

PRIDE

1.1 & 1.3 3DOOR

1.3 5DOOR

1.3 VAN





Details given in this publication were accurate at the time of going to press (March 1994). However, the company reserves the right to change specifications at any time. Kia dealers will be notified of any alterations, so please check with your dealer for the latest information. Kia Cars (UK) Ltd, 77 Mount Ephraim, Tunbridge Wells, Kent TN4 8BL. Tel: 0892 50454.



PRIDE

1.1 & 1.3 3DOOR

1.3 5DOOR

1.3 VAN



lancia



KOREA: AT THE HEART OF HIGH TECHNOLOGY

High-technology has found a new home on the Pacific Rim, a fast expanding area where impeccable quality control is a way of life. And just as Japan set the pace in combining engineering excellence with value through the 1970's, so a new automotive force has emerged for the 1990's.

Korea. A new industrial centre. A true engineering powerhouse. A country where perfection is considered normal.

And the home to a new breed of car. From a company that has looked and learned. To Europe. To America. And, naturally, to Japan.

The task was very difficult. To produce high quality, reliable cars at remarkably affordable prices. To put the accent on reliability without sacrificing performance, economy, without penalising comfort.

For the past 50 years Kia has striven to realise a long held dream. To build a car that works with you and works for you; a car to make you smile after journeys long and short.

This car is called the Kia Pride.



COMPACT AND CLEVER

Compact was a key word for the designers of the Kia Pride. Small external dimensions make it easy to park, relaxing to drive. Careful packaging of mechanical components means a roomy passenger compartment and flexible luggage area, with impressive head and shoulder room.

Kia Pride comes in three distinct models, each combining stylish looks with design efficiency: a 1.1 litre 3-door model, as well as 1.3 litre 3-door and 5-door LX models.

Modern engine technology is utilised to guarantee crisp performance and good fuel economy. Town driving is made easy by the smooth power delivery, while the five-speed gearbox on 1.3 models allows restful motorway cruising.

A large glass area makes the Pride simple to park in spaces other cars have to pass by.

A high roofline matched to a wide-track stance gives a comfortable, spacious interior, with increased rear passenger room in the 5-door model.



World class build quality is ensured by Kia's advanced robotics and stringent quality control standards throughout production.

Attention to detail is a Kia hallmark. A slick gearshift and light clutch action ease urban driving, while the precise, accurate steering brings real benefits both out on the open road and in negotiating tightly spaced parking places.

Inside, a powerful FM stereo radio/cassette unit brings you music while the high-flow heating and ventilation system demists, warms and cools at your command.

The Kia Pride. A compact car with real character. And real quality, too.



TOWN AND COUNTRY LIFE

Compact cars are made for the city. Or so conventional wisdom has it. But the Kia Pride is also immensely capable away from the urban sprawl.

At its heart is an engine specifically developed to offer good performance and cost-conscious fuel economy: smooth, willing and punchy, the four-cylinder Kia power unit perfectly complements the Pride's multi-faceted character.

Twists and turns are tackled with ease, the rack-and-pinion steering and independent front suspension adding control and confidence to your driving.

And, of course, the Kia Pride has big car refinement in a compact design. Low levels of noise make driving in town or in the country a real pleasure.

Motability

Kia is fully approved by Motability. With wide opening doors and a high roofline, the Kia Pride makes access easy; the boot is generous and has a low loading height. For disabled drivers a semi-automatic clutch system is available. Contact your local Kia dealer for details.

Motability operates two tailor-made finance schemes for its customers. Both contract hire over three years and hire purchase over four or five years are available.

Kia is also approved by the Civil Service Motoring Association (CSMA).





A BETTER BUSINESS DECISION

Designed-in practicality is an essential feature of the Kia Pride. And that's why it has found so many satisfied customers in small businesses and driving schools.

No-one wants to learn to drive in a car which is clumsy to reverse or just plain unco-operative. But the Kia Pride is simplicity itself. Easy to handle and easy to drive, with a gentle smooth clutch and sweet-shifting gearbox, the Pride makes driving a delight.



And the Pride Van is a perfect partner to a vast number of small businesses. Awkward loads are swallowed up in the tall, wide and impressively uncluttered load area.

No sacrifices have been made to the ease of driving or standard of comfort. The Pride Van is rewarding to use, day in, day out.

Running costs are low, too. And the purchase price certainly won't eat into your overheads. For a sensibly managed small business, the Pride Van makes real commercial sense.





EXTRA HEIGHT, WIDTH & SPACE. ALL STANDARD.

The Kia Pride proves it. Tall really is beautiful. And the Pride's high roof shape gives you, the driver, a loftier, more commanding driving position. Headroom is increased, too. Combined with the additional interior width of the Pride, this makes the car a great place to spend long journeys.

The reclining seats hug and cosset in all the right places. Even the headlining conceals extra sound deadening, to give you a quieter ride. The interior is carpeted throughout. Space for oddments, including a particularly useful cubby-hole in the centre of the dashboard.



So what is Kia's secret? Computer-aided design. Kia's designers are plugged into a giant supercomputer, which gives them the vital creative flexibility to produce cars which are easy to live with.

