

2013.KIA.FORTE





Three ways to define style and performance. The 2013 Kia Forte comes in three models, all of which have sleek styling that communicates a passion for driving. Each delivers an exceptional combination of high-quality engineering, innovative design, technologically advanced features and outstanding value. Like all Kia vehicles, the Forte comes with an industry-leading warranty program.¹



SPACIOUSNESS

The Forte sedan, Koup and 5-door are all designed to provide remarkable headroom and legroom. Their spacious cabins offer driver and passengers alike all-day driving comfort.



PERFORMANCE

LX and EX models come with a 156-hp² 2.0L engine that delivers quick acceleration. SX models get even more performance with a 173-hp² 2.4L power plant.



FUEL EFFICIENCY

The Forte eco offers exceptional fuel efficiency.³ A "smart alternator," Electric Power Steering and silica tires contribute to its outstanding fuel economy.



ADVANCED TECHNOLOGY

The Forte has a long list of advanced features. These include *Bluetooth*[®] wireless technology,⁴ SiriusXM Satellite Radio⁵ and USB/auxiliary input jacks for your MP3 player.⁶



PEACE OF MIND[†]

From six airbags⁷ to Electronic Stability Control (ESC), the Forte has a comprehensive list of advanced safety systems. These safety features are standard equipment on every Forte.

1, 2, 3, 4, 5, 6, 7 See Specifications page for endnotes. [†]No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed. Cover: SX WITH OPTIONAL SUNROOF SHOWN. This page: FORTE SEDAN SX SHOWN.

Irresistible design — exhilarating performance. With its sleek, sculpted exterior design, the 2013 Kia Forte Koup delivers both exceptional styling and outstanding performance. Driving excitement begins with a 156-hp² 4-cylinder engine that delivers an outstanding power-to-weight ratio. The sporty Forte Koup SX also has a sport-tuned suspension and a choice of either a 6-speed manual transmission or an available 6-speed Sportmatic[®] with manual-shift mode.* All of which means, you'll enjoy exciting performance every time you get behind the wheel.



2. * See Features and Specifications pages for availability and endnote.
*Not all optional features are available on all trims. FORTE KOUP SX SHOWN.



Where excitement meets versatility. The Kia Forte 5-door stands out with its own unique and striking exterior styling. Its “fifth door” allows easy access to its roomy cargo area, while split-folding rear seats enhance its versatility. For exciting performance, the Forte 5-door SX has a 173-hp² 2.4L engine, available 6-speed Sportmatic[®] transmission* with manual-shift mode and sport-tuned suspension.



60/40 SPLIT-FOLDING SEATS

With one seat folded, you can fit extra-long cargo⁸ and up to two rear-seat passengers.

CONVENIENT CONSOLE

Dual cup holders, a storage bin for your personal items and an armrest are within easy reach.

CONCEALED STORAGE

The Forte 5-door's cargo cover allows you to store your valuable items safely out of sight.

NEAT AND ORGANIZED

A hidden tray in the trunk of the Forte 5-door keeps loose items neatly organized.

EVERYTHING IN ITS PLACE

Front-door bottle holders give you a spot for large containers that don't fit in the regular cup holders.

2, 8, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. FORTE 5-DOOR SX WITH LEATHER PACKAGE SHOWN.

Unsurpassed comfort begins with exceptional cabin space.

A long wheelbase and wide body translate into remarkable spaciousness. The Forte sedan and 5-door provide seating for five, with ample headroom and legroom for all. An available Leather Package enhances comfort and adds a touch of luxury on SX models.

60/40 SPLIT-FOLDING REAR SEATS

With either or both rear seats folded, all Forte models allow you to easily stow larger items.⁸

POWER-FOLDING MIRRORS*

A button lets you conveniently control the available power-folding outside mirrors. They fold in for easy parking in tight spaces.

IDEAL TEMPERATURE

The available automatic climate control* maintains the temperature setting you choose for ideal cabin comfort.



PUSH-BUTTON START*

Available Smart Key remote lets you conveniently start or stop the engine at the push of a button.

POWER SUNROOF*

Available on EX and SX models, this power sunroof with tilt lets in plenty of fresh air.

