



PRIDE



WHITE 1.1 L-3 DOOR
BLUE 1.3 LX-3 DOOR
SILVER 1.3 LX-5 DOOR



Kia

The Marque

More than two decades of car manufacturing experience is embodied in today's products of the Kia Motors Corporation. Products designed and assembled in Korea using the most modern computerised facilities.

Kia's cars and trucks are best-sellers in Korea and the USA. They rival the build quality of the top car makers in Europe and Japan.

Now, Kia UK is pleased to introduce the Kia Pride to Britain - a range of hatchback cars built with care by Koreans committed to zero-defect products that promise mile after mile of economical and enjoyable motoring.

Kia makes choosing your new car simply "a matter of Pride"...



t h e l o o k





Tall, wide and handsome, the Kia Pride is a stylish car for the 1990s. A car that combines hatchback practicality with crisp sporty handling and clean aerodynamic lines with catalyst-equipped engines for maximum economy using unleaded fuel. A spacious "Supermini" that's in tune with the times.

The Pride's high roofline gives exceptional headroom for tall drivers and passengers and allows bulky loads to be carried with ease.

Distinctive flared wheelarches highlight the Pride's broad stance on the road, a breadth that ensures excellent roadholding and unrivalled interior dimensions.



The sporty styling of the compact three-door model is echoed in the handsome lines of the larger five-door Pride. Both bodystyles are

available in a variety of attractive solid or sparkling metallic colours.

If you're looking for a compact car that's fun to drive, practical, economical and stands out from the "Supermini" crowd, you'll take pride in choosing a Kia.



Little on the outside, big on the inside, the spacious Kia Pride offers unrivalled comfort for both drivers and passengers.

Wide-opening doors give easy access and inside the new Pride you'll immediately appreciate the careful ergonomic design of the cockpit. The slide-adjustable reclining seat allows you to discover the perfect driving position. 'Bumps' in the steering wheel lead the driver's hands to the ideal grip, twin horn buttons are just a thumb-stretch away and sturdy column stalks are within easy finger-tip reach.

Clear, bright instruments offer at-a-glance information while four fresh-air vents and a powerful heating and ventilation system lets you match the cabin environment to the ever-changing British climate.

Unlike many small cars, the Pride's steering wheel and pedals are not

greatly offset, so you can stretch out and avoid fatiguing discomfort.

A large glove box, centre console and door pockets (*LX models*) provide plenty of storage for odds and ends

Kia's ingenious suspension design locates the rear seat well back, ensuring that the Pride can carry four adults in comfort without them feeling cramped. The rear seat backrests have a 50/50 split (*LX models*) so passengers and long loads can be carried at the same time.



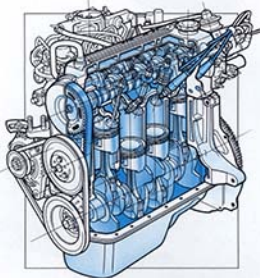
A black and white photograph showing the front interior of a car. The view is from the passenger side looking towards the driver's seat. The seats are upholstered in a light-colored material with a dark, ribbed pattern on the seat cushions and backrests. The driver's seat headrest is visible. The steering wheel is on the left, and the dashboard and instrument cluster are partially visible. The door panel on the right has a textured, ribbed design. A vertical white bar is positioned on the right side of the image, containing the word "interior" written vertically.

i n t e r i o r

From the new world centre for high-technology, Korea's Kia Pride is the result of rigorous design, intensive test and meticulous build programmes using the very latest computer aided design and manufacturing technology - CAD/CAM.



Both the 1.1 and 1.3 engines have been engineered to provide impressive performance at low and medium revs, combined with excellent fuel economy using unleaded petrol.



With maximum torque, or pulling power, at just 3,500 revs, Kia's engines give the Pride eager acceleration. The engines are among the lightest in their class to give the Pride well balanced handling and further aid fuel economy.

In official government tests, the Pride 1.3 has demonstrated remarkable economy, achieving over 38 mpg in the town driving "Urban cycle" tests and over 60 mpg at a steady 56 mph.

