

SEPHIA



 KIA MOTORS



SEPHIA



The affordable, well-made family sedan is back in style.

If you've been shopping around for a family sedan lately, you know that the term "affordable" isn't an appropriate adjective for most of them. Sure, they offer quality for your money, but what about the house you want to buy? Or your kids' education? Or that overseas trip you've always wanted to take? Does buying a family car mean you have to go deeper into debt and give up the finer things in life?

At Kia, we believe that buying a family sedan shouldn't put you any deeper into debt than necessary. That you should be able to give your kids a good education. And that you should be able to treat yourself to special vacations. That's why we designed the Sephia. To give ordinary families of ordinary means an extraordinary choice. A choice with attractive looks, durable construction, and refined handling that is a perfect fit for your family and your budget.

If you've been looking for a mid-sized family sedan that's long on features and short on price, give the new Sephia a look. And start planning how you'll spend the savings.

" Few cars come as comprehensively equipped for as little money as the Sephia."

- Motor Trend, March 1996

" ... an acceleration and cornering encounter that's a cut above the average econobox experience."

- Road & Track, January 1996

" ... the Sephia represents an excellent value."

- Popular Mechanics Car Smart, Spring 1996





The next step in the evolution of a great family sedan.

What makes a great family sedan? You'd probably agree that it's flexibility in space. An economical, yet responsive engine. Easy-cleaning upholstery. Rear door child-proof safety locks. And enhanced safety features. Exactly the features Kia engineers built in when they made the original Sephia.

Times have changed since then and our engineers haven't been idle. Today's Sephia remains true to the original concept while taking evolutionary steps forward in interior and exterior styling as well as safety. From the completely redesigned ergonomic cockpit to body frame enhancements for added protection in side collisions and options like a driver's-side air bag (GTX only), the Sephia has evolved to meet the needs of today's families. Read on and see why we believe the new Sephia is one of the best family sedans on the market today.

"This is a quick little car. Handling is also razor sharp."

- Consumer Review Cars '96 Buyers Guide

"No other small sedan can touch the Sephia's car-for-the-dollar quotient."

-Popular Science, June 1995



A cockpit that doesn't sacrifice form for function.

* GTX only ** SLX option

Slide behind the wheel of the new Sephia and you'll begin to appreciate our ideas in ergonomic design.

You're met by a four-spoke steering wheel which gives you a variety of comfortable gripping positions as well as holding an available air bag*. The wheel also tilts* to accommodate your driving position while the attached rpm-sensitive power steering system** makes low-speed manoeuvring easy.

Conveniently placed directly ahead of you is a large analog speedometer flanked by a tachometer* and other gauges.

Just to the left on the console is a rotary-dial climate control center with available air conditioner and below, an available AM/FM stereo cassette player.



Power steering**



Tilt steering*



Combination light switch



Adjustable intermittent wipers*



Power door locks*

With the Sephia, every control is right where it should be. At your fingertips.



A mid-sized interior that handles full-sized people.

** GTX only*

Passenger comfort and convenience are top priority in the new Sephia's interior. We started with sliding and reclining front bucket seats with fuller "wings" on the sides for extra support during cornering. Then, we put in enough legroom and headroom in the back seat so that a six-footer's knees never touch the front seatbacks—even when another six-footer is driving. Finally, we incorporated little things like three-point height-adjustable seat belts for front seat passengers, an illuminated ignition keyhole*, trunk and fuel door releases, tinted glass*, and quality cloth and vinyl upholstery throughout. All to make driving a little more comfortable and convenient.



Adjustable seat

Good looks aren't
all you'll be sporting.



Kia believes that economy cars don't have to be boring cars. That's why we've equipped our new Sephia sedan with a peppy 1.6-liter 4-cylinder EGI engine.

Fed by an electronic multi-point fuel injection system and coupled to a standard 5-speed manual transmission or an available 4-speed automatic, this engine provides solid power while maintaining high fuel efficiency and low emissions. In other words, the new Sephia accelerates briskly, goes further on each tank of fuel, and is friendlier to the environment. The engine and drivetrain are only half of the Sephia's performance equation. For a balanced combination of ride comfort and responsive handling, we've incorporated a 4-wheel independent suspension into the Sephia's front-wheel drive design. From the smooth-riding MacPherson strut front suspension with anti-dive geometry to the classic triple-arm link rear suspension with stabilizer bar, the new Sephia delivers a ride that rivals anything in its class.