HEATED FRONT SEATS*

Luxurious, heated front seats with leather trim are available on SX models.

⁸, * See Features and Specifications pages for availability and endnote. *Not all optional features are available on all trims. FORTE SX SEDAN WITH LEATHER PACKAGE SHOWN.





It's time to raise your expectations. Forte SX models feature stunning interior sport styling that's highlighted by metal pedals and metal-finish accents. Sleek controls and Supervision gauges that have glowing red LCD lighting reflect an unsurpassed attention to detail. The available Technology Package is designed to enhance your driving experience with added comfort and convenience.

PADDLE SHIFTERS

Forte SX has paddle shifters that allow you to change gears without taking your hands off the wheel.

USB/AUXILIARY JACKS FOR MP3 AUDIO PLAYERS

Now you can listen to your favorite tunes from your own music library.⁶

BLUETOOTH® WIRELESS TECHNOLOGY

Enjoy your Bluetooth® wireless technology-enabled cell phone with hands-free simplicity.



NAVIGATION SYSTEM*

Available voice-command navigation system includes a vivid color touch screen, detailed highway conditions from SiriusXM Traffic⁵ and a rear-camera display.⁹

ECOMINDER® GAUGE

Models with an automatic transmission have EcoMinder,⁸ which lets you know when you are achieving optimum fuel economy.

SIRIUSXM SATELLITE RADIO

Get over 130 channels, including commercial-free music, plus the best sports, news, talk, comedy and entertainment.⁵



4, 5, 6, 9, * See Features and Specifications pages for availability and endnotes.
 *Not all optional features are available on all trims. FORTE SX WITH LEATHER PACKAGE SHOWN.



Advanced technology for stirring performance. The Forte offers two exciting ways to enjoy your time driving. LX and EX models have a 156-hp engine,² and SX models deliver even more performance with a 173-hp 2.4L power plant.² Both engines feature Continuously Variable Valve Timing (CVVT) that automatically adjusts valve timing to provide increased power, reduced exhaust emissions and optimum fuel efficiency.³

2, 3 See Specifications page for endnotes. FORTE KOUP SX SHOWN.

SPORTY HANDLING

For precise, responsive handling, the Forte features power rack & pinion steering, monotube shocks and a MacPherson-strut front suspension. For even greater agility on curvy roads, SX models include 17-inch alloy wheels and a sport-tuned suspension.

AERODYNAMIC STYLING

The Forte has undergone extensive aerodynamic testing. The result is sleek styling that features a lowered front bumper, raised trunkline and airflow deflectors in front of the wheels. Together, these designs direct the flow of air around the car, creating a quieter ride and further improving fuel efficiency.³



THE FORTE ECO

The Forte eco sedan delivers an exceptional 27 city/37 highway mpg.³ To achieve this, the Forte eco features a 6-speed automatic transmission, a "smart alternator," an Electric Power Steering system and silica tires. To help you develop more economical driving habits, it has EcoMinder,[®] a feature that lets you know when you're achieving optimum fuel economy via an icon that lights up.



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

FOR THE 2012 FORTE



2012 Top Safety Pick

INSURANCE INSTITUTE FOR HIGHWAY SAFETY
FOR THE 2013 FORTE SEDAN



We've got you covered — from ABS to TCS. The Forte 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.

*No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed. FORTE SEDAN SX SHOWN.



ANTI-LOCK BRAKES

ABS is the foundation of an active safety system. It helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.



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.



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 STABILITY CONTROL

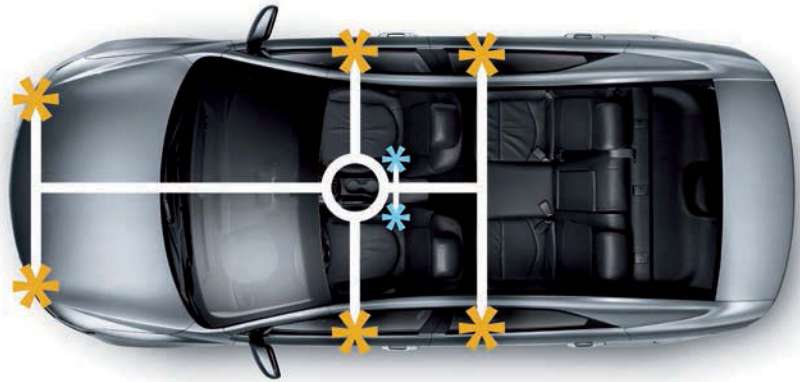
ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Forte on course.



