



**THE NEW 1999  
KIA SEPHIA  
AND SPORTAGE**







### 200,000 MILES AND STILL GOING STRONG.

With everything it's been through, it's amazing the Sephia grew up so well-adjusted. In addition to 200,000-mile road trips with the competition, the Sephia served hard time in a rental-car fleet, took the abuse of clumsy driving-school students, and stood up to the sadistic tortures of New York cab drivers. Even after all that, the Sephia still turned out to be the friendly, well-behaved sedan you see before you today. And the more we test it, the nicer it gets.



### WE'VE COVERED A LOT OF GROUND.

54 years ago, Kia started by building bicycles in Korea. A nation of tired bicyclists soon demanded motorized vehicles. So that's what Kia built. First motorcycles. Then trucks. Farm equipment. Tour buses. And of course, cars. At last count, over two million Kias have rolled off the factory floor and onto roads in over 100 countries around the world. Including the good old U.S. of A.

### HOW CAN A GUTSY SUV BE SO AFFORDABLE?



Good question. Here's the answer: We don't think you should have to have a trust fund to buy an SUV. There, we said it. That's why we've built the Kia Sportage to handle the roughest commute and rut-riddled dirt roads – at a starting price that's under \$15,000. Amazing, we know, especially considering that the Sportage is a true SUV, with generous ground clearance, double-wishbone front suspension, a 16-valve dual-overhead-cam engine with 130 horsepower and triple airbags.\* Guess you could say that the Kia Sportage is more than just an all-terrain vehicle. It's an all-life vehicle.

\* Dual front airbags and driver's knee airbag are standard features on all models.

### THE NEW KID ON THE BLOCK IS ACTUALLY 54 YEARS OLD.



1952

Sensing the need for well-made bikes, Kia starts building them.



1961

Having been responsible for too many tired legs, Kia expands its line to include motorized cycles.



1971

Milan, Detroit. And now Sohari. Kia begins making Brisa, Korea's first car, at its Sohari plant.



1974

Kia keeps on trucking by adding, what else, trucks.



1995

Having put more than 1.5 million cars on the road, Kia decides to build a car that makes roads an option: the Sportage.



1996

Sportage wins best value award from *Four Wheeler* magazine.



1998

Ta-da. The Kia Sportage 2-Door Convertible. Available now at your Dealer.

### THE SPORTAGE IS ON A WINNING STREAK.



Ever since it was born, the rough-and-tumble Kia Sportage has been winning awards, winning races and winning fans. For the last two years in a row, it was named a Best Overall Value of the Year by IntelliChoice. *Four Wheeler* magazine named Sportage to its Top 10 Best Buys in 4WD three years in a row, in 1996, 1997 and 1998. The *Men's Journal* 1997 Buyer's Guide called it a "Best Buy" among compact sport utility vehicles. And *Popular Science* voted it the "Best of What's New" for 1995.



## 1999 Sephia Standard Features

### Sephia

- 1.8-liter, 125-hp, 4-cylinder DOHC engine
- 5-speed manual transmission
- Dual airbags\*
- Four-wheel independent suspension
- 185/65 R14 tires
- Front and rear stabilizer bars
- Steel passenger cage
- Steel side-door impact beams
- Front/rear crumple zones
- MacPherson strut front suspension
- Rack and pinion steering
- 2-speed intermittent wipers
- Rear window defroster
- Tinted glass
- Dual cupholders
- Clear lens halogen headlights
- Height-adjustable safety belt anchors
- Remote trunk, fuel and hood releases
- Manual remote dual outside mirrors
- Corrosion-resistant, stainless steel muffler
- Body-color bumpers and front grille
- Body-color door handles
- Body-color outside mirrors
- Low-fuel warning light
- Front-door map pockets
- Fully carpeted trunk
- Driver's footrest

### The optional Base Appearance Package

- Full wheel covers
- Body-color bodyside molding

### Sephia LS

In addition to, or in place of, the previous features:

- Power steering
- Fold-down 60/40 split rear seat
- Tilt steering wheel
- Rear seat heater ducts
- Deluxe full cloth seating
- Full wheel covers
- Driver's seat cushion tilt
- Passenger vanity mirror
- Body-color bodyside molding

### The optional LS Power Package

In addition to, or in place of, the equipment on the Sephia LS:

- AM/FM/CD stereo with six speakers
- Air conditioning
- Power windows
- Power door locks
- Power mirrors
- Cruise control
- Tachometer
- Variable intermittent wipers

\*For maximum protection in all collisions, always wear your safety belt.

Color Shown may vary due to reproduction and printing. Some colors may not be available in all regions during some part of the year.

### Colors

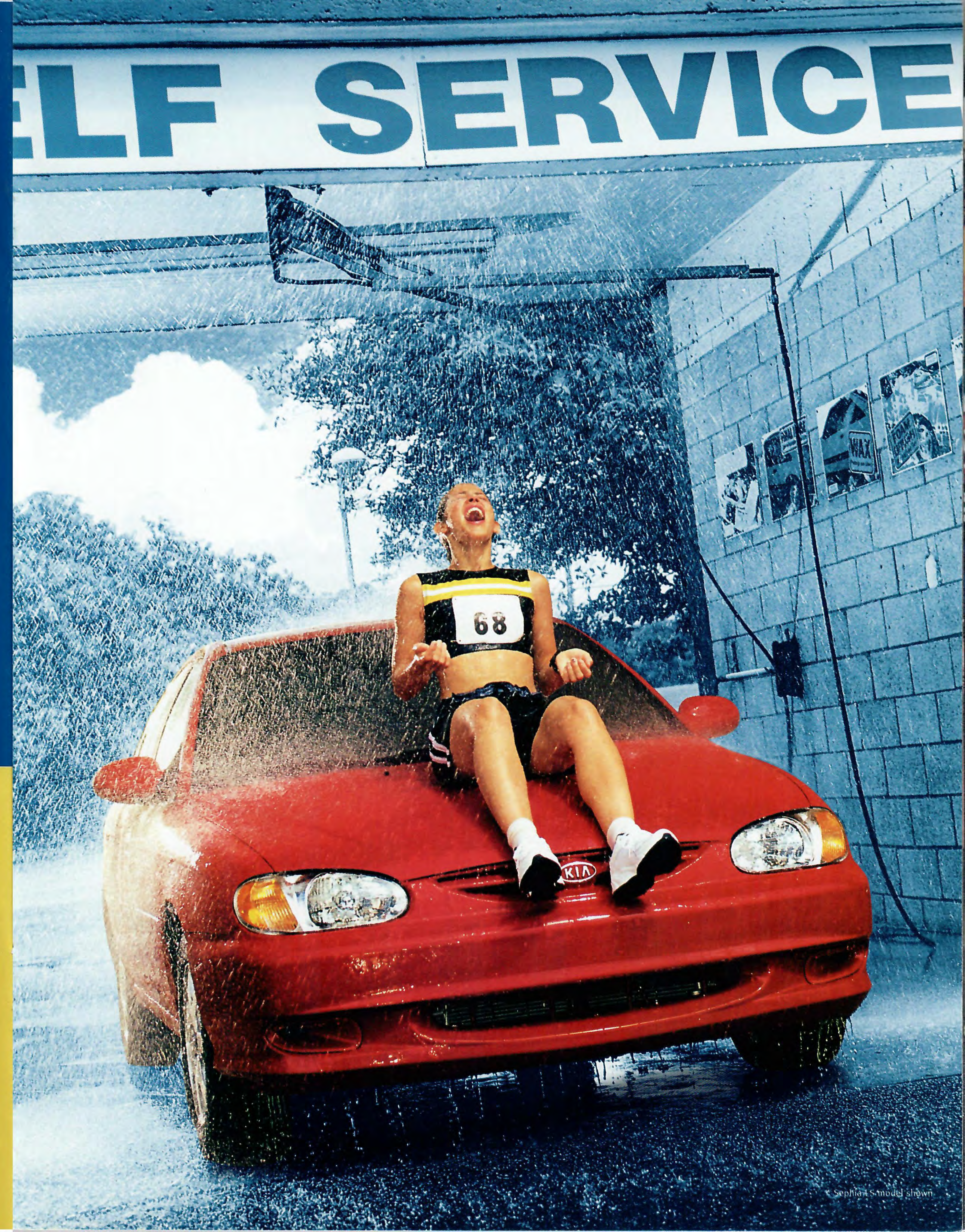


## NO MATTER HOW YOU SLICE IT, THE SEPHIA'S A SWEET RIDE.

