**ALL-NEW**

**2014 KIA CERATO**

**KOUP**

**Press Information**

**General Markets**

**September 2013**

**ALL-NEW 2014 KIA CERATO KOUP**

*GENERAL MARKETS*

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1. INTRODUCTION

**All-new Cerato Koup raises Kia’s sporty appeal**

Kia’s all-new second-generation Cerato Koup (also known as the K3 Koup in Korea and Forte Koup in some countries), will go on sale in many markets around the world during the fourth quarter of 2013. The introduction of the new Koup follows the launch earlier this year of the all-new third-generation Cerato sedan and five-door hatchback, which continue to be Kia’s most successful models for worldwide sales.

The trio (sedan, hatchback and koup) of Cerato cars has achieved more than 2.5 million global sales since its introduction in 2004, including 385,000 units in 2012 when these models accounted for almost 17% of Kia’s total annual sales.

Now, the all-new version of the compact, sporty Cerato Koup features a sleeker profile with futuristic and dynamic styling, plus a more luxurious image. It is longer and wider than the current car, with a significantly extended wheelbase.

Beneath its distinctive exterior, new Koup incorporates all the improved engineering first developed for the Cerato sedan, with an all-new bodyshell structure, improved quality, upgraded equipment with a host of additional convenience and safety features, a more spacious cabin with enhanced quality, greater refinement and an upgraded powertrain line-up (from 161 to 204 ps) that delivers class-leading performance and competitive fuel economy.

“The three-model Cerato family has become our brand’s biggest-selling export model, so the introduction of the exciting third-generation Koup is hugely significant for Kia,” comments Soon-Nam Lee, Kia’s Vice President of Overseas Marketing.

“We are raising our product standards to the next level with the all-new Cerato Koup, which adds emotional appeal to its established core values of design, quality and value,” adds Mr Lee. “This all-new model will boost our competitiveness in the compact sporty coupe segment – known as the C-segment in many countries – which is one of the world’s most important and most competitive marketplaces.”

While creating the all-new Cerato family of cars, Kia’s designers and engineers have listened closely to customer feedback. The resulting trio of new cars is a bold demonstration of Kia’s determination to deliver models which exceed customer expectations and provide a rewarding long-term ownership experience.

“Although economic uncertainties continue in many markets, our research points to rising demand (up by between 6.1% and 40.2%) for C-segment coupes in North America, China, South America, Middle East, Africa and the Asia Pacific region.

“We are confident that the new Cerato Koup with its transformed appearance, broad range of new features, improved powertrains, performance and refinement, will attract both existing and new customers to Kia showrooms.

“When all three bodystyles of new Cerato family are on sale in 2014, we anticipate achieving annual global sales for this model approaching 500,000 units, including more than 120,000 sales in General Market countries\*, to claim a 3.3% share of the global C1 Segment,” concludes Mr Lee.

Third-generation Cerato models are manufactured at Kia’s Hwasung facility in Korea and are scheduled to go on sale in around 130 countries when the K3 and Forte markets are included in the total.

***\*General Market***

*For Kia’s global marketing program, General Market countries include the regions of Central and South America, the Caribbean, Asia (excluding China and Korea), the Pacific, Middle East and Africa*

2. STYLING & DESIGN

**New sophistication with boosted ‘dynamic muscularity’**

Now with a bolder but more sophisticated design, the all-new ‘look’ of the third-generation Cerato Koup was inspired by European coupes and created at Kia’s American Design Center in California. The design team was directed by Peter Schreyer, Kia’s Chief Design Officer and headed by Tom Kearns, Chief Designer, Kia Motors America. Except for the hood and front fenders, every exterior panel on the new Koup is unique to this model.

Like its Cerato sister-cars, Koup is sculpted to portray ‘dynamic muscularity’ and provoke an emotional response. The sleeker cab-forward styling, rising beltline, swooping C-pillar and distinctive eye-catching concave door contours project an aura of sporty luxury.