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.

Prepare for the unexpected. Forte'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.⁷ Forte 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



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. The A and B pillars are also reinforced to help strengthen the body of the vehicle.



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.¹⁰



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.



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, 10} See Specifications page for endnotes. Inflated airbags are shown for illustration only. FORTE SEDAN SX WITH LEATHER 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,¹¹ and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹²



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.[†] 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.¹³ In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.¹⁴



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.¹

- 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 assistance¹⁵



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA
16



OFFICIAL
AUTOMOTIVE
PARTNER OF
THE LPGA
17

[†]Kia Sorento and certain Optima GDI models assembled in the United States from U.S. and globally-sourced parts. 1, 11, 12, 13, 14, 15, 16, 17, 18 See Specifications page for endnotes.

Packages

PREMIUM PACKAGE (SEDAN EX)

1. Power sunroof w/tilt
2. 16" tires w/alloy wheels



TECHNOLOGY PACKAGE (EX)

(Automatic transmission only, requires Premium Package)

1. Voice-command navigation w/SiriusXM Traffic,⁵ rear-camera display⁹
2. Chrome exterior door handles
3. Push-button start w/Smart Key
4. Supervision meter cluster
5. Front fog lights
5. LED daytime running lights (sedan & 5dr only)
6. Auto-on/off headlights
7. Automatic climate control w/ionized air filtration
8. Auto defog system (not shown)



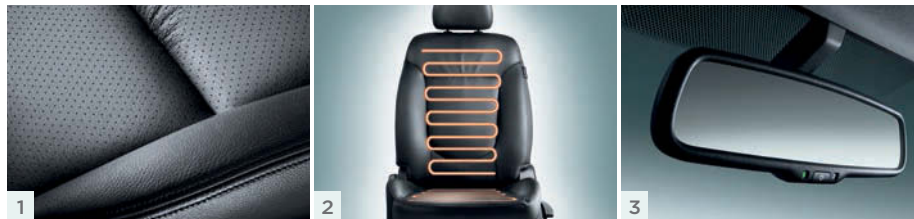
ECO PACKAGE (SEDAN EX)

1. Electric Power Steering (EPS)
2. Smart alternator
3. Low-rolling-resistance silica tires



LEATHER PACKAGE (SX)

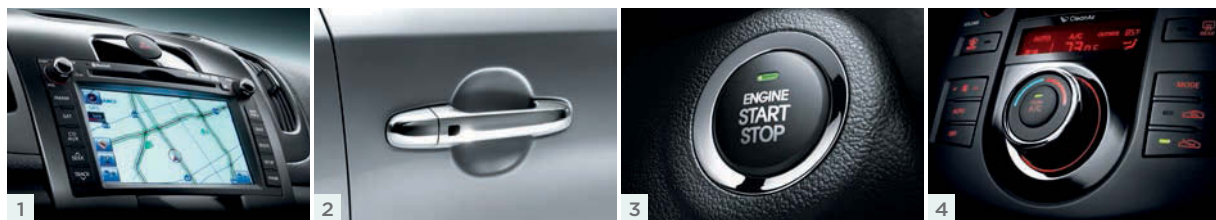
1. Leather seat trim
2. Heated front seats
3. Auto-dimming rear-view mirror



