



2010.Forte



Look who's jumped to the head of its class.

Introducing the all-new 2010 Kia Forte. Its name — which means “special strength” — is appropriate because it offers an exceptional combination of high-quality engineering, innovative design, technically advanced features and outstanding value. The Forte is a pioneer because it combines a remarkable number of automotive breakthroughs in a compact sedan. Its sleek, contemporary exterior styling communicates both substance and sophistication. Inside, you'll be struck both by its spaciousness and long list of standard features, which includes Bluetooth® wireless technology,¹ SIRIUS® Satellite Radio² and USB/auxiliary input jacks that let you plug in practically any kind of MP3 player. Class-leading standard horsepower³ ensures exciting performance, while its 2.0L 4-cylinder engine, with the available Fuel Economy Package, offers class-leading fuel efficiency.⁴ The Forte also has a class-leading array of standard safety features,⁵ including six airbags, Electronic Stability Control (ESC), an advanced Traction Control System (TCS) and an Anti-lock Braking System (ABS). Like all Kia models, the Forte also comes with an industry-leading 10-year/100,000-mile warranty program.⁵

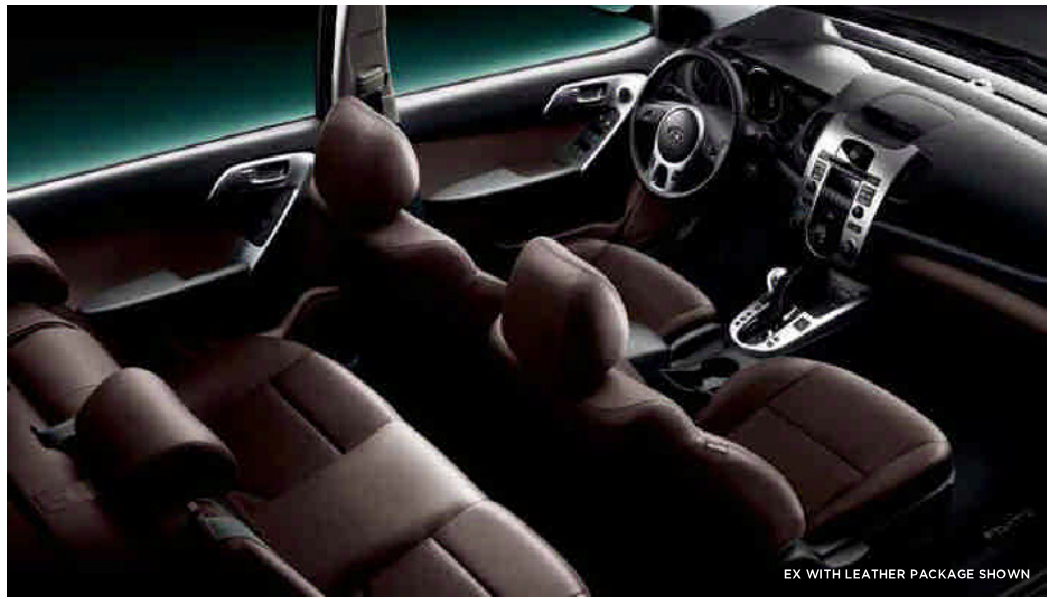


^{1, 2, 3, 4, 5} See Specifications page for endnotes.

SX SHOWN

Unsurpassed comfort begins with class-leading cabin space.³

The Forte's class-leading cabin space³ is a direct result of its contemporary exterior design. Specifically, our engineers have given it a long wheelbase and wide body, which translates to an exceptionally roomy interior. In fact, the Forte has more head and shoulder room front and rear — as well as more front legroom — than the Honda Civic, Toyota Corolla or Mazda³.³ A six-way adjustable driver's seat and an available tilt-and-telescopic steering wheel enhance your comfort, while optional leather trim on EX and SX models is both comfortable and luxurious.



EX WITH LEATHER PACKAGE SHOWN

60/40 SPLIT-FOLDING REAR SEAT

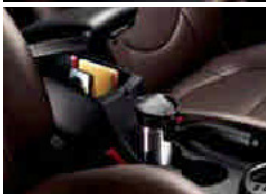
EX and SX models allow you to fold down either or both sides of the rear seat to easily stow larger items.

CAVERNOUS TRUNK SPACE

To complement its spacious interior, class-leading trunk space³ lets you pack a vacation's worth of luggage.

HEATED FRONT SEATS

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



CENTER ARMREST WITH STORAGE

This generous storage compartment provides plenty of room for small items.

