, on-screen information and much more — all 100% subscription free.



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.⁶

“call Jason”

“play alt-rock”

“shuffle on”

“what’s playing?”



2, 3, 6, 10, 11, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. †Simulated screen.



There's something new under the sun. The Kia Sportage is roomy and versatile. The comfortable seats easily reconfigure for abundant cargo space. Numerous compartments — even an available cooled glove box* — help you keep your personal items readily at hand. A dramatically designed tilt-and-slide panoramic sunroof* is also available, and it extends along the length of the roof for you to enjoy big-sky views.



CONVENIENT CONSOLE

Along with two cup holders, the center console features a large bin to keep personal items close at hand. The lid serves as a comfortable padded armrest.

RETRACTABLE CARGO COVER*

The available cargo cover helps keep your gear safely out of sight. A 12-volt power outlet in the side wall of the roomy cargo area is one of three in the cabin.

CONCEALED STORAGE

A spacious compartment hidden beneath the cargo floor helps you manage cargo-area clutter. The removable tray keeps any loose items neatly organized.

60/40 EASY-FOLD REAR SEAT

The rear seat folds down in a 60/40 split to accommodate people and cargo.¹² Available auto-folding seatbacks* lower with the pull of a strap behind each seat.

12. * See Features and Specifications pages for availability and endnote. *Not all optional features are available on all trims. EX WITH PREMIUM PACKAGE AND NAVIGATION PACKAGE SHOWN.



Driving exhilaration. The Kia Sportage is designed to let you dial up the fun factor every time you drive. Its 176-hp⁵ DOHC engine provides outstanding acceleration combined with excellent fuel efficiency.¹ Sportage SX has a turbocharged 2.0L Gasoline Direct Injection (GDI) I4 engine that delivers 260 hp and fuel efficiency of 22 city/29 hwy mpg.¹ With its compact design, Sportage is engineered for agile, sporty handling, while four-wheel independent suspension provides a remarkably smooth and comfortable ride.

1, 5, 13 See Specifications page for endnotes. EX WITH PREMIUM PACKAGE SHOWN.

POWER AND EFFICIENCY

Continuously Variable Valve Timing (CVVT) automatically adjusts valve timing to provide increased power, reduce exhaust emissions and to improve fuel efficiency.¹

SMOOTH, PRECISE HANDLING

For smooth performance, a four-wheel independent suspension features front MacPherson struts and a rear multi-link design. For an even sportier drive, SX models feature a sport-tuned suspension with High-Performance Dampers.

SPORTMATIC® TRANSMISSION

An available 6-speed automatic transmission provides smooth, virtually seamless shifting. Its Sportmatic design allows you to choose the automatic mode or, for a sportier driving experience, clutch-free manual shifting.

ALL-WHEEL DRIVE

Sportage has front-wheel or available Dynamax™ all-wheel drive.¹³ The AWD system uses electronic sensors to monitor road conditions, and then, for enhanced traction and control, helps to distribute power to the appropriate wheels.



ONE OF THE CLEANEST,
MOST FUEL-EFFICIENT
VEHICLES ON THE ROAD

FOR THE 2012 SPORTAGE
2WD, 4-CYL. SULEV⁵



2012 Top Safety Pick

INSURANCE INSTITUTE FOR HIGHWAY SAFETY
FOR THE 2013 SPORTAGE



NHTSA Five-Star Crash Safety Rating¹⁴

FOR THE 2012 SPORTAGE
ALL-WHEEL DRIVE ONLY



Active safety systems. The Kia Sportage features advanced active safety systems designed to help give you peace of mind every time you drive.* Each one is engineered to help you maintain control, even in challenging road conditions and in some emergency situations. These safety systems are designed to function automatically, leaving you free to focus on safe driving.



ELECTRONIC STABILITY CONTROL

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



TRACTION CONTROL SYSTEM

When TCS senses wheel spin during acceleration, it uses engine power and brake force to transfer power to the wheels that have the most traction.