At the front, Koup’s stance is bold and athletic. The slimmer front grille and deeper, wider lower air intake, together with the voluminous bumper design and protruding ‘lips’ below the round fog lamps, give this model a distinctive face. The Kia badge is moved from the grille to the panel in front of the shortened bonnet. High performance (T-GDI models) feature a dark chrome front grille, carbon-look bumper garnish and LED fog lamps.

The profile of new Koup is enhanced by the adoption of frameless doors, flush side glazing and a choice of six steel and alloy wheels designs ranging from 15-to-18 inches in diameter. T-GDI models have black-gloss door mirrors, door handles (with chrome inserts) and added body-color side-sill moldings.

Koup’s rear view has simple, modern surfaces and clever details. The two-tone bumper features a matt black diffuser, flanked by red reflectors framed in black. The trunk lid is shaped to reduce aerodynamic drag and the LED rear combination lamps smooth the airflow while also reinforcing the Koup’s wide stance. The T-GDI models are fitted with a carbon-look rear diffuser with dual exhaust tail pipes.

Compared with its predecessor, new Cerato Koup is 50 mm longer (4530 mm), 15 mm wider (1780 mm) and 20 mm higher (1420 mm). The wheelbase\* has been extended by 50 mm (to 2700 mm), becoming the longest in the C1 segment and is now the same as Kia’s Sorento SUV*.*

New Cerato Koup’s front overhang has been reduced by 15 mm, while the rear overhang is 15 mm larger – which together with the swooping C-pillar design gives the latest model an eagerness to leap forwards, presenting a truly sporty appearance. Trunk capacity is 433 liters (VDA) – among the largest in class – and the trunk opening is 60 mm wider for improved access.

Despite new Cerato Koup’s larger external dimensions, its sculptured proportions, together with careful attention to surface detailing and airflow-smoothing panels beneath the engine bay, center section and trunk, have cut the Kia coupe’s aerodynamic drag to Cd 0.30 (down from 0.31) – boosting both performance and economy of high speeds.

In Korea, the new Cerato Koup is manufactured in a range of eight exterior colors. Depending on local customers’ preferences the line-up of colors available may vary in individual markets. Standard factory finishes for new Cerato Koup include Clear White and Racing Red (solid), Snow White and Aurora Black (pearl), plus Bright Silver, Metal Stream, Planet Blue and Abyss Blue (metallic).

*\*The wheelbase of the second-generation Cerato was 40 mm greater than the original model, so over time Kia’s compact car has become a significantly larger and much more accommodating model.*

3. COMFORT & CONVENIENCE

**Enhanced quality and new ‘high-tech’ premium features**

The interior design of new Koup concentrates on sportiness and adopts nature’s ebbs and flows as a motif. The driver-focused cockpit places all the major and minor controls within easy-to-operate reach, while the sweeping curve of the center stack (from behind the instrument cluster around and down to the center console) creates a voluminous feeling. The sweeping appearance is re-enforced by carbon-look trim on the vertical band each side of the stack that incorporates the adjustable air vents.

For enhanced elegance, soft-touch materials are applied to the upper door trims, dashboard, door armrests, door center trim panels and the center console.

Because new Koup is wider and higher, its ability to provide generous accommodation for people and cargo has been enhanced. While the front seats continue to offer excellent accommodation, space in the rear of the cabin is improved, with headroom (up 28 mm), legroom (up 51 mm) and shoulder room (up 15 mm), all increased.

Like the Cerato sedan, driver comfort in the Koup has been enhanced by fitting an organ-type accelerator pedal which more closely follows the natural movement of the user’s foot, while the steering wheel features ‘tilt & telescopic’ adjustment over a 40 mm range.

Because the B-pillars are further back than in the 4-door model, the front seat belts are fitted with extended guides to put them within easy reach of the front seat occupants for easier fastening.