CONTROLS AT YOUR FINGERTIPS

EX and SX models have power windows, mirrors and door locks.

POWER SUNROOF

An available power sunroof with tilt lets in fresh air.

³See Specifications page for endnote.

It's time to raise your expectations.

When you settle into the Forte SX's driver's seat, you'll understand exactly what it takes to set a new class standard. The SX's interior features stunning sport styling that's highlighted by metal pedals and metal-finish accents. Sleek controls, and Supervision gauges with glowing red LCD lighting, reflect an unsurpassed attention to detail. The Forte also has an extensive list of features that deliver the latest technology. It's the only sedan in its class³ to have standard SIRIUS Satellite Radio,² Bluetooth[®] wireless technology¹ and USB/auxiliary input jacks that let you plug in practically any kind of MP3 player.⁶ With our accessory cable, you can even use the stereo to operate an iPod[®] mobile digital device.⁶ It all adds up to a driving experience that is as rewarding for you as it is delightful for your passengers.



SX WITH LEATHER PACKAGE SHOWN



TRIP COMPUTER

The SX has a trip computer that, among other helpful features, displays a continuous fuel-consumption reading.

INTEGRATED TURN SIGNALS

Placement in the side mirrors makes your signal more visible to others. Available on the EX and SX models.

WIRELESS TECHNOLOGY

Bluetooth wireless technology¹ allows hands-free use of your compatible cell phone.

STEERING-WHEEL-MOUNTED CONTROLS

Conveniently operate the audio system and Bluetooth-enabled devices with available steering-wheel-mounted controls.

USB/AUXILIARY JACKS FOR MP3 AUDIO

Listen to your favorite tunes from your own music library.⁶

SIRIUS SATELLITE RADIO²

SIRIUS Satellite Radio delivers over 130 channels, including 69 channels of 100% commercial-free music, plus sports, news, talk and entertainment.



^{1,2,3,†} See Specifications page for endnotes.

A new standard for driving excitement.



SX SHOWN

TWO WAYS TO FUEL YOUR PASSION

With a 156-hp 2.0L 4-cylinder engine, the Forte delivers class-leading standard horsepower³ that provides quick acceleration and fuel efficiency of up to 36 mpg highway.⁷ The Forte SX delivers even more exciting performance with a 173-hp 2.4L powerplant. Both engines feature advanced technology that includes double overhead cams with four valves per cylinder and Continuously Variable Valve Timing (CVT). CVT automatically adjusts valve timing to provide increased power, reduced exhaust emissions and improved fuel efficiency.

SPORTY HANDLING

For precise, responsive handling, the Forte features power rack-and-pinion steering and a MacPherson-strut front suspension. For even greater agility on curvy roads, the Forte SX includes 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. These designs work together to direct air-flow around the car, which creates a quieter ride and further improves fuel efficiency.⁷