Not only does it get you wherever you want to go, it wastes no time doing so. The Sephia's 1.8-liter, 16-valve, multi-port, fuel-injected power plant cranks out 125 eager horsepower. Four-wheel independent suspension gives it a smooth ride. Front and rear stabilizer bars provide levelheaded handling. Rack-and-pinion steering (power steering on the LS) delivers precise control.

Inside, the seats are comfy, supportive, durable and stain-resistant. Plus, the Sephia boasts more cubic feet of interior volume than just about every other car in its class.

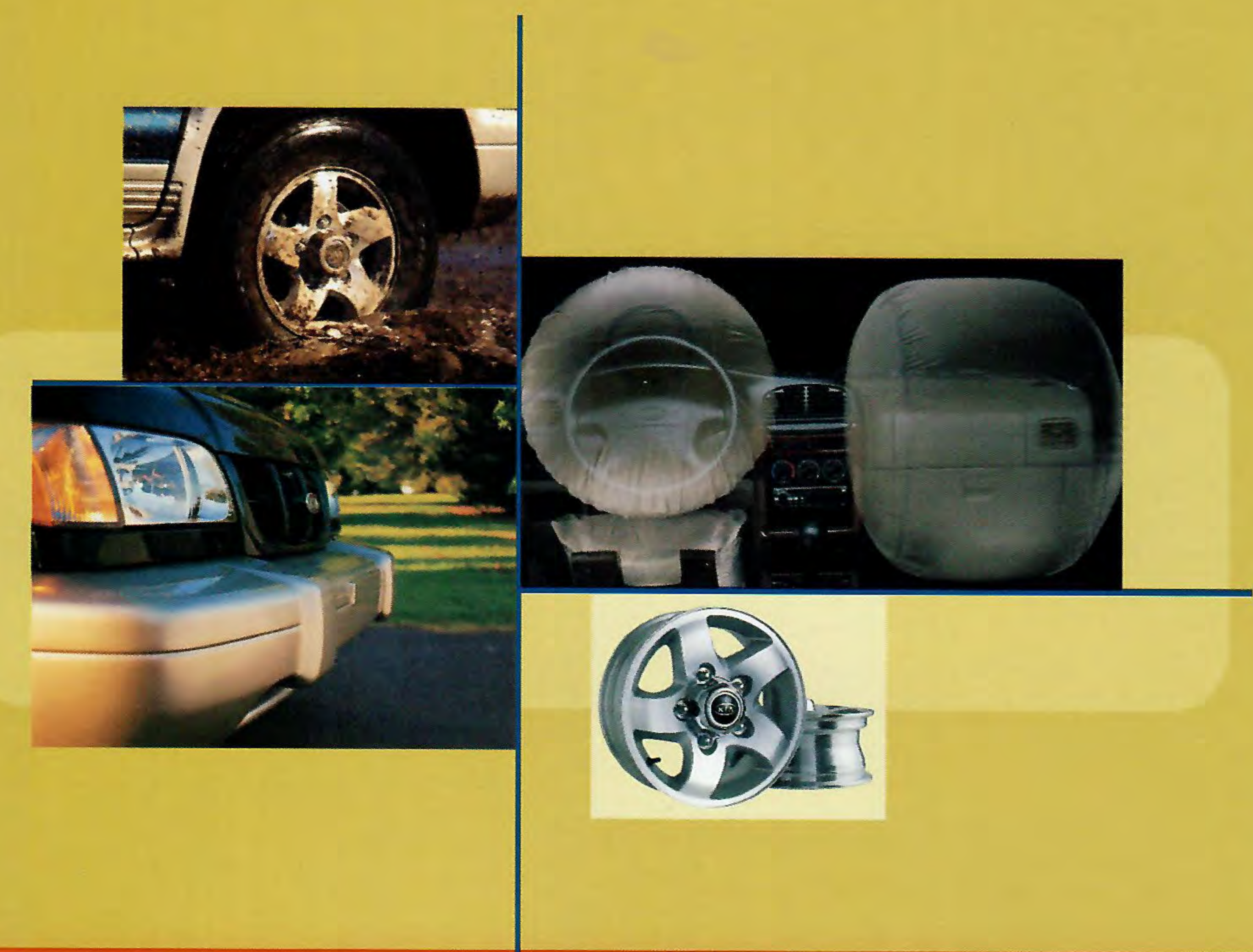
As for safety, front and rear crumple zones help absorb an impact from a collision, so you absorb less. Energy-absorbing bumpers pitch in to help. Dual front airbags\* help reduce the blow of a frontal impact. Steel side-door impact beams help protect you from a broadside whack. And height-adjustable safety belts allow optimum fit and security for both the small and the tall.