BRAKE ASSIST SYSTEM

If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps shorten your overall stopping distance.



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.



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.

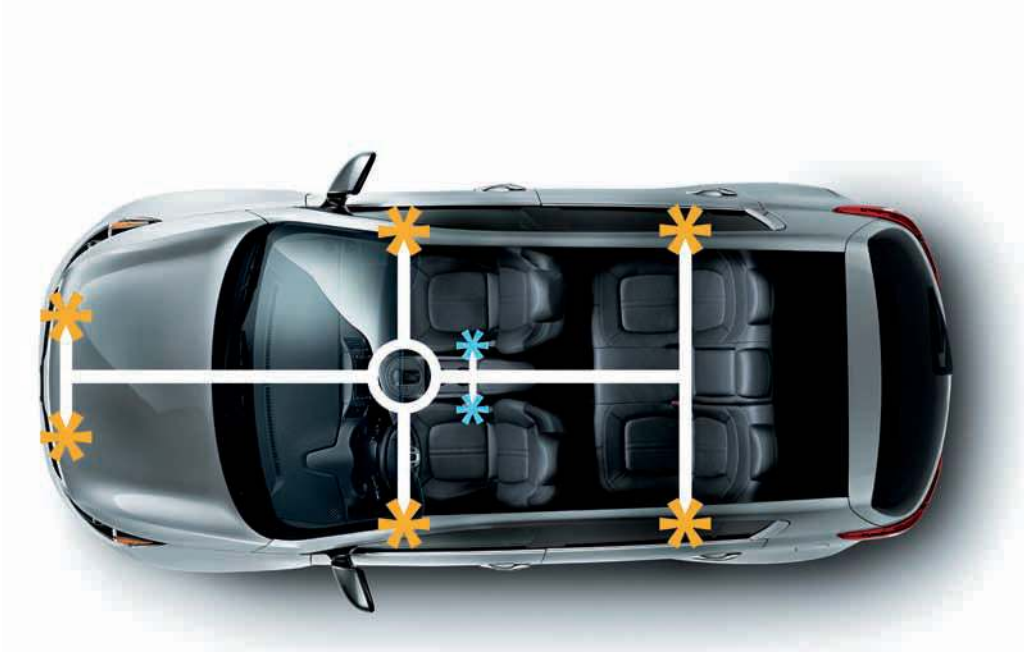


DOWNHILL BRAKE CONTROL

When descending a steep slope, the DBC system automatically maintains a steady 5 mph without the need for you to step on the accelerator or brake pedals.

¹⁴ See Specifications page for endnote. *No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed. EX WITH PREMIUM PACKAGE SHOWN.

Prepared for the unexpected. Sportage's safety systems are designed to help minimize injury when a traffic accident is unavoidable. The front seats feature active headrests and seat-belt pretensioners. 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 that can even respond in certain rollover situations.⁷ Sportage wraps all of this — and you — in a protective, high-strength steel-reinforced body.



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.⁷



ROLLOVER SENSOR

If the airbag sensors detect an impending rollover, the system can deploy the side airbags, side curtain airbags and seat-belt pretensioners.⁷



FRONT ACTIVE HEADRESTS

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



REINFORCED BODY

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. Both the A and B pillars are also reinforced to help strengthen the body of the vehicle.



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.



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.¹⁵



LATCH SYSTEM

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



7, 15 See Specifications page for endnotes. Inflated airbags are shown for illustration only. EX WITH PREMIUM PACKAGE AND NAVIGATION PACKAGE SHOWN.

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,¹⁶ and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹⁷



COMMITMENT TO AMERICA

Kia Motors has invested over \$1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant is capable of producing 360,000 vehicles a year. The Sorento crossover and Optima midsize sedans are currently being built at this plant.¹ In addition to producing high-quality vehicles, more than 3,000 new jobs were created at the facility plus 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.¹⁸ In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.¹⁹



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.