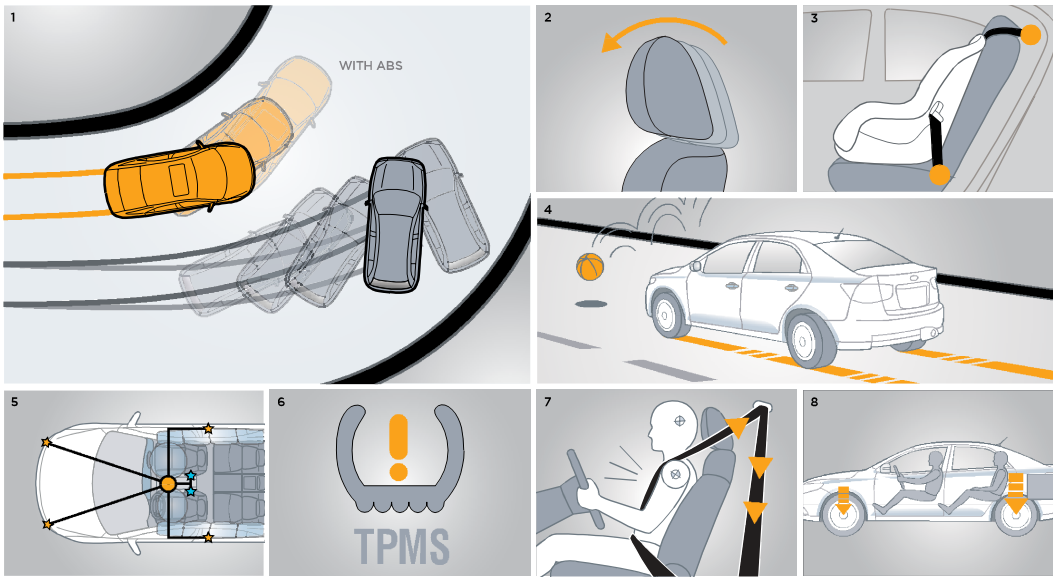
CLASS-LEADING FUEL ECONOMY⁴

The Forte EX with the available Fuel Economy Package offers class-leading fuel efficiency — an exceptional 27 city/ 36 highway mpg.⁴ Among other features, the Fuel Economy Package includes a 5-speed automatic transmission, a “smart alternator” that minimizes drag by operating only when battery conditions require it, an electric motor-driven power-steering system, highly efficient silica tires and aerodynamic enhancements. In addition, all automatic-transmission models have EcoMinder, a feature that lets you know when you’re achieving optimum fuel economy via an icon that lights up. It allows you to develop economical driving habits.

^{3,4,7}See Specifications page for endnotes.

Class-leading standard safety features³: your first line of defense.

Safe driving begins with the ability to avoid accidents, which is why our engineers are so passionate about utilizing the latest and most advanced safety systems. For example, Forte's Electronic Stability Control (ESC) provides you with improved directional stability, which helps you maintain better control in difficult driving situations. ESC monitors and assists in the control of key vehicle functions. It then brakes individual wheels and reduces engine power accordingly to attempt to help you bring the vehicle back on its intended course. Forte's advanced Traction Control System (TCS) can sense wheel spin during acceleration. When it does, it uses a combination of engine power and brake force to transfer power to the wheels that have the most traction. This provides both increased control and enhanced responsiveness. Forte is also equipped with a range of safety systems designed to help minimize injuries when an accident is unavoidable. These include dual front advanced, front seat-mounted side and full-length side curtain airbags.⁹



1. ANTI-LOCK BRAKES (ABS)

ABS helps to provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.

2. FRONT ACTIVE HEADRESTS

In the event of a rear collision, the active headrests instantly move up and forward, helping to reduce the likelihood of neck injury.

3. CHILD-SEAT LATCH SYSTEM

Lower Anchors and Tethers for Children (LATCH) make it easy and convenient to secure child seats.

4. BRAKE ASSIST SYSTEM (BAS)

BAS operates based on the force that's applied to the brake pedal. If you need to brake aggressively, it helps control the stop by applying the necessary braking pressure.

5. AIRBAG & SEAT-BELT SENSORS

The advanced front airbag system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.⁹

6. TIRE-PRESSURE MONITORING SYSTEM

This monitoring system includes air pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you.⁸

7. FRONT SEAT-BELT PRETENSIONERS

In the event of certain collisions, the pretensioners tighten slack in the seat belts. The force limiters then instantly let out the appropriate amount of additional belt to limit pressure on the body.

8. ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

EBD senses the vehicle's load and weight distribution, then applies the necessary braking pressure at each wheel. This helps to enhance your control.

^{3,8,9} See Specifications page for endnotes.



SX WITH LEATHER PACKAGE SHOWN

KIA HERITAGE

For decades, we have focused on building quality vehicles that give you the style and performance you want combined with the safety and value you need. We began our journey across the U.S. in 1994, and in only 10 years sold our first million vehicles — faster than BMW, Mercedes, Toyota or Mazda.⁹ Today, we have manufacturing facilities spanning the globe and produce more than 1.3 million vehicles a year for drivers worldwide.



THE CHOICE IS YOURS

We offer a full line of 12 models, many of which have earned top awards or ratings in safety and customer satisfaction. We back every model with an industry-leading 10-year/100,000-mile limited warranty program.⁵ It's a lineup in which you're sure to find the style, driving excitement and value you're looking for.

KIA.COM

Our website lets you check out specifications, videos, packages, accessories and more. You can experience 360° interior and exterior views, get price quotes — even calculate your monthly payment and find out which of our 630 retailers is nearest to you. If you prefer, simply call us at 1-800-333-4KIA.

^{5,10} See Specifications page for endnotes.

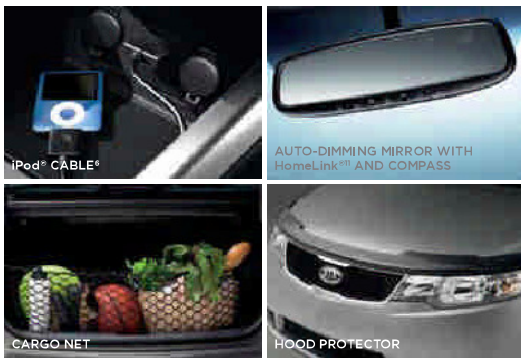


EX WITH PREMIUM PACKAGE SHOWN

Our commitment to America.