Every Pride is equipped with a catalytic converter as standard. Mounted in the exhaust system, the three-way catalyst converts harmful exhaust pollutants (carbon monoxide, hydrocarbons and nitrogen oxides) into non-toxic gases, helping to create a cleaner environment.

ADVANCED ROBOTICS ENSURE
WORLD-CLASS BUILD QUALITY



PRIDE CATALYTIC CONVERTER

t e c h n o l o g y



SEVEN

s a f e t y



eight

A smart little mover, the Kia Pride is subjected to rigorous safety and endurance testing throughout the design and manufacturing process.

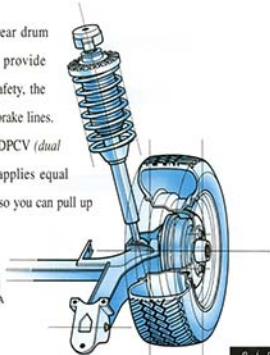
Intensive CAD/CAM study created the Pride's unusual combination of deep windows - giving exceptional all-around visibility, with a robust steel bodyshell which surpasses the toughest international safety collision codes.



High tensile steel reinforces the side panels, while front and rear "crumple" zones control the absorption of impact to ensure maximum protection for the passenger safety cell. Special bumpers take low-speed knocks without damage.

Precise rack and pinion steering, together with a tight turning circle make the Pride highly manoeuvrable. Strut front suspension and a torsion beam rear axle provide a superior ride and fine shock absorbing while maintaining a tenacious grip on the road with radial tyres.

Large front disc brakes, wide rear drum brakes - and a six-inch brake servo provide excellent stopping power. For added safety, the Pride is equipped with diagonal-circuit brake lines. If one brake line suffers damage, Kia's DPCV (*dual proportioning control valve*) system applies equal brake pressure to each side of the car - so you can pull up to a straight, smooth stop.



STRUT AND TORSION BEAM SUSPENSION GIVE A BIG-CAR RIDE WITH SMALL-CAR AGILITY



ENGINE

Capacity/cc	1139
Bore/stroke	68/78.4 mm
Max output/hp	53.6 bhp/5,500
Max torque/hp	74.5 lb-ft/3,500
Compression	10:1
Valve gear	SOHC
Ignition	Electronic
Choke	Automatic
Carburettor	Down draught two-stage

TRANSMISSION

Type	Front wheel drive
Manual/speeds	4
Final drive ratio	3.778:1
Clutch type	Single dry plate

CHASSIS & SUSPENSION

Construction	Steel monocoque
Front suspension	Independent struts coil springs anti-roll bar
Rear suspension	Torsion beam axle struts coil springs

STEERING, BRAKES, WHEELS & TYRES

Steering type	Rack and pinion
Turning circle	8.68 (m)
Turn, lock to lock	3.6
Front brakes	Discs
Rear brakes	Drums
Brake assistance	Servo
Wheels	12 x 4.0 in
Tyres	145 SR12

PERFORMANCE

Max speed	89 mph
Acceleration 0-60mph	13.6 secs

FUEL CONSUMPTION (Official figures)

Constant 56mph / mpg(L/100km)	55.4 (5.7)
Constant 75mph / mpg(L/100km)	36.2 (7.8)
Urban cycle	38.2 (7.4)
Tank capacity/litres	38
Fuel type	Unleaded only

DIMENSIONS & WEIGHTS

Overall length	3565 mm
Overall width	1605 mm
Overall height	1460 mm
Wheelbase	2295 mm
Front track	1405 mm
Rear track	1385 mm
Kerb weight	765 kg
Max laden weight	1240 kg



ENGINE

Capacity/cc	1324
Bore/stroke	71/83.6 mm
Max output/hp	60 bhp/5,500
Max torque/hp	86.8 lb-ft/3,500
Compression	9.2:1
Valve gear	SOHC
Ignition	Electronic
Choke	Automatic
Carburettor	Down draught two-stage

TRANSMISSION

Type	Front wheel drive
Manual/speeds	5
Final drive ratio	3.778:1
Clutch type	Single dry plate