Both Koup front seat occupants will enjoy the wider seats and deeper bolsters on both cushion and backrest for increased support during enthusiastic cornering. Both front seats are fitted with a simple to operate tilt-and-slide ‘walk-in’ device for easy access to the rear seats which have a center folding armrest, cup-holders in the side panel trim and a 60/40 spilt folding backrest. The heating and ventilation system has been upgraded.

Depending on model, the Cerato Koup driver will be faced by one of two types of instrument cluster – each based on a two large, chrome-edged, dials and a bridging center information panel layout. The Dot-Matrix LCD cluster is standard on most models, while Supervision TFT color LCD cluster is optional. This features a new and more ergonomically designed GUI (graphics user interface) with a 4.2-inch center screen and high-intensity white lighting.

Several storage areas are provided for Koup’s cabin. The size of the glove box is increased by 30% to 8-liters, each front door pocket holds a 700 ml bottle, while a cup holder is built into the rear side trim of the cabin. Along the car’s centerline, there is a sunglasses holder, covered 2-liter console multi-box (ahead of the gear lever), twin cupholders (behind the gear lever) and a 5.6-liter center console box between the front seats.

In most General Market countries, all-new Cerato Koup will be offered in two trim/equipment levels – EX and SX – together with grey two-tone or black one-tone upholstery and cabin trim, plus an extensive choice of options, giving buyers an opportunity to tailor their new car to best suit their lifestyle.

4. REFINEMENT

**Improved NVH for quieter, smoother running**

Driver and passenger comfort is not just dependent on a car’s interior space and convenience features – it can be enhanced or undermined by the level of NVH (noise, vibration and harshness). Consequently, Kia’s engineers worked hard to ensure that the latest Koup will deliver even better refinement than the previous model.

The Koup’s stiffer structure and new vibration-damping front subframe mountings are an excellent foundation for minimizing NVH. Additional measures taken to reduce NVH even further include lining the engine bay bulkhead with a new, three-layer, HMP3 noise-lowering pad, fitting new dual-frequency engine mounts and applying a new 700 g/m2 EVA (Ethylene Vinyl Acetate) sound insulating coating to the cabin floor.

Further NVH reduction measures resulted in the rear parcel shelf and cargo bay side trims incorporating a thinsulator filling, while the rear wheel arches are covered with sound insulation material and a breathable film is adopted within the cabin headliner. The front side chassis members, A-pillar and side sills are filled with foam. A dynamic damper is fitted to the shorter of the two front driveshafts.

The NVH improvement program has achieved a significant effect. Depending on model, idle vibrations through the steering wheel and cabin floor have been reduced by 2 dB, while idle noise level in the cabin is down 1 dB to 38 dB and noise during acceleration is cut by 1 or 2 dB. Interior noise during a 110 kph (68 mph) cruise is cut to 65 dB.

5. ENGINES & TRANSMISSIONS

**Best-in-class power and performance**

Kia’s all-new Cerato Koup will be manufactured in Korea with a range of four-cylinder gasoline engines to meet the varying needs of motorists in the home market, North America (where it is sold as Forte) and in export markets around the globe.

In most General Market countries, new Koup customers will be offered a choice of two gasoline engines – Kia’s 161 ps 2.0-liter Nu MPI engine and the new high-performance 204 ps turbocharged 1.6-liter Gamma T-GDI engine. In Australia, new Koup will come with a 175 ps 2.0-liter Nu GDI unit.

These lightweight engines, which feature cast aluminum cylinder blocks and aluminum cylinder heads, are equipped with an offset crankshaft (to reduce friction), a low-noise timing chain, mechanical lash adjustment, variable intake valve timing (and exhaust valve timing on the Gamma), and a plastic variable intake manifold (on the Nu engine).

In combination, these features (together with the upgraded transmissions) enable new Cerato to deliver a highly competitive combination of class-best power and performance with modest fuel consumption and lower emissions.

