



The Power to Surprise

All-new

**CERATO K<sub>3</sub>**

# RESTART THE MAGIC WITH EVERY DRIVE

Take the wheel of the stylish new Kia Cerato K3 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 K3**









## A PERFECT BALANCE FUN AND FUNCTION

The enticing silhouette of the Cerato K3 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.

# EYE-CATCHING FROM ANY ANGLE

There are a number of stunning details you'll notice every time you return to your Cerato K3. The boldly shaped, complex headlamp housings. The intersection of the side contour and the front grille. And how the tail lamps seamlessly blend. Every line on the Cerato K3 contributes to its winning personality.







## MODERN SIMPLICITY PRACTICAL LUXURY

Simplicity is the key to the luxuriousness of the Cerato K3 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.







# ENGAGED AND FOCUSED

The technology at your fingertips is designed to encourage attentive driving habits. The extensive audio system features, for example, can be operated with just a few taps on the large touchscreen or steering-wheel controls.



## INTERFACE

**8-inch display audio system** Refreshingly easy to read and operate, the vivid 8" color LCD touchscreen controls the audio system, while giving you access to a wide-range of vehicle information. It is also linked to the rearview camera and features dynamic guidelines for easier reverse parking.





## COMFORT ZONE WHEREVER YOU GO

Inside the roomy cabin of the Cerato K3 you will find clean lines, supportive seats and surfaces that are pleasing to the touch. All models feature seat bolsters front and rear, while the rear seats offer ample space for two or three passengers to sit comfortably and stretch out.