CHASSIS & SUSPENSION

Construction	Steel monocoque
Front suspension	Independent struts coil springs anti-roll bar
Rear suspension	Torsion beam axle struts coil springs

STEERING, BRAKES, WHEELS & TYRES

Steering type	Rack and pinion
Turning circle	8.68 (m)
Turn, lock to lock	3.6
Front brakes	Discs
Rear brakes	Drums
Brake assistance	Servo
Wheels	12 x 4.5 in
Tyres	165/70 SR12

PERFORMANCE

Max speed	91 mph
Acceleration 0-60 mph	11.6 secs

FUEL CONSUMPTION (Official figures)

Constant 56mph / mpg(L/100km)	62.8 (4.5)
Constant 75mph / mpg(L/100km)	38.7 (7.3)
Urban cycle	38.2 (7.4)
Tank capacity/litres	38
Fuel type	Unleaded only

DIMENSIONS & WEIGHTS

Overall length	3565 mm
Overall width	1605 mm
Overall height	1460 mm
Wheelbase	2295 mm
Front track	1405 mm
Rear track	1385 mm
Kerb weight	795 kg
Max laden weight	1270 kg

Capacity / cc	1324
Bore/stroke	71 / 83.6 mm
Max output/rpm	60 bhp/5,500
Max torque/rpm	86.8 lb ft/3,500
Compression	9.7:1
Valve gear	Socket
Ignition	Electronic
Choke	Automatic
Carburettor	Down draught two-stage

Type	Front wheel drive
Manual/speeds	5
Final drive ratio	3.778/1
Clutch type	Single dry plate

Construction	Steel monocoque
Front suspension	Independent struts coil springs anti-roll bar
Rear suspension	Torsion beam axle struts coil springs

Steering, type	Rack and pinion
Turning circle	9.10 (m)
Turns, lock to lock	3.6
Front brakes	Discs
Rear brakes	Drums
Brake assistance	Servo
Wheels	12 x 4.5 in
Tyres	165/70 SR12

Max speed	91 mph
Acceleration 0-60 mph	11.8 secs

Constant 56mph / mpg(L/100km)	62.8 (4.5)
Constant 75mph / mpg(L/100km)	38.7 (7.3)
Urban cycle	38.2 (7.4)
Tank capacity, litres	37
Fuel type	Unleaded only

Overall length	3615 mm
Overall width	1605 mm
Overall height	1460 mm
Wheelbase	2345 mm
Front track	1405 mm
Rear track	1385 mm
Kerb weight	825 kg
Max laden weight	1300 kg

1.3 LX 5 DOOR
1.3 LX
1.1 L

Impact absorbing bumper	■ ■ ■ ■	Haloogen headlights	■ ■ ■ ■
Body side protection strip	▲ ■ ■ ■	Hazard lights	■ ■ ■ ■
Laminated windscreen	■ ■ ■ ■	Side repeat indicators	■ ■ ■ ■
Opening rear quarter windows	■ ■ ▲	Remote door mirrors	■ ■ ■ ■
Heated rear window	■ ■ ■ ■	Mud flaps (<i>front & rear</i>)	▲ ■ ■ ■
Two speed wipers	■ ■ ■ ■	Locking fuel flap	■ ■ ■ ■
Variable intermittent wipe	▲ ■ ■ ■	'Flick' wipe	■ ■ ■ ■
Tailgate w/wipe	▲ ■ ■ ■	Removable radio aerial	■ ■ ■ ■
Reversing lights	■ ■ ■ ■	Metallic paint	■ ■ ■ ■
Rear fog lamp	■ ■ ■ ■	Security glass etching	■ ■ ■ ■

1.3 LX 5 DOOR
1.3 LX
1.1 L

Rev-counter	▲	■	Cigar lighter	■	■	■
Trip meter	▲	■	Hand-brake warning light	■	■	■
Four adjustable air vents	■	■	Oil warning light	■	■	■
Three-speed booster fan	■	■	Charge warning light	■	■	■
Digital quartz clock	▲	■	Illuminated controls	■	■	■
Glove box	■	■	Remote tailgate release	▲	■	■
Dipping rear-view mirror	■	■	Remote fuel flap release	▲	■	■
Twin sun visors	■	■				