Here in the U.S., we have high-tech facilities in California and Michigan, where the latest design and research takes place — as well as state-of-the-art proving grounds in California, where our vehicles are rigorously put to the test. To help keep up with the demand for our vehicles, we're building our first U.S. manufacturing plant — Kia Motors Manufacturing Georgia. What does all this mean for you? With our solid establishment in the global and U.S. communities, you can count on us now and for years down the wide-open road ahead.

Accessories



Colors

EXTERIOR

CLEAR WHITE (LX,EX) S/C	EBONY BLACK (LX,EX,SX) S/C/B
BRIGHT SILVER METALLIC (LX,EX,SX) S/B	DARK CHERRY METALLIC (EX) C
SPICY RED METALLIC (EX,SX) S/B	BRONZE METALLIC (EX) S
TITANIUM METALLIC (EX, SX) S/B	CORSA BLUE METALLIC (SX) B
COPPERHEAD METALLIC (SX) B	

INTERIOR

STONE CLOTH	
COFFEE CLOTH	COFFEE LEATHER
BLACK SPORT CLOTH	BLACK SPORT LEATHER

INTERIOR COMBINATIONS ARE INDICATED BY:
S = STONE INTERIOR, **C** = COFFEE INTERIOR, **B** = BLACK INTERIOR (SX ONLY).

Actual vehicle colors may vary from printed brochure.

Features

	LX	EX	SX
EXTERIOR			
15" tires w/steel wheels	●	●	—
16" tires w/alloy wheels	—	○	—
17" tires w/alloy wheels	—	—	●
Sport-tuned suspension	—	—	●
Dual body-color remote mirrors	●	—	—
Dual body-color heated power mirrors w/turn-signal indicators	—	●	●
Body-color exterior door handles	●	●	●
Variable intermittent windshield wipers	●	●	●
Auto-off clear-lens halogen headlights	●	●	●
Front fog lights	—	—	●
Tinted glass w/windshield sunshade band	●	●	●
Power sunroof w/tilt	—	○	○

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SIRIUS audio system	●	●	●
Four speakers	●	—	—
Six speakers w/door-mounted tweeters	—	●	●
USB/auxiliary input jacks	●	●	●
Bluetooth® wireless technology	●	●	●
Steering-wheel-mounted audio*/Bluetooth control buttons	●	●	●
Supervision instrumentation w/trip computer	—	—	●
EcoMinder fuel-efficiency monitor	■	■	■
Air conditioning	○	●	●
Power windows	—	●	●
Power door locks w/remote keyless entry	—	●	●
Tilt steering column	●	●	—
Tilt & telescopic steering column	—	—	●
Cruise control w/steering-wheel-mounted control buttons	—	●	●
Center console w/padded armrest & storage	●	●	●
Front-door map pockets w/bottle holder	●	●	●
Dual 12V power outlets	●	●	●
Dual map lights w/sunglasses holder	—	●	●

SEATING & TRIM

Cloth seat trim	●	●	—
Sport-cloth seat trim	—	—	●
Leather seat trim w/heated front seats	—	○	○
6-way adjustable driver's seat	●	●	●
60/40 split-folding rear seat w/center armrest & adjustable rear headrests	○	●	●
Leather-wrapped steering wheel/gearshift knob	—	○	●

	LX	EX	SX
Metal-finish interior accents	—	○	●
Metal pedals	—	—	●
Carpeted floor mats	○	●	●

RESTRAINT & SAFETY SYSTEMS

Dual front advanced airbags	●	●	●
Dual front seat-mounted side airbags	●	●	●
Full-length side curtain airbags	●	●	●
Front active headrests	●	●	●
Front and rear 3-point seat belts	●	●	●
Front seat-belt pretensioners w/force limiters	●	●	●
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)	●	●	●
Front & rear crumple zones	●	●	●
Side-impact door beams	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●
Rear child-safety door locks	●	●	●

CONVENIENCE PACKAGE (LX)

Air conditioning, 60/40 split-folding rear seat w/center armrest & adjustable rear headrests

PREMIUM PACKAGE (EX)

Power sunroof w/tilt, 16" tires w/alloy wheels

FUEL ECONOMY PACKAGE (EX)

5-speed automatic transmission, motor-driven power steering, smart alternator, silica tires, aerodynamic enhancements

EX LEATHER PACKAGE

Leather seat trim, heated front seats, leather-wrapped steering wheel/gearshift knob, metal-finish trim, windshield de-icer