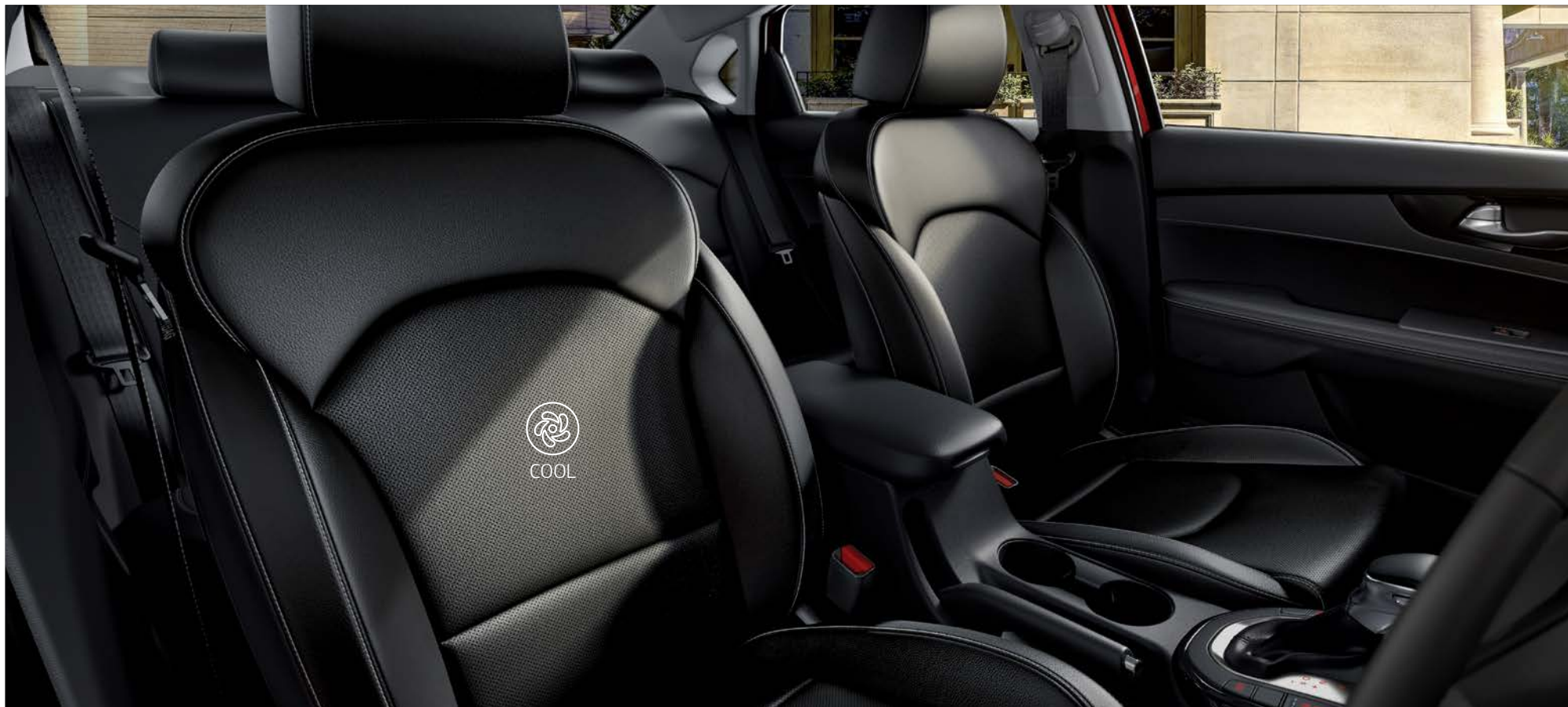


# SMALL TOUCHES

## THAT ADD UP

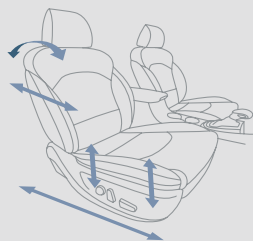
### Integrated Memory System (IMS)\*

IMS lets you save two different, personalized presets. Each one includes the driver's seating position as well as the cluster display information.



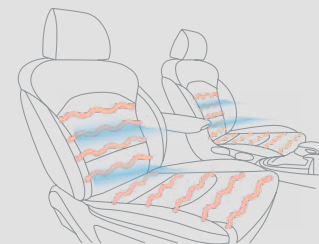
### Power seat & lumbar support\*

The 10-way power-assisted driver's seat electrically adjusts so you can easily find your ideal driving position and store your setting using the integrated memory system (IMS). Power lumbar-support controls let you further fine-tune the seating position for additional comfort and fatigue-free driving.



### Air-ventilated front seats & seat warmers\*

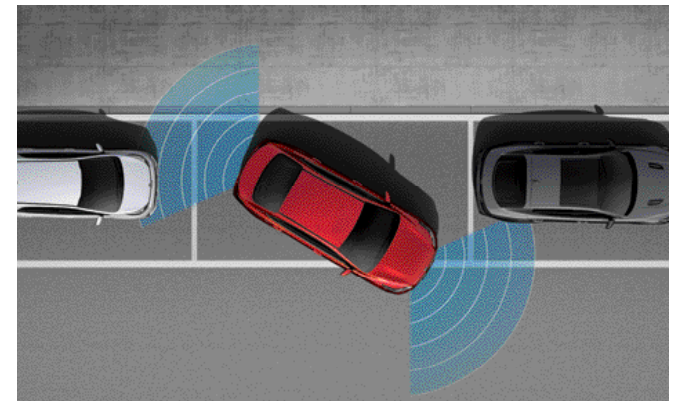
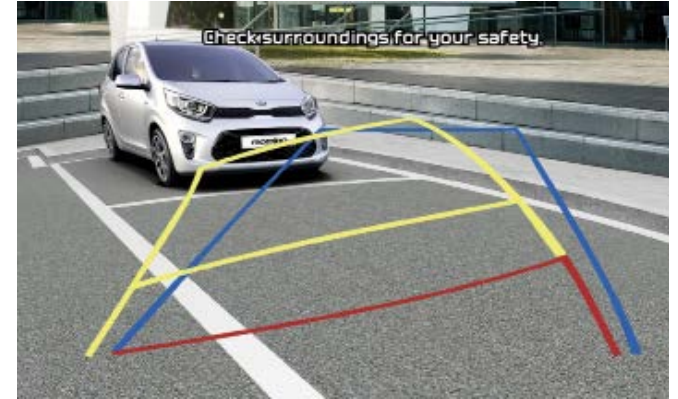
Subtle perforations in both the cushion and the seatback of the front seats promote cool, soothing airflow. On cold days, powerful front seat warmers activate quickly, so you can relax and focus on driving. The front seat warmers are activated using console-mounted switches, and can begin heating as soon as the ignition is turned on.