Sportage EX 4x4 model shown



## 1999 Sportage Standard Features

### Sportage

- 2.0-liter, 16-valve, 4-cylinder DOHC engine
- 5-speed manual transmission with overdrive
- Dual front airbags and driver's knee airbag\*
- Outside rear-tire carrier with full-size spare tire and tire cover
- Theft-deterrent system
- Fully boxed ladder frame
- Power steering
- Power windows
- Power door locks
- Dual outside power remote mirrors
- Stylized steel wheels
- Double-wishbone front suspension
- 50/50 split, folding rear seat backs
- Height-adjustable front safety belt anchors
- Center console armrest extension
- Clear lens halogen headlights
- Corrosion-resistant muffler
- Digital clock
- Driver's lumbar support
- Dual slide-out cupholder
- Front-door map pockets
- Full carpeting
- Low-fuel warning light
- Steel-belted radial tires
- Rear garment hook
- Rear window defroster
- Remote fuel-filler door release
- Steel side-door impact beams
- Tachometer
- Tilt steering wheel
- Tinted glass

### Sportage 4x4

In addition to, or in place of, the previous features:

- Stylized 5-spoke alloy wheels
- 2-speed transfer case
- Auto-lock/unlock hubs

### Sportage EX

In addition to, or in place of, the previous features:

- Two-tone paint and bodyside cladding
- Rear privacy glass
- Wood grain interior accents
- Cruise control
- Rear wiper/washer
- Roof rack
- Body-color outside mirrors
- Passenger vanity mirror
- Bodyside accent graphic
- Variable intermittent wipers
- AM/FM/CD stereo with six speakers
- Air conditioning
- Alloy wheels (4x2 only – std. on 4x4)

\*For maximum protection in all collisions, always wear your safety belt.

## ABOUT AS TOUGH AS A TANK. AND EASIER TO PARK.

Looking for a vehicle that can handle the daily grind, and then help you escape when the weekend comes? If so, check out the Sportage. Models start under \$15,000. Amazing, considering that this is a true SUV with generous ground clearance, a 16-valve dual-overhead-cam engine with 130 horsepower and a double-wishbone front suspension that turns a mountain pass into a walk in the park. Other cool features? A rock-solid ladder-frame construction, 2-speed transfer case and auto-lock/unlock hubs all in the 4x4.