SX LEATHER PACKAGE

Leather seat trim, heated front seats, windshield de-icer

*Audio controls not available on LX.
 ● STANDARD ○ OPTION — NOT AVAILABLE ■ AUTOMATIC TRANSMISSION

Specifications

ENGINE	2.0L I4	2.4L I4
Type	Inline 4-cylinder, aluminum block & head	Inline 4-cylinder, iron block & aluminum 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 ¹²	173 hp @ 6,000 rpm ¹²
Torque (SAE net)	144 lb.-ft. @ 4,300 rpm ¹²	168 lb.-ft. @ 4,000 rpm ¹²
Transmission	5-speed manual, overdrive 4-speed electronically-controlled automatic, overdrive (optional)	6-speed manual, overdrive 5-speed electronically-controlled Sportmatic, ⁶ overdrive (optional)

DIMENSIONS	2.0L I4	2.4L I4
Wheelbase	104.3 in.	104.3 in.
Track (front/rear)	61.3 in./61.6 in.	61.3 in./61.6 in.
Length	178.3 in.	178.3 in.
Width	69.9 in.	69.9 in.
Height	57.5 in.	57.5 in.
Ground clearance	5.9 in.	5.9 in.
Headroom (front/rear)	40.0 in./37.6 in.	40.0 in./37.6 in.
Shoulder room (front/rear)	55.7 in./54.7 in.	55.7 in./54.7 in.
Legroom (front/rear)	43.3 in./35.0 in.	43.3 in./35.0 in.
Hip room (front/rear)	53.0 in./53.3 in.	53.0 in./53.3 in.
Passenger volume	96.8 cu. ft.	96.8 cu. ft.
Cargo volume	14.7 cu. ft.	14.7 cu. ft.

BODY & CHASSIS	2.0L I4 & 2.4L I4
Layout	Front engine, front-wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Torsion beam, coil springs, gas shock absorbers
Steering type	Rack-and-pinion, hydraulic, power-assisted
Turns, lock-to-lock	2.89 (2.0L), 2.77 (2.4L)
Turning circle, curb-to-curb	33.8 ft. (2.0L), 35.4 ft. (2.4L)

CURB WEIGHT	2.0L I4	2.4L I4
Manual transmission	2,707 lbs.	2,853 lbs.
Automatic transmission	2,740 lbs.	2,868 lbs.

BRAKES	2.0L I4	2.4L I4
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	2.4L I4
Type	195/65R15 (LX), 205/55R16 (EX)	215/45R17

2010 EPA FUEL ECONOMY	2.0L I4	2.4L I4
(Estimated City/Highway MPG)		
Manual transmission	25/34	22/32
Automatic transmission	25/34 27/36 (w/EX Fuel Economy Pkg.)	23/31
Fuel tank capacity (gallons)	13.7	13.7

ENDNOTES:

¹ A *Bluetooth*-enabled cell phone is required to use *Bluetooth* wireless technology. The *Bluetooth*[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Kia is under license.

² A 3-month subscription is included with vehicle purchase. Not available in Canada, Alaska and Hawaii. For full Terms & Conditions, visit sirius.com. SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. SIRIUS Radio requires a subscription, sold separately.

³ Based on comparison of 2009 compact-sedan segment.

⁴ Based on comparison of 2010 EPA fuel-economy estimates for Forte w/available EX Fuel Economy Package on 2.0L 4-cylinder A/T versus 2009 EPA fuel-economy estimates for compact-sedan segment. Refer to specifications above for Forte EPA fuel-economy estimates. Actual mileage may vary.

⁵ 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.

⁶ Accessory cable required for iPod[®] mobile digital device. Cable and iPod sold separately. iPod is a registered trademark of Apple Inc.

⁷ Refer to Specifications above for 2010 EPA fuel-economy estimates. Actual mileage may vary.

⁸ Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

⁹ For maximum protection, always wear your seat belt.

¹⁰ According to *Ward's Automotive Yearbook*.

¹¹ HomeLink[®] is a registered trademark of Johnson Controls, Inc.

¹² SULEV (Super Ultra Low Emission Vehicle) 2.0L engine: 154 hp @ 6,200 rpm, 139 lb.-ft @ 4600 rpm. 2.4L engine: 165 hp @ 6,000 rpm, 161 lb.-ft.@ 4,000 rpm. SULEV engine standard in select states: California, New York, Massachusetts, Vermont, Connecticut, New Jersey, Oregon, Maine, Rhode Island.

¹³ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc.

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We've got you covered.

At Kia, 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.⁵ So you can relax and enjoy the ride.

- 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 assistance¹³



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