\*Only available in Premium version

# WATCHFUL EYES

## THAT NEVER BLINK



### Parking Distance Warning-Forward (PDW-F)

To help you park safely and confidently, PDW-F uses ultrasonic sensors mounted on the front bumpers to warn of any obstacles, helping you to position the wheels properly when maneuvering into tight spaces.

# DAILY PERFORMANCE

## POWERED BY INGENUITY

Rely on responsive performance from a lively 1.6-liter gasoline engine, features dual continuously Variable Valve timing (D-CVVT) and electronic fuel injection.



### 6-speed automatic transmission

The 6-speed automatic is silky smooth and precise.

Engine	Gasoline 1.6 MPI
Displacement	1,591 cc
Max. power	128 ps / 6,300 rpm
Max. torque	15.8 kg-m / 4,850 rpm
Mated transmission	6-speed AT





\*Photo is for reference only

# 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 K3 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 K3 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.

**66.4 kgf/mm<sup>2</sup>**  
Average strength

**105 m**  
Advanced adhesives

**13.5%**  
Above 150kgf/mm



### 6 airbags

To help protect occupants and potentially reduce injuries in the event of a collision, the Cerato K3 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.

# PERFECTION

IS ALL UP TO YOU

Which features make the Cerato K3 the ideal place to spend your commute? That's entirely up to you. Make sure every minute you spend in the Cerato K3 is quality time.

## Smart key

The smart key fob allows you to not only remotely unlock the doors, but also start the engine of your Cerato K3 with a simple push of a button on the dashboard.



A



B



C



D

- A Sound speaker
- B Audio remote control
- C Cruise control
- D AUX & USB



E



F



G



H

- E Sun visor illumination lamps
- F Overhead console lamp and sunglasses case
- G Auto light control
- H Electric outside mirror



**Push-button start**

The engine start/stop button lets you turn the ignition on and off with the simple push of a finger.



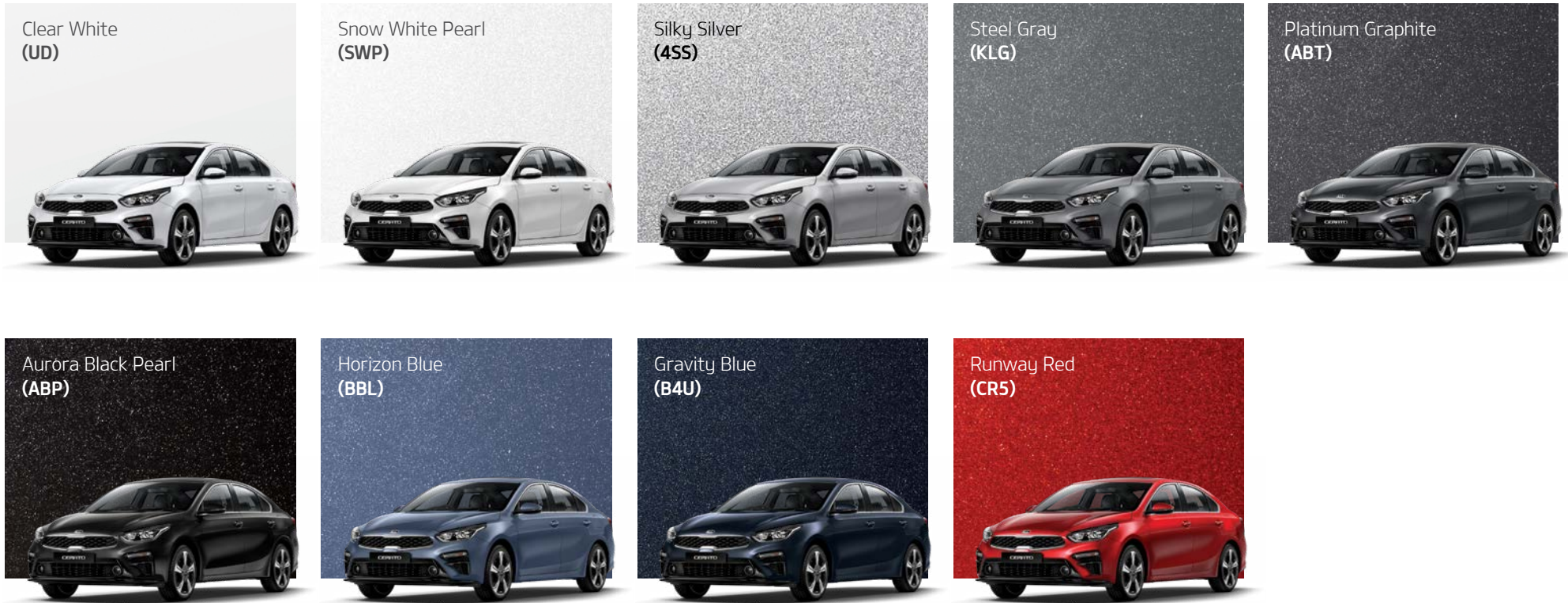
I 3.5-inch mono cluster  
 J Dual-Zone Full Auto Temperature Control  
 K Auto defogger system  
 L Ventilation for 2<sup>nd</sup> row passengers  
 M High-mounted stop lamp