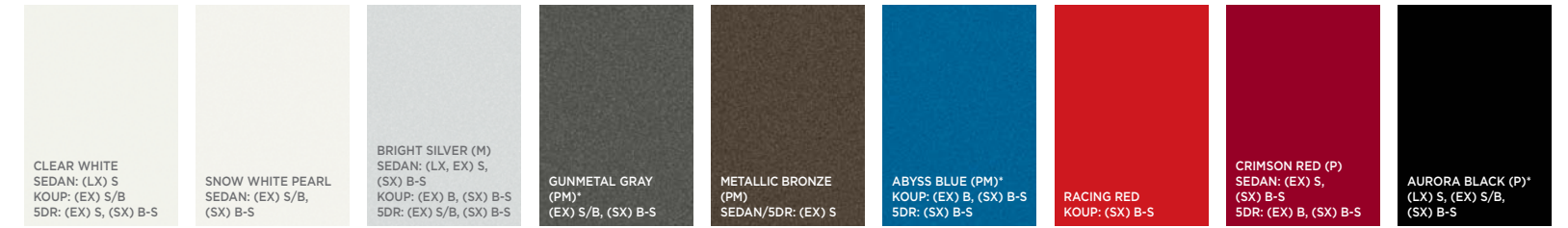
TECHNOLOGY PACKAGE (SX)

(Automatic transmission only, requires Leather Package)

1. Voice-command navigation w/SiriusXM Traffic,⁵ rear-camera display⁹
2. Chrome exterior door handles
3. Push-button start w/Smart Key
4. Automatic climate control w/ionized air filtration
5. Auto defog system (not shown)



Exterior Colors



Interior Colors



PAINT FINISHES ARE INDICATED BY:

- (M) = METALLIC PAINT
- (P) = PEARL PAINT
- (PM) = PEARL METALLIC PAINT

*AURORA BLACK AND GUNMETAL GRAY ARE EXPECTED TO BE AVAILABLE FALL OF 2012. BLUE ABYSS IS EXPECTED TO BE AVAILABLE WINTER OF 2012. SIMILAR COLORS ARE AVAILABLE UNTIL THEN. SEE YOUR KIA RETAILER FOR FURTHER DETAILS.

**OPTIONAL

INTERIOR COMBINATIONS ARE INDICATED BY:

- S = STONE INTERIOR (N/A ON SX)
- B = BLACK INTERIOR (EX ONLY)
- B-S = BLACK SPORT INTERIOR (SX ONLY)

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.



Features

EXTERIOR	LX*	EX	SX
15" tires w/steel wheels (sedan only)	●	●	—
16" tires w/alloy wheels (std. on Koup & 5dr EX, opt. on sedan)	—	●	—
17" tires w/alloy wheels	—	—	●
Sport-tuned suspension	—	—	●
Dual body-color remote mirrors	●	—	—
Dual body-color power-folding outside mirrors w/turn-signal indicators	—	●	●
Body-color exterior door handles	●	●	●
Chrome exterior door handles	—	○	○
Variable intermittent windshield wipers	●	●	●
Auto-off clear-lens halogen headlights	●	●	●
Front fog lights	—	○	●
LED daytime running lights (sedan & 5dr only)	—	○	●
LED taillights (Koup only)	—	—	●
Gloss-black front fascia accents (Koup only)	—	—	●
Tinted glass w/windshield sunshade band	●	●	●
Power sunroof w/tilt	—	○^	○

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SiriusXM ⁵ audio system	●	●	●
Six speakers w/door-mounted tweeters	—	●	●
USB/auxiliary input jacks	●	●	●
<i>Bluetooth</i> ^{®4} wireless technology	●	●	●
Voice-command navigation w/SiriusXM Traffic, ⁵ rear-camera display ⁹	—	○	○
Push-button start w/Smart Key	—	○	○
Steering-wheel-mounted audio control buttons	—	●	●
Steering-wheel-mounted paddle shifters	—	—	●
Cruise control	—	●	●
Air conditioning	●	●	●
Automatic climate control w/ionized air filtration	—	○	○
Auto defog system	—	○	○
Power windows	—	●	●
Power door locks w/remote keyless entry	—	●	●
Tilt & telescopic steering column	—	●	●
Trip computer	—	●	●
Supervision meter cluster w/trip computer	—	○	●
EcoMinder [®] fuel-efficiency monitor	■	■	■
Outside temperature display	—	●	●
Auto-on/off headlights	—	○	●
Auto-dimming rear-view mirror	—	—	○
Dual 12V power outlets	●	●	●
Dual map lights w/sunglasses holder	—	●	●