1.6-liter 4-cylinder engine.



5-Speed MT



4-Speed AT

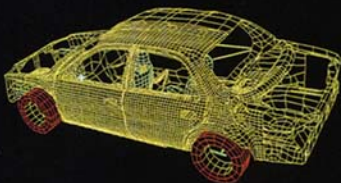




Safety by design is no accident.

** GTX only*

At Kia, we use a Cray super-computer to optimize and test body frame rigidity and crash-resistance for every vehicle we make. With the new Sephia, we have fine-tuned the body frame for safety, reinforcing, thickening, and adding frame members to improve passenger protection in front and side impacts.



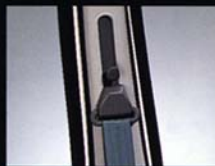
The new Sephia's safety features extend far beyond body frame enhancements. Each door has an internal high-strength steel impact bar for greater protection in side accidents.

And the standard height-adjustable three-point seat belts are supplemented by an available driver's air bag* for an extra measure of safety.

Now that you've read about the new Sephia, why not visit your local Kia dealer and see it for yourself? Chances are, you'll find your search for an affordable, well-made family sedan has finally come to an end.



3-point height-adjustable front seat belts



3-point rear seat belts



Door impact bars



**GTX only*

Design Highlights



Aerodynamic halogen headlights



*Power windows**



fold-away outside mirrors



Integrated rear light/reflector design



14-inch alloy wheels (option)*

SPECIFICATIONS

Engine Type	4-cylinder inline, SOHC	
Displacement (cc)	1,598	
Maximum power (SAE-DIN)	81/5,000	
Maximum torque (Nm/rpm:Bhp/rpm)	120/3,500	
Maximum engine speed (rpm)	6,000	
Suspension	front:	Macpherson strut independent suspension system
	rear:	Independent strut type with wishbone and trailing arm
Overall Length (mm)	4,360	
Overall width (mm)	1,692	
Overall height (mm)	1,390	
Wheel base (mm)	2,500	
Overhang (front/rear) (mm)	878/982	
Curb weight (MT/AT)	1053~1145/1085~1175	
Maximum permissible weight (kg)	1,590	
Turning circle diameter Center of Tyre	9.9m	
Wheel tread (front/rear)	1,440/1,435	
Fuel tank capacity (l)	50	
Cargo capacity (l)	354	
Manual 5-speed transmission with clutch locking system		
Transmission	Automatic Electronically controlled 4-speed Automatic transmission	
Brakes	Front	Ventilated disk brake
	Rear	Drum brake
Tyres	175/70R 13, 185/60HR14	

STANDARD EQUIPMENT

Halogen headlamps
Laminated tinted glass
Alloy wheel (14")
AM/FM radio CD
Power steering
Power antenna
Central door locking
Electrically controlled door outside mirrors
Air bag (from '96MY)
KIA integrated security system
Rear door child proof safety lock
Heated backlite glass with timer

INTERIOR

Tachometer
Room lamp w/spot lamps
Urethane steering wheel
Heater
Console (front & rear)
Day & night mirror
Reclining & sliding front bucket seats
Front seat belts 3 point ELR x 2
Adjustable front seat belt anchor
Rear seat belts ELR 3 point x 2 + 2 point x 1
Up & down front seat headrests
Rear seat headrests
Semi-full cloth seat upholstery
Passenger side sunvisor with vanity mirror
Door pockets (front both sides)
Footrest (AT only)
Assistant grips

Our cars are so well-built, you may never need this information.

Kia Extra Mile Care Program

In the life of every car, sometimes the unthinkable happens. Fortunately, Kia has already thought of that. That's why we created the Kia Extra Mile Care programme.

Basically, we'll be right there with you. When you purchase a new Kia, you automatically qualify for our Kia Extra Mile Care programme. You can call our hotline 24 hours a day, 365 days a year. If you need emergency roadside assistance, we'll dispatch help immediately. Our services include 24-hour emergency towing, flat-tyre change, and battery jump-starting. All Roadside Assistance services are provided for the length of your Kia Warranty.