1.3 LX 5 DOOR
1.3 LX
1.1 L

Reclining front seats				Rear seat headrests			
Front seat walk-in release				Rear inertia-reel seatbelts			
Front integral headrests				Rear central lap belt			
Front adjustable headrests				Folding rear seat			
Rear inertia-reel seatbelts				Split-folding rear seat			
Carpenter front & rear				Child-proof rear door locks			
Console front & rear				Load area capnet			
Ashtrays front & rear				Load area cover			
Door pockets (front)				Load area light			
Passenger grab handles				Tool kit			
Central courtesy light							

1.3 LX 5 DOOR
1.3 LX
1.1 L

Clarion stereo radio/cassette	● ● ●	Rear speakers	▲ ● ●
Front speakers	● ● ●		

KEY: ■ = STANDARD EQUIPMENT, ● = OPTION EXTRA, ▲ = NOT APPLICABLE

A new world centre for high-technology, Korea is set to become a major force in car manufacturing during the next decade.

Already ranked among the world's Top 20 vehicle makers, producing half a million vehicles each year, the Kia Motors Corporation employs more than 20,000 people.

Huge investment in Kia's Sohari factory, near Korea's capital city Seoul, now sees robots performing 80 per cent of operations and a new Pride car rolling off the production line every 90 seconds.

Vehicle production has more than doubled in three years to 500,000 in 1990 and with the massive new Asan Bay plant now fully functional, Kia's manufacturing capacity will reach 950,000 by the mid-90s.

Since 1976 Kia's Research & Development Centre has masterminded the creation of a uniquely appealing range of cars and trucks. Today, Kia's 15-strong model range attracts customers in Canada, Japan, the USA, New Zealand, Taiwan, central South America and even mainland China,

The United Kingdom is Kia's first step into the European market place.



ASAN BAY PLANT



Kia Aftersales - Value in motion, the Pride comes with an aftersales service that offers Kia owners the very best in customer care.

Kia Warranty - The comprehensive Kia new car warranty provides reassuring cover for the first 24 months of ownership - regardless of mileage. For a modest fee, the warranty may be extended to 36 months. In addition, Kia offers a 6-year body panel anti-perforation warranty.

Kia Assistance - Every new Pride comes complete with free RAC membership for 24 months, so Kia drivers can enjoy peace of mind with full roadside rescue, recovery and 'at home' assistance in the unlikely event of a breakdown.

Kia Service - With a lubrication service and safety check every six months/6000 miles and a more detailed service every 12 months/12000 miles the maintenance needs of the Pride match the low running costs. Technical training at Kia UK's modern training school ensures your dealer is fully equipped

with the knowledge necessary to keep your Pride running to perfection.

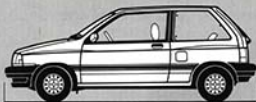
Kia Parts - Purpose-built to store and rapidly despatch a comprehensive range of Pride parts, Kia UK's 4 million cubic feet warehouse in Kent employs the very latest computer-controlled stocking and ordering systems.

In addition to substantial dealer stocks, genuine Kia replacement parts are instantly available to the Kia dealer network through a Parts Hotline and each part carries a 12 month warranty against defect.

Modern workshops, trained technicians and genuine parts - three key advantages of entrusting your Pride to the people who take pride in their service, your local Kia dealer.

COMPUTERISED PARTS STOCKING
TO SUPPORT EVERY Kia DEALER





2,295 MM
3,565 MM



2,345 MM
3,615 MM



1,460 MM

1,405 MM
1,605 MM



1,385 MM
1,605 MM

DEALER STAMP

Details given in this publication were accurate at the time of going to press (June 1991). However, the company reserves the right to improve specifications at any time. Kia dealers will be notified of any alterations, so please check with your dealer for the latest information.

DESIGNED & PRODUCED BY FILMSTARS STUDIO.



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