T-GDI powered Koups feature a unique exhaust system with transversely mounted free-flow muffler and dual tail pipes set into the black diffuser. The exhaust sound is tuned to produce an especially sporty tone between 1,000-to-4,000 rpm which is also 10-to-15 dB louder than regular models.

Depending on model, acceleration time from 0 to 100 kph (62 mph) varies from 8.9 seconds down to 7.4 seconds (with the six-speed automatic transmission), while top speed is up to 222 kph (138 mph). Fuel consumption is as low as 6.9 l/100 km on the combined cycle.

Every all-new Cerato Koup model will feature a six-speed transmission as Kia continues to upgrade the specification of its products to match customers’ ever-rising expectations. Drivers are offered a choice of manual or multi-mode automatic gearboxes.

To reduce fuel consumption and lower CO2 emissions when cruising at speed, both the six-speed transmissions feature high top-gear ratios and low first-gear ratios that enable drivers to fully enjoy the new Koup’s off-the-line performance.

The automatic transmission in new Koup features two operating modes – fully automatic or ‘Sport’ engaged by moving the lever towards the driver when in D mode. For city driving, fully automatic mode is ideal, while ‘Sport’ mode allows for clutch-less sequential manual gear changes for greater driver involvement.

6. SUSPENSION & RUNNING GEAR

**Improved handling, steering ‘feel’ and ride quality**

The specification of the new Koup’s fully independent MacPherson strut front suspension and CTBA (coupled torsion beam axle) rear suspension is unchanged, but both systems are developed to improve handling agility, enhance shock absorbance and deliver greater refinement. To ensure supple ride comfort and high-speed stability, gas-filled dampers are fitted front and rear.

At the front, the Koup’s suspension is mounted on an all-new, stronger subframe. The suspension’s lower arms have larger diameter bushes, the steering rack is moved forwards by 15 mm (closer to the axle line) and the geometry is modified to deliver improved on-center steering feel.

The CTBA rear suspension is a particularly compact design which ensures minimum intrusion into the Koup’s cabin and trunk space, and also maximizes under-floor space to accommodate the fuel tank and spare wheel.

For the latest Koup, the steering wheel features ‘tilt & telescopic’ adjustment up/down and in/out over a 40 mm range. The turning circle (with the 50 mm longer wheelbase) is still compact, measuring 10.6 meters and requiring just 2.96 turns of the wheel lock-to-lock.

To ensure responsive steering ‘feel’ and precise vehicle control, every new Koup comes with Kia’s MDPS (Motor Driven Power Steering) system. Electric power assistance, rather than hydraulic assistance, delivers a significant fuel saving – up to 3%.

Kia’s new FlexSteer™ system is an option on EX and standard on SX Koup models. It provides three different settings (or weights) for the steering to match customer preference with Normal, Sport and Comfort modes. The effort required to turn the wheel varies with mode, but the gearing (the number of turns lock-to-lock) remains the same.

For maximum stopping power, new Koup models can be equipped with an all-disc braking system featuring large diameter ventilated front discs (280 mm for 2.0-liter Nu MPI, 300 mm for 1.6-liter Gamma T-GDI models) and 262 mm solid discs at the rear, backed up by ABS anti-lock.

7. SAFETY

**High strength steel reinforces high safety standards**

To maximize occupant protection, Kia makes the safety of people using its products and other road users a top priority – and invests heavily in safety-related R&D.

Previously, the second-generation Cerato was awarded a 4-Star safety rating by the US NHTSA and Australia’s NCAP. By 2013, the official crash test standards around the world have been made even tougher and Kia engineers have re-engineered both the new Koup’s structure and its safety equipment to ensure that the latest model will also deliver the highest safety standards in its class.

Now incorporating a much higher percentage (63%) of high-tensile strength steel than many competitor’s cars, the Koup bodyshell features new engine bay bulkhead bracing linked to two new longitudinal chassis members each side of the central tunnel. New connections are fitted between the B-Pillar and roof rail, while 60 kgf steel is used for the anti-intrusion door beams and 150 kgf ultra high-tensile strength steel for the B-pillars.

