

The Power to Surprise

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful and dynamic styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical and stylish but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) – a maker of world-class quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. About 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US\$47 billion. It is the major sponsor of the Australian Open, official automotive partner of FIFA – the governing body of the FIFA World Cup™ – and official partner of the UEFA Europa League – the world's largest professional club football competition. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.



<http://www.facebook.com/Kiamotorsworldwide>



<https://www.instagram.com/kiamotorsworldwide/>



<http://www.youtube.com/KiaBUZZ>



<http://Kia-buzz.com>



Kia Motors Corporation
www.kia.com

1811-JS-KM/GE-LHD



All-new

CERATO



The Power to Surprise

THE SCIENCE OF STAYING SAFE

Protecting people is our first priority at Kia. From its strengthened body structure to the 6-airbag system, the Cerato is dedicated to occupant protection. Powerful brakes help reduce stopping distance and time, while responsive suspension and steering systems help the driver to maneuver away from danger.



Phenomenal rigidity with smarter materials

The Cerato boasts substantial torsional rigidity thanks to strategic application of hot-stamped steel and Advanced High-Strength Steel. The body resists twisting forces, so jolts are absorbed with precision. In the event of a collision, impact forces are managed in ways that better protect the occupant space.



6 airbags

To help protect occupants and potentially reduce injuries in the event of a collision, the Cerato includes driver and front passenger airbags, two front-side airbags and available side-curtain airbags running the length of the interior on each side.



Electronic Stability Control (ESC) Optimal braking performance and directional control are ensured by automatically delivering the right amount of braking force to each wheel based on evaluation of engine torque and driving circumstances.



Anti-lock Braking System (ABS) By continuously sensing wheel speeds, ABS detects when a wheel is going to lock, then modulates brake pressure to the wheel to help maintain control.



Hill-Start Assist Control (HAC) When you're stopped on an incline, HAC can help prevent you from dangerously rolling backwards. When you take your foot off the brake, HAC will maintain braking for two more seconds before you press the accelerator, which disengages the HAC.

RESTART THE MAGIC
WITH EVERY DRIVE

Take the wheel of the stylish new Kia Cerato and start your day feeling invigorated, relaxed and capable of anything. This remarkable compact sedan delivers inspiring performance, along with the latest driver assistance and entertainment technologies. Life just got more interesting.

All-new **CERATO**



A PERFECT BALANCE

FUN AND FUNCTION

The enticing silhouette of the Cerato extends from its long hood, under which its power is generated, to the spacious cabin, where there is ample legroom and headroom thanks to the gentle sweep of the roofline. Every day, you will find new possibilities to explore in a sedan that is built to go beyond.





BUILT FOR MOTION
STUNNING AT REST

The Cerato has the best of both worlds—a sporty character grounded in a nimble suspension and responsive drivetrain, coupled with the allure of a spacious, welcoming interior. Aerodynamic contours draw the eye from front to back, while its daring stance signals that it's up for anything.

EYE-CATCHING FROM ANY ANGLE

There are a number of stunning details you'll notice every time you return to your Cerato. The boldly shaped, complex headlamp housings. The intersection of the side contour and the front grille. And how the tail lamps seamlessly blend with the rear trunk lid spoiler. Every line on the Cerato contributes to its winning personality.





MODERN SIMPLICITY

PRACTICAL LUXURY

Simplicity is the key to the luxuriousness of the Cerato dashboard. The look is clean throughout, with driver information appearing sparingly on the instrument cluster and floating center monitor. Metallic trim gives a sporty yet sophisticated touch, while sleek lines connect the turbine-inspired air vents at either side.

Exterior Colors

To personalize your Cerato, choose from a range of vivid colors and finishes, each expressing its own engaging character.



Illumination

Stylish, effective headlamp and tail lamp designs employ the very latest technology.



Bulb headlamps

Bulb headlamps with LED DRLs

Bulb rear lamps (4-door)

Bulb rear lamps (5-door)

※ All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors Corporation makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors Corporation may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown include optional equipment that may not be available in some regions. All video and camera screens shown are simulated. Kia Motors Corporation, by the publication and dissemination of this material, does not create any warranties, either express or implied, to any Kia products. Contact your local Kia dealer for the most current information.

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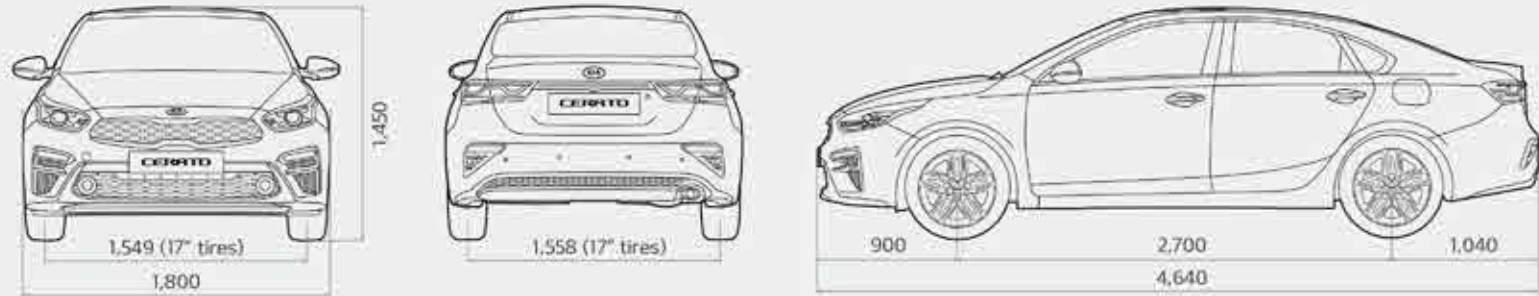
Wheels

Put your Cerato on a proper footing with attractive, aerodynamic wheels



Dimensions (mm)

4-Door



5-Door