N 60:40 split folding seats  
 O Glove box  
 P Rear center armrest with cup holders  
 Q Floor console cup holders  
 R Front & rear door cup holders

## Exterior Colors

To personalize your Cerato K3, 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 with LED DRLs



Bulb rear lamps

## Wheels

Put your Cerato K3 on a proper footing with attractive, aerodynamic wheels.



16-inch 205/55 R16  
Alloy Wheel\_Dark Metal Gray

# SEATING CHOICES

## COMFORTABLY STYLISH

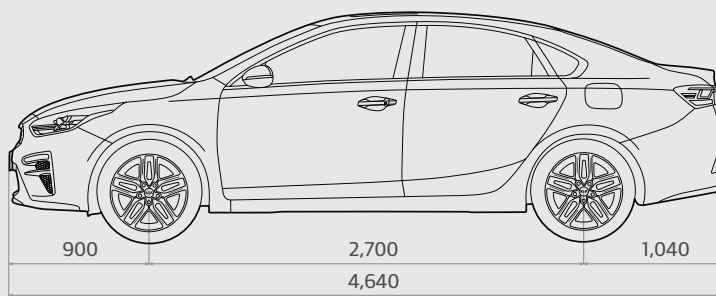
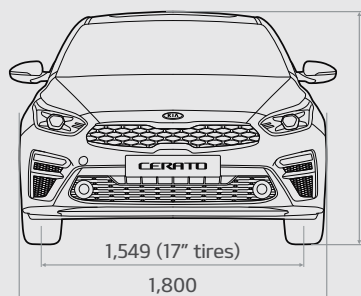
Available in attractive cloth or leather, designed to complement the contours and trim details of the Cerato K3's interior, creating an inviting and relaxing cabin environment.

### Black one-tone Interior



### Dimensions (mm)

#### 4-Door



Overall length	4,640
Overall width	1,800
Overall height	1,450
Wheelbase	2,700
Wheel tread (F/R)	1,549 / 1,558
Overhang (F/R)	900 / 1,040
Head room (F/R)	985 / 952
Leg room (F/R)	1,073 / 906
Fuel tank (ℓ)	50



## KIA MOTORS (HONG KONG) LTD.

### KIA 陳列室 KIA Showroom:

#### 九龍灣 Kowloon Bay

九龍灣宏冠道6號鴻力中心B8-9地下  
G/F, No.8-9, Blk. B, Proficient Ind. Ctr.  
6 Wang Kwun Road, Kowloon Bay

#### 元朗 Yuen Long

新界元朗青山公路屏山段  
(塘坊村輕鐵站對面)  
Castle Peak Road, Ping Shan, Yuen Long, N.T.  
(Opposite to Tong Fong LRT Station)

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**Kia Motors (Hong Kong) Limited warrants each new passenger vehicle for 24 months or 60,000 km (whichever comes first), with related conditions apply.**

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