Hot stamping is used to manufacture the Koup’s B-pillars. This method heats steel to 900º C, then rapidly cools the steel, while simultaneously pressing it into immensely strong components with greatly enhanced crashworthiness – without adding weight.

The Koup’s new structure also benefits from additional cross members linking the front suspension towers, rear suspension mounting points and under the rear parcel shelf.

Torsional rigidity of the new Koup bodyshell is increased by 37% (over the previous model), bringing the added benefits of improving refinement and creating a stronger foundation for the suspension and steering – in turn enhancing ride comfort and steering precision.

At the front, new ‘crash boxes’ are fitted to the longitudinal engine bay side members, reducing low-speed impact damage and the rear chassis side members are strengthened – minimizing distortion and reducing repair costs. At the rear, an additional benefit of the CTBA rear suspension layout is that its robust structure provides the under-seat fuel tank with added protection during a rear impact.

Active safety technologies that new Koup buyers can specify – depending on model – will include ESC (electronic stability control), HAC (hill-start assist control), VSM (vehicle stability management) and ESS (emergency stop signalling).

Koup buyers can also specify front and rear parking sensors (standard on SX), and HID (high intensity discharge) Xenon headlamps.

Inside, the new Koup can be equipped with up to six airbags – with dual front airbags, front side airbags and side curtain airbags (offering head protection to both front seat and rear seat occupants) – standard or optional, depending on model and market.

8. EQUIPMENT SPECIFICATIONS

**Cerato Koup continues to offer generous equipment levels**

Kia continues to follow its philosophy of producing cars that present excellent value for money and the new Koup carries over the generous levels of standard specification found on the previous model, while also offering buyers a number of new premium options.

Most markets will offer the new Koup with a choice of EX and SX specifications. Some markets may offer some of the factory-fitted options as standard equipment to suit local consumer preferences.

*Please confirm the final equipment specifications in your country with your local Kia PR representative.*

**Exterior** features available include:

Bulb or LED front fog lamps

LED daytime running lights

LED high mounted stop light

Bulb or LED rear light clusters

15, 16, 17 and 18-inch alloy wheels

Puddle lights

Door pocket lights

**Convenience** features available include:

Cruise control

Smart key and start button

Escort lights (remain illuminated for 15 seconds after engine shut down)

Electric folding door mirrors

Windscreen auto-defogging system

Cabin rear-ventilation

Chilled glove box

60/40 split folding rear seat backrest

Paddle shift for automatic transmission

Electronic chromic mirror

**Comfort** features available include:

Grey two-tone or black monotone seats and cabin trim

Manual air-conditioning

Dual-zone climate control air-conditioning

4.3-inch color touch-screen audio system (Radio/CD/MP3) with six speakers

Electric front windows (auto up and down)

Heated steering wheel

Leather seats

Powered lumbar supportfor driver’s seat

Ventilated front seats

Heated front seats

Folding rear seat center armrest with twin cup-holders

Bluetooth® hands-free system

Supervision instrument cluster

Powered sunroof

**Safety** features available include:

ABS with BAS (brake assist)

ESC (electronic stability control)

TCS (traction control system)

HAC (hill start assist control)

VSM (vehicle stability management) system

Front and rear parking sensors

Rear view camera

Dual front airbags

Front side airbags

Side curtain airbags

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9. TECHNICAL SPECIFICATIONS / *GENERAL MARKETS*

**2014 Kia Cerato Koup**

**Body and chassis**

Two-door, five-seater coupe with all-steel unitary construction bodyshell. Choice of transversely-mounted four cylinder gasoline engines driving the front wheels via a six-speed manual or six-speed automatic transmission *(depending on market and model)*

**Engines** / *Gasoline*

**2.0-liter 161 ps**

Name Nu MPI

Type (4-in-line), DOHC, four-cylinder, with CVVT

Capacity 1999 cc (2.0-liters)