With 125.7 cubic feet of interior room, how much you get out of it – or rather, into it – is up to you. Tents? Skis? Fifty-five-gallon drums of spaghetti sauce from the warehouse club? Bring 'em on. You also get power windows, mirrors and door locks. An on-board diagnostic system to monitor vital signs (the car's, not yours). A theft-deterrent system and dual cupholders.

Back to that "tough as a tank" part, the Sportage is engineered to protect you in case of a mishap. Just like the Sephia (see specs for details). The only major difference? The Sportage is the only SUV in its class with driver's side knee airbags.

### Colors



\*\* (not available EX)



**1999 Sportage 2-Door  
Convertible Standard Features**

**Sportage 2-Door Convertible 4x2**

- 2.0-liter, 16-valve, 4-cylinder DOHC engine
- Dual front airbags and driver's knee airbag\*
- Outside rear-tire carrier with full-size spare tire and tire cover
- Theft-deterrent system
- Fully boxed ladder frame
- Power steering
- Power windows
- Power door locks
- Dual outside power remote mirrors
- Stylized steel wheels
- Double-wishbone front suspension
- Fold-forward rear seat
- Height-adjustable front safety belt anchors
- Center console armrest extension
- Clear lens halogen headlights
- Corrosion-resistant muffler
- Digital clock
- Driver's lumbar support
- Dual slide-out cupholder
- Front-door map pockets
- Full carpeting
- Low-fuel warning light
- Steel-belted radial tires
- Remote fuel-filler door release
- Steel side-door impact beams
- Tachometer
- Tilt steering wheel
- Tinted glass
- 4-speed automatic transmission
- Black soft top
- Bright rear sport bar

**Sportage 2-Door Convertible 4x4**

In addition to, or in place of, the previous features:

- 2-speed transfer case
- Auto-lock/unlock hubs
- 5-speed manual transmission with overdrive

\*For maximum protection in all collisions, always wear your safety belt.

**THE SPORTAGE 2-DOOR CONVERTIBLE IS ONE DARN CUTE SPORT UTE.**

(The sticker price looks pretty good, too.) Here it is. Our pride and joy: the brand-new Sportage 2-Door Convertible. You like? Sure, an SUV is meant to get down and dirty. But shouldn't it clean up nicely, too? Check out our great, chip-resistant colors. Take a look at the nasty grille and halogen headlights that are as close to eyes as a car can get. Sleek alloy wheels,\* an outside rear tire carrier with cover and the bright rear sport bar add some sizzle. Simply put, this is a hard-driving, comfortable, never-say-die SUV with a soft top. This kind of gorgeous for this kind of price? We should all look so good.

\*Alloy wheels optional.