SEATING & TRIM	LX*	EX	SX
Cloth seat trim	●	●	—
Sport-cloth seat trim	—	—	●
Sport seats (Koup only)	—	●	●
Leather seat trim	—	—	○
6-way adjustable driver's seat	●	●	●
60/40 split-folding rear seat w/adjustable rear headrests	●	●	●
Center console w/armrest and storage area	●	●	●
Rear-seat center armrest (n/a on Koup)	●	●	●
Front-door map pockets w/bottle holder	●	●	●
Fold-flat cargo floor w/cargo tray and under-cargo luggage box (5dr only)	—	●	●
Leather-wrapped steering wheel/gearshift knob	—	—	●
Metal-finish interior accents	—	—	●
Metal pedals	—	—	●
Carpeted floor mats	○	●	●

RESTRAINT & SAFETY SYSTEMS

Dual front advanced airbags ⁷	●	●	●
Dual front seat-mounted side airbags ⁷	●	●	●
Full-length side curtain airbags ⁷	●	●	●
Front active headrests	●	●	●
Front and rear 3-point seat belts	●	●	●
Front seat-belt pretensioners	●	●	●
Height-adjustable front seat-belt anchors	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock brakes (ABS)	●	●	●
Electronic Stability Control (ESC)	●	●	●
Traction Control System (TCS)	●	●	●
Brake Assist System (BAS)	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●
Tire-Pressure Monitoring System (TPMS) ¹⁰	●	●	●
Front & rear crumple zones	●	●	●
Side-impact door beams	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●

● STANDARD ○ OPTIONAL — NOT AVAILABLE ■ AUTOMATIC TRANSMISSION

*LX available only with sedan. ^Automatic transmission only.

Specifications

ENGINE	2.0L I4 LX & EX	2.4L I4 SX
Type	Inline 4-cylinder, aluminum block & head	Inline 4-cylinder, aluminum block & head
Valve gear	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)
Displacement	1,998 cc	2,359 cc
Compression ratio	10.5:1	10.5:1
Horsepower (SAE net)	156 hp @ 6,200 rpm ² 154 hp @ 6,200 rpm SULEV ²	173 hp @ 6,000 rpm ² 165 hp @ 6,000 rpm SULEV ²
Torque (SAE net)	144 lb.-ft. @ 4,300 rpm ² 139 lb.-ft. @ 4,600 rpm SULEV ²	168 lb.-ft. @ 4,000 rpm ² 161 lb.-ft. @ 4,000 rpm SULEV ²
Transmission	6-speed manual, overdrive. 6-speed electronically controlled, overdrive w/Sportmatic [®]	6-speed manual, overdrive. 6-speed electronically controlled, overdrive w/Sportmatic [®]

DIMENSIONS	SEDAN & 5DR	KOUP
Wheelbase	104.3 in.	104.3 in.
Track (front/rear)	61.3 in./61.6 in.	61.4 in./61.6 in.
Length	178.3 in./170.9 in. (5dr)	176.4 in.
Width	69.9 in.	69.5 in.
Height	57.5 in.	55.1 in.
Ground clearance	5.9 in.	5.5 in.
Headroom (front/rear)	40.0 in./37.6 in. (38.4 in. 5dr)	38.7 in./35.3 in.
Shoulder room (front/rear)	55.7 in./54.7 in.	55.7 in./52.4 in.
Legroom (front/rear)	43.3 in./35.0 in.	43.6 in./33.9 in.
Hip room (front/rear)	53.0 in./53.3 in.	53.3 in./51.6 in.
Passenger volume	96.8 cu. ft./97.5 cu. ft. (5dr)	90.7 cu. ft.
Cargo volume	14.7 cu. ft. (sedan) 19.4 cu. ft. (5dr)	12.6 cu. ft.