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.⁴

- 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 assistance²⁰



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA
²¹



OFFICIAL
AUTOMOTIVE
PARTNER OF
THE LPGA
²²

¹Kia Sorento and certain Optima GDI models assembled in the United States from U.S. and globally-sourced parts. ⁴ 16, 17, 18, 19, 20, 21, 22, 23 See Specifications page for endnotes.

Packages

CONVENIENCE PACKAGE (LX)

- 1. UVO² Powered by Microsoft[®]10 in-vehicle infotainment system, rear-camera display⁶
- 2. Back-up warning system⁶
- 3. Telescopic steering column
- 4. Roof rails
- 5. Rear spoiler
- 6. Cooling glove box
- 7. Heated power mirrors w/turn-signal indicators
- 8. Cargo cover
- 9. Sunvisor mirror illumination
- 10. Floor mats



PREMIUM PACKAGE (EX/SX)

(Not available with Blue Package)

- 1. Panoramic sunroof
- 2. Heated front seats
- 3. Air-cooled driver's seat
- 4. Leather seat trim (standard on SX)
- 5. Push-button start w/Smart Key (standard on SX)
- 6. Heated power mirrors w/turn-signal indicators
- 7. Power-folding outside mirrors (standard on SX)
- 8. Cargo cover
- 9. Auto-dimming rear-view mirror w/HomeLink[®]24
- 10. Supervision meter cluster (standard on SX)



NAVIGATION PACKAGE (LX/EX/SX)*

(Not available with Blue Package)

- 1. Voice-command navigation w/SiriusXM Traffic,[®] rear-camera display⁶
- 2. Premium audio w/external amplifier & subwoofer (standard on EX/SX)



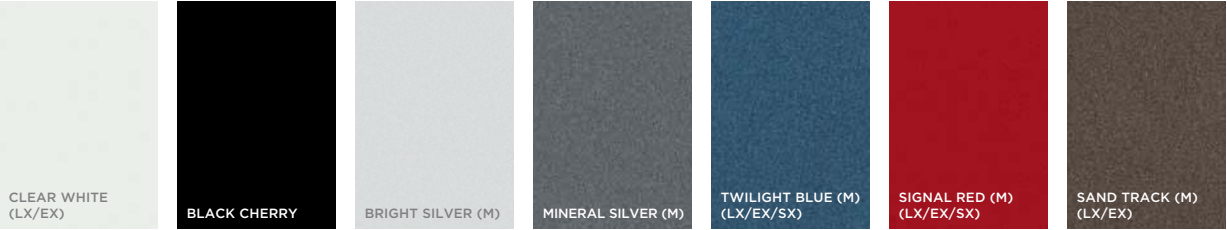
BLUE PACKAGE (EX)

(Not available with Premium or Navigation Packages)

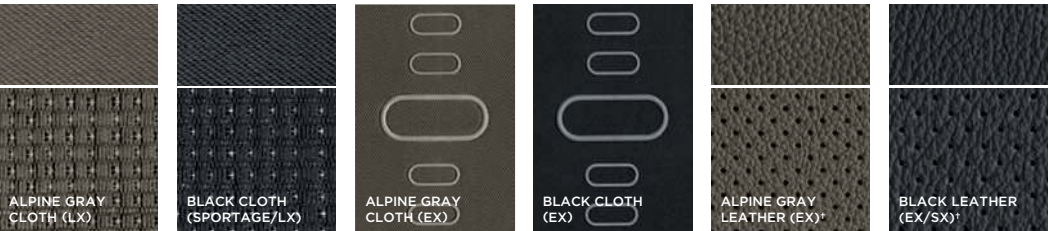
- 1. Unique interior color trim on door panels, cloth seats & dash



Exterior Colors



Interior Colors



(M) = METALLIC PAINT

*AVAILABLE WITH EX PREMIUM PACKAGE. STANDARD ON SX.
ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.



2, 6, 8, 10, 24 See Specifications page for endnotes. *Replaces UVO infotainment system. Opposite page: SPORTAGE SX SHOWN.



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