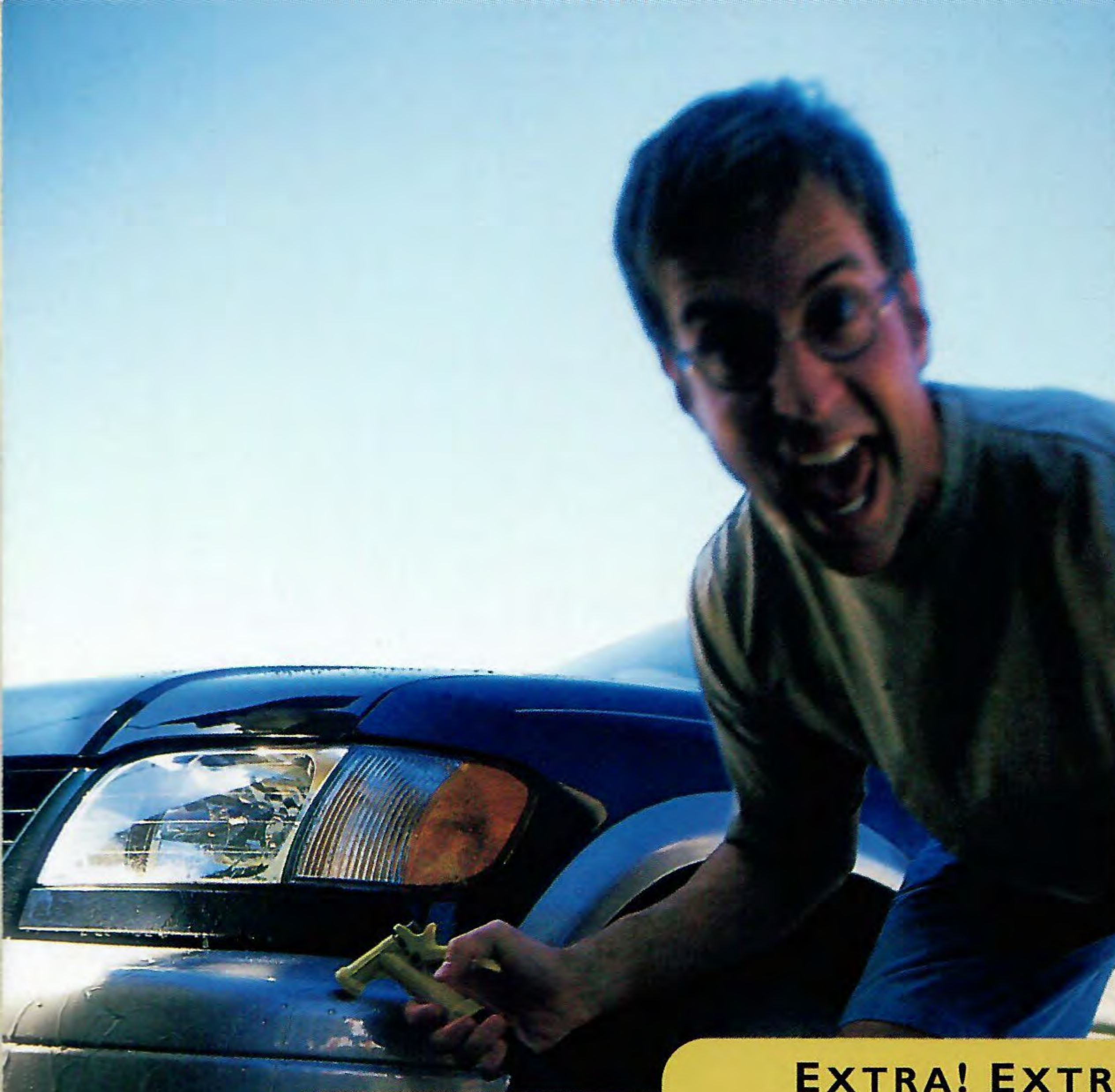


**Colors**



\* Sportage 2-Door Convertible 4x4 shown





**EXTRA! EXTRA! READ ALL ABOUT IT!**

In case you need a hand while you're out and about, you can count on **Kia Extra Mile Care**. Just dial 1-800-333-4KIA, and you'll find a lot more than a sympathetic ear. We'll give you the name and address of the nearest Kia Dealer or Alternate Service Location. Other services include 24-hour emergency towing to the nearest authorized repair facility, 24-hour emergency lockout service, flat-tire change, gas delivery and battery jump starting.\* Under certain circumstances, Kia will even reimburse you for your food, lodging and transportation expenses.\*\*

The Kia Dealer Service Centers from coast to coast are full of genuine Kia parts and genuine Kia service technicians who are committed to handling your maintenance and repair needs with the utmost professionalism.

A **nationwide network** of hundreds of Alternate Service Locations can also take care of your most-needed repairs and services. If they don't happen to have the part you need, chances are we can get it to them within 24 hours.

Last but not least, our vehicles are built to last. But for additional peace of mind, we've developed the **Kia Extended Protection Plan\*** to complement your new vehicle warranty. You can choose from several time and mileage options and select the coverage that makes you the most comfortable.

\* Some restrictions apply. See your Kia Dealer for further details concerning this program.  
\*\* Kia will cover your expenses up to \$300.



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