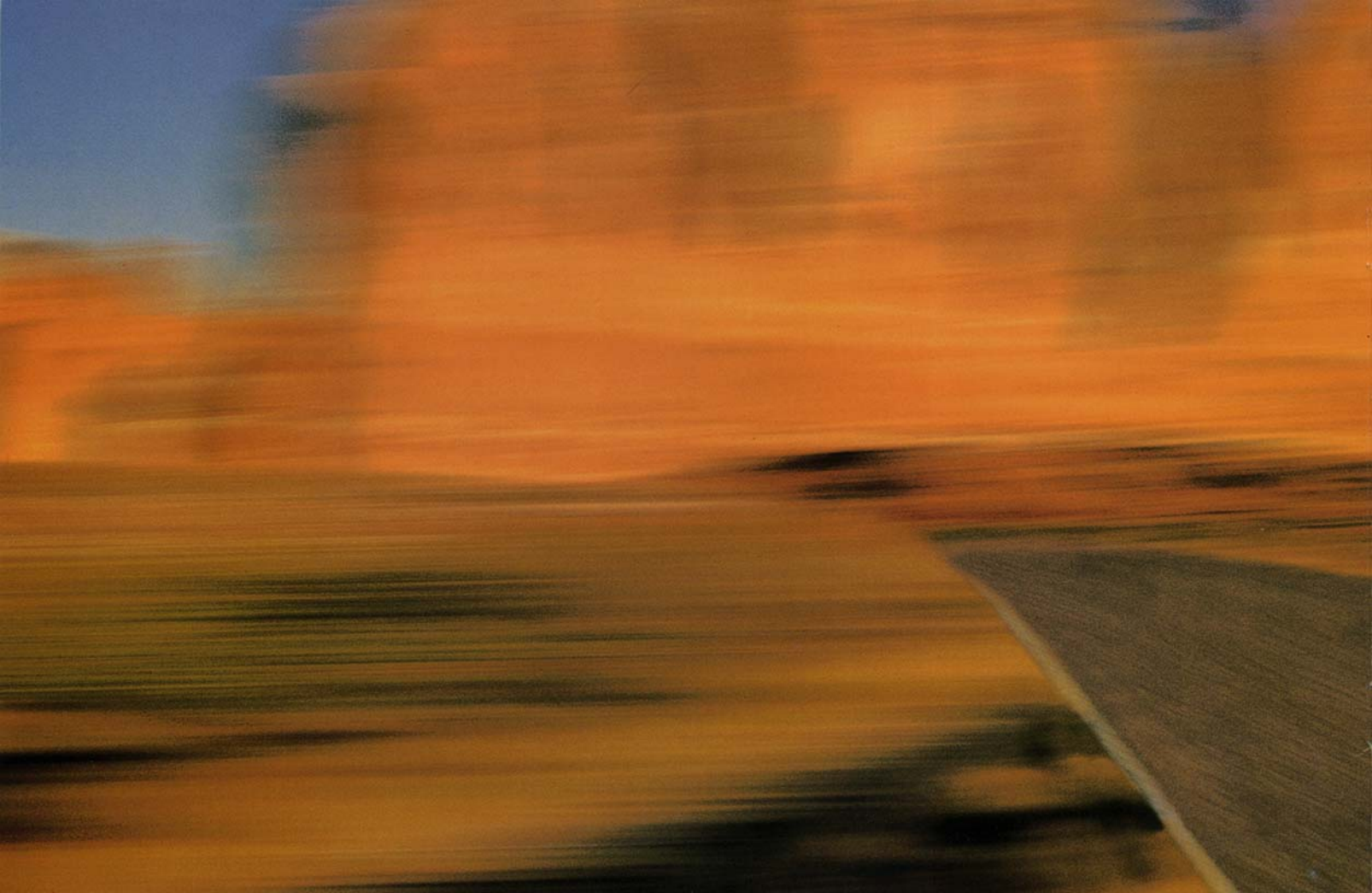
- NOTICE:**
1. Your actual fuel consumption will vary with option, driving habits and vehicle's condition. See your Kia agent for details.
 2. All information and illustrations are based on information available at the time of publication and subject to change without notice. For exact information, please contact your Kia agent.



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