



# VISION 21

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## COVER STORY

### Bling, Bling in Vegas!

Kia styles it up for SEMA Motor Show



companies in the US isn't easy, but with a DJ spinning tunes and four cars to keep the crowds busy, Kia didn't fail to disappoint. Two modified production cars, Borrego (known as 'Mohave' in some markets) and Rio, starred alongside two of the latest concept cars from Kia, Soul Burner and KOUP. Here's the low down on the low riders...

#### Borrego Limited SEMA Concept

If it's road presence you want, the Borrego Limited SEMA Concept is the place to start. High-gloss black paint with tinted windows combine with lowered sports suspension and dazzling chrome 22-inch Avarus wheels with 285/45R 22 tyres.

Further contrasting the black are some chrome details - vents, side mirrors, door handles and a custom chrome mesh grille complete the look. Looking this tough, the concept would be at home in a presidential motorcade or cruising the Las Vegas strip.

#### SEMA Rio5 Concept

The Rio5 has been given the attention of Mobis Parts Los Angeles (MPLA), the official accessories supplier for Kia. Based on a 2009 model it features Kia-genuine accessories currently available from dealers whilst also acting as a test-bed for potential accessories, including audio and performance equipment.

Rio5 has a number of suspension upgrades, a performance tuned air intake and sports exhaust system to add some substance to the good looks. A huge sound-system combines the best in speakers and amplifiers from Rockford Fosgate with the DVD capability of Kenwood.

**L**as Vegas has a reputation for being one the brightest, flashiest and most happening locations in the US. And that made it the perfect setting for

Kia Motors to unveil some mean, modified and street legal cars at the SEMA (Specialty Equipment Market Association) Show in early November. Mixing it up with the hottest tuning

## Value, Convenience and Style : Oh My!

*Kia Sedona named Consumers Digest's "Best Buy" for second consecutive year*



**K**ia Motors isn't one to toot its own horn, but when others do it for us, we just smile and gracefully acknowledge our "Power to Surprise." To illustrate this point, for the second consecutive year, the 2009 Kia Sedona (known as 'Carnival' in many countries) has been named as a Consumers Digest "Best Buy" in the US.

This award is a welcome addition to the Sedona's long list of accomplishments, including a "Good" rating by the Insurance Institute for Highway Safety (IIHS), a five-star crash safety rating from the National Highway Traffic Safety Administration (NHTSA) and topping Strategic Vision's Total Quality Index (TQI) survey.

Consumers Digest determines a "Best Buy" by evaluating each vehicle against a checklist of various design and performance characteristics, including styling, interior ergonomics, seating, accessories and amenities, cargo space, fit and finish, starting and acceleration, shifting/transmission, steering and handling, braking, ride quality and fuel economy.

"It is an honor to have Sedona recognized yet again," said Byung-Mo Ahn, group president and CEO of Kia Motors America (KMA) and Kia Motors Manufacturing Georgia (KMMG). "Being named a 'Best Buy' by Consumers Digest goes to the heart of Kia Motors' commitment to offering consumers value-minded and comfortable vehicles with outstanding safety features."

The current generation Sedona, both Long and Short Wheel Bases, offers standard safety features including six standard airbags (dual advanced front and front seat-mounted side air bags, and full-length side curtain air bags for all three seating rows), a four-channel, four-sensor, antilock brake system (ABS), electronic brake distribution (EBD), a traction control system (TCS), a brake assist system (BAS) and a tire pressure monitoring system (TPMS).

In addition to superior standard safety features and amenities offered on the previous generation model, the 2009 Sedona also now offers SIRIUS satellite radio capability, with auxiliary and MP3-USB connection, standard on all trim levels with three months complimentary service and an optional navigation system for the EX trim line.

(note: Standard equipment and features based on U.S. model and may vary depending on country.)