BODY & CHASSIS	2.0L I4 LX & EX, 2.4L I4 SX
Layout	Front engine, front-wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, monotube shocks, stabilizer bar
Rear suspension	Torsion beam, coil springs, monotube shocks
Steering type	Rack & pinion, hydraulic, power-assisted
Turns, lock-to-lock	2.89 (sedan/5dr) 2.72 (Koup)
Turning circle, curb-to-curb	33.9 ft. (2.0L), 35.4 ft. (2.4L)

CURB WEIGHT	2.0L I4 SEDAN, KOUP & 5DR	2.4L I4 SEDAN, KOUP & 5DR
Manual transmission	2,729/2,737/2,781 lbs. (LX, EX)	2,849/2,844/2,896 lbs. (SX)
Automatic transmission	2,791/2,799/2,840 lbs. (LX, EX)	2,898/2,891/2,944 lbs. (SX)

BRAKES	2.0L I4 LX & EX	2.4L I4 SX
Type	Hydraulic, power-assisted vacuum 4-sensor, 4-channel ABS + Electronic Stability Control	
Front	11.0 in. vented discs	11.8 in. vented discs
Rear	10.3 in. solid discs	10.3 in. solid discs

TIRES	2.0L I4 LX & EX	2.4L I4 SX
Size: sedan	195/65R15 (LX, EX) 205/55R16 (EX optional)	215/45R17
Size: Koup	205/55R16	215/45R17
Size: 5dr	205/55R16	215/45R17

2013 EPA-ESTIMATED FUEL ECONOMY ¹⁹ (Estimated City/Highway MPG)	2.0L I4 LX & EX	2.4L I4 SX
Manual transmission	25/34 (sedan) 24/33 (Koup)	22/32 (sedan/Koup)
Automatic transmission	26/36 (sedan/5dr) 27/37 (Forte eco) 25/34 (Koup)	23/32 (sedan/5dr) 23/31 (Koup)
Fuel tank capacity	13.7 gallons	13.7 gallons

ENDNOTES:

¹ 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.

² Maximum hp for ULEV 2.0L engine is 156 hp @ 6,200 rpm. Maximum hp for ULEV 2.4L engine is 173 hp @ 6,000 rpm. Super Ultra Low Emission Vehicle (SULEV) engine is the only engine available in these states: California, New York, Massachusetts, Vermont, Connecticut, New Jersey, Oregon, Maine, Rhode Island, Maryland, Pennsylvania, Washington, New Mexico. SULEV 2.0L engine: 154 hp @ 6,200 rpm, 139 lb.-ft. @ 4,600 rpm. SULEV 2.4L engine: 165 hp @ 6,000 rpm, 161 lb.-ft. @ 4,000 rpm. ULEV is the only engine available in all other states.

³ Refer to specifications above for 2013 EPA fuel economy estimates. EPA estimated. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition.

⁴ A compatible *Bluetooth*[®] wireless technology enabled cell phone is required to use *Bluetooth*[®] wireless technology. The streaming audio function may not be supported in all *Bluetooth*[®] wireless technology enabled cell phones. 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 trade names are those of their respective owners.

⁵ SiriusXM service requires a subscription, sold separately, after 3-month trial included with vehicle purchase. **If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel.** See our Customer Agreement for complete terms at www.siriusxm.com. Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA, D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

⁶ Kia accessory cable required for iPod[®] mobile digital device connectivity when using with navigation system. Cable and iPod mobile digital devices sold separately. iPod and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. Apple is not a participant or sponsor of this promotion.

⁷ For maximum protection, always wear your seat belt.

⁸ All cargo should be evenly distributed and properly secured, and never piled higher than the seatback. Photographs shown for spatial reference only.

⁹ The rear-camera display is not a substitute for proper and safe backing-up procedures. The rear-camera display may not display every object behind the vehicle. Always drive safely and use caution when backing up. Not available on Forte Koup.

¹⁰ Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

¹¹ Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book's kbb.com. 2012 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period. For more information, visit www.kbb.com.

¹² Based on 5-year cumulative growth between 12-month retail sales for periods ending April 2007 and April 2012 of all U.S. automotive brands.

¹³ Source: *Automotive News* Data Center.

¹⁴ Based on total U.S. light-vehicle sales, April 2011 to April 2012.

¹⁵ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. and is limited. See retailer or kia.com for details.

¹⁶ NBA Identifications are the intellectual property of NBA Properties, Inc. ©2012 NBA Properties, Inc. All rights reserved.

¹⁷ All materials and intellectual property related to the LPGA are owned by the LPGA, and any unauthorized use is strictly prohibited without the LPGA's express prior written consent.

¹⁸ Kia Design Center, a division of Hyundai America Technical Center, Inc. (HATCI).

¹⁹ Actual mileage will vary.



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