Power 161 ps (118 kW) @ 6500 rpm

Torque 194 Nm (19.8 kg.m) @ 4800 rpm

Fuelling Multi-point injection

**1.6-liter 204 ps**

Name Gamma T-GDI *(turbocharged)*

Type (4-in-line), DOHC, four-cylinder, with CVVT

Capacity 1591 cc (1.6-liters)

Power 204 ps (150 kW) @ 6000 rpm

Torque 265 Nm (27.0 kg.m) @ 1750-4500 rpm

Fuelling Direct injection

*Australia only*

**2.0-liter 175 ps**

Name Nu GDI

Type (4-in-line), DOHC, four-cylinder, with CVVT

Capacity 1999 cc (2.0-liters)

Power 175 ps (129 kW) @ 6500 rpm

Torque 209 Nm (21.3 kg.m) @ 4700 rpm

Fuelling Direct injection

**Transmissions 2.0 MPI 1.6 T-GDI 2.0 GDI**

Manual 6-sp 6-sp 6-sp

Automatic 6-sp 6-sp 6-sp

**Suspension and damping**

Front Fully independent by MacPherson struts, with coil springs and twin-tube gas-filled shock absorbers. Anti-roll stabiliser bar

Rear CTBA (coupled torsion beam axle), with separate coil springs and gas-filled shock absorbers. Anti-roll stabiliser bar

**Steering**

Type Electric motor driven power-assisted rack and pinion

Steering ratio 15.1:1

Wheel turns 2.96 lock-to-lock

Turning circle 10.6 meters

**Brakes**

Power Single 10.0-inch booster

Front 280 x 23 mm ventilated discs (2.0 MPI)

300 x 28 mm ventilated discs (1.6 T-GDI)

Rear 262 x 10 mm solid discs

Assistance ABS anti-lock

**Wheels and tires**

Standard, steel 15 inch x 6.0 195/65 R15 tires

16 inch x 6.5J 205/55 R16 tires

Options, alloy 16 inch x 6.5J 205/55 R16 tires

17 inch x 7.0J 215/45 R17 tires

18 inch x 7.5J 225/40 R18 tires (standard on 1.6 T-GDI)

Spare ‘Space-saver‘ or full-size spare wheel

**Dimensions (mm)**

Exterior

Overall length 4530

Overall width 1780 (excluding door mirrors)

Overall height 1420 (1410, Australia only)

Wheelbase 2700

Front overhang 880

Rear overhang 950

Front track 1553-to-1563 (depending on wheels/tires)

Rear track 1566-to-1576 (depending on wheels/tires)

Ground clearance 150 (140, Australia only)

Interior *Front Rear*

Headroom 970 925

Legroom 1073 913

Shoulder room 1419 1346

Hip room 1366 1360

**Capacities**

Fuel tank (liters) 50.0

Luggage (VDA) 433 liters

**Weights 2.0 MPI MT/AT 1.6 T-GDI MT/AT**

Kerb weight (kg) 1228 / 1251 1269 / 1296

Maximum (kg) 1330 / 1356 1366 / 1393

**Performance**

Top speed (kph) 210 / 210 224 / 222

0-to-100 kph (sec) 8.4 / 8.9 7.7 / 7.4

**Economy and emissions\***

Liters / 100 km) 6.9 / 7.2 7.2 / 7.9

CO2 (g/km) 164 / 170 170 / 187

*\*combined cycle tests (based on Euro 3 emissions standard)*

*Australia only*

**Weights 2.0 GDI MT/AT**

Kerb weight (kg) 1299 / 1322

Maximum (kg) 1314 / 1337

**Performance**

Top speed (kph) 210

0-to-100 kph (sec) 8.4 / 8.9

**Economy and emissions**

Liters / 100 km) 7.3 / 7.4

CO2 (g/km) 175 / 177

*\*combined cycle tests*

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