## Kia Borrego is the "Best Kept Secret"

Adding to Kia accolades with Autobyte.com / MyRide.com Editors' Choice Awards



The recently launched 2009 Kia Borrego midsize SUV (known as 'Mohave' in many countries) has been chosen as Autobyte.com / MyRide.com 2009 Editors' Choice Awards' "Best Kept Secret." Borrego is already a recipient of a five-star crash safety rating for all seating positions in frontal and side crash tests by the U.S. National Highway Traffic Safety Administration (NHTSA)<sup>1</sup>, and was chosen for its impressive combination of capabilities, comfort and space.

"Borrego is gaining more and more recognition in the press and among consumers and the Autobyte.com/MyRide.com selection is further proof it is a solid vehicle packed with value" said Michael Sprague, vice president, marketing, Kia Motors America (KMA). "Borrego is a prime example of Kia Motors' new design direction and evidence of more outstanding product offerings to come."

Borrego is offered with a DOHC, all-aluminum 3.8-liter V6 as well as Kia's first-ever DOHC 4.6-liter V8 engine, also all-aluminum; both engines are more powerful than any in Kia's line to date.

While the V6 produces a competitive 276 horsepower at 6,000 rpm with 267 pound-feet of torque at 4,400 rpm, the all-new V8 generates a class-leading<sup>2</sup> 337 horsepower at 6,000 rpm with 323 pound-feet of torque at 3,500 rpm—more powerful than the Toyota 4Runner, Nissan Pathfinder, Honda Pilot, Ford Explorer, Chevrolet Trailblazer, Jeep Grand Cherokee and GMC Acadia.

Borrego runs on regular unleaded fuel compared to some other competitors, which require

premium unleaded and achieves best-in-class<sup>3</sup> fuel economy of 15/22 city/highway for its V8 with two-wheel drive, and a respectable 15/20 city/highway for its V8 with four-wheel drive.

(note: Engines and specifications based on U.S. model and may vary depending on country.)

1. Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). Model tested with standard side-impact air bags (SABs).

2. Compared to '08 midsize SUVs

3. Borrego '09 EPA estimates compared to '08 EPA highway estimates for midsize SUVs with V8 / 2WD. (Actual mileage may vary)



## A Time for Giving

*Kia Motors gives to the communities it serves*



*Kia Motors offers free medical services to migrant workers in Korea.*

forestry projects in developing countries) through program that provides the opportunity to Kia drivers to offset the amount of greenhouse gases from each vehicle per year. Meanwhile, Kia Motors in Korea have volunteered countless hours with local orphanages and hospitals to help children with disabilities and the elderly. The Automotive Group has also traveled to countries in Africa that require much needed women's health clinics by providing volunteers and medical resources.

Around the world, Kia Motors has been providing help to where it is needed most. In China this year, after the devastating earthquake in Sichuan province, Kia Motors donated much needed resources to help with the disaster relief. In Syria, Kia employees have also donated blood for disaster preparedness to the local Red Cross and University blood services.

Over the years, Kia has been committed to communities around the globe and will continue to provide resources where they are needed well into 2009. The staff at Kia Motors wishes you and yours all the best of the season and a safe return in the New Year. Season's Greetings from Kia Motors!

**W**hen automakers around the globe are cutting back production and growth forecasts, Kia is pushing forward and expanding to meet with global demand in growing markets, such as China and Russia. It seems that in times of financial crisis, the trend is to hold back and give less. For Kia Motors, however, only the opposite is true.

For a number of years, Kia has been focusing its efforts on making quality vehicles for the young-at-heart. Although the focus has been on its products, the company and the people within it, have never forgotten the importance of people. Around the world, the people of Kia Motors have found creative and exceptional ways to promote health and education, safety and environmental awareness.

Kia Motors Sweden and Kia Motors Netherlands have both embarked upon a journey of reducing the effect of vehicles on the environment, and providing sustainable growth

for regions in Africa through cooperation with Trees for Travel (a Dutch charity specializing in



*Kia Motors America staff and family members volunteer to re-plant trees in the local community.*