Features such as wide opening doors and an ergonomically optimised steering wheel rim were computer-designed. But humans still play a major role in Kia's relentless quest for ever higher quality standards. In a Kia factory, even the work of quality inspectors is inspected again and again. Nothing is left to chance.

It takes a major commitment to build cars the Kia way. But it takes just one drive to confirm that, above all, living with the Kia Pride is going to be easy. And fun.



ACCESSORIES



Tow Bar

Kia allows you to make your Pride your own. A wide selection of accessories gives your car the personal touch for an active lifestyle: ski racks, bike racks and a tow bar create a Kia Pride which makes the most of your leisure time. A car alarm makes sure that what is yours remains yours. A full range of audio equipment is available from your dealer.



Audio



Loadliner



Sun Roof



Cassette Storage Box



Sill Guards



Dash Tidy Tray



Roof Bars



Carpet Mats



Security Alarm



Ski Carrier



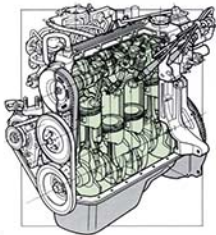
PERFORMANCE AND ECONOMY GO HAND-IN-HAND

Drivers of compact cars want power and good fuel economy. Two goals which, to the average engine designer, conflict. But what is conflict to some car companies is a challenge to Kia. And the challenge has been met in the Kia Pride.



Two engines - the 53bhp 1.1 litre and 59bhp 1.3 litre units - are each fitted with a catalytic converter to minimise exhaust pollution. Smooth powerplants capable of tackling all types of driving.

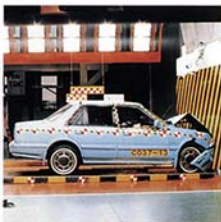
From fast cross-country work to eating up miles on the motorway, the Kia Pride is in its element. Slip the Pride into fifth gear (1.3 models only) and the car cruises in true big car style. Except, of course, that it does so while delivering small car fuel consumption figures.



BE SAFE

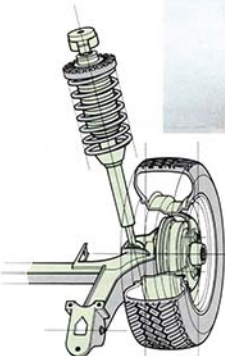
Safety is a preoccupation at Kia. Kia is driven to provide its owners and drivers with the highest level of accident protection. Relentless safety and endurance testing was a fundamental part of the Pride's research and development programme. Nothing was left to chance.

The rigid steel bodyshell has reinforced side panels of high tensile steel which work in concert with the controlled deformation crumple zones front and rear to protect occupants in the event of an accident.



Generously sized front disc and rear drum brakes, with a six-inch servo, provide outstanding stopping power. Diagonal circuit brake lines and Kia's DPCV (dual proportioning control valve) system allows you to pull up to a straight, smooth stop in the unlikely event of a brake line being damaged.

Kia takes safety seriously. So much so that the Kia Pride surpasses all relevant international legislation for the ultimate in owner peace-of-mind.



LOOKING AFTER YOU AND YOUR CAR



Low cost of ownership comes as standard with the Kia Pride.

The Kia philosophy is simple. You enjoy the car, Kia looks after the car. Each Kia Pride is protected by a three-year/60,000 mile parts and labour warranty. Bodywork is covered by a comprehensive six year anti-perforation warranty.

A three-year RAC membership is also included with each Kia Pride, providing roadside rescue, recovery, 'at home' assistance and other benefits in the unlikely event of a breakdown.



Your Kia dealer will carry out the regular servicing of your Kia Pride. The first service after 600 miles or one month is labour free. After that, all that's required is a minor service at 6,000 miles or six month intervals followed by a more detailed service at 12,000 miles or 12 month intervals.

Your Kia dealer has undertaken an extensive technical training programme to give your car the finest in service support. The dealership stocks only genuine Kia parts for longer life, greater reliability and better fit – parts which are guaranteed for a full 12 months. Urgently needed components can be ordered via computer from Kia's central UK warehouse. And with over 150 dealers nationwide you are never far from your nearest Kia Dealer when you need him.

Comprehensive back-up is central to Kia's commitment to its British owners. Great cars deserve great service and, with Kia, that promise comes fully guaranteed.

KEEP YOUR CAR

With over 500,000 cars stolen each year, it is essential to protect your Pride. Kia operates its own security system to link your car to the National Vehicle Security Register with a 24 hour owner/ mileage checking service. This benefit is standard on all Kia Prides and can reduce the risk of your car being stolen by 150 times.



EXTERIOR COLOURS



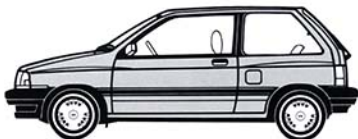
COBALT BLUE
1.3 3-Door
1.3 5-Door



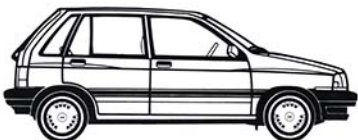
DOVE GREY
1.3 3-Door
1.3 5-Door



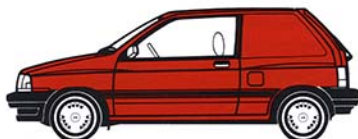
KINGFISHER
1.3 3-Door
1.3 5-Door



SILVER
1.3 3-Door
1.3 5-Door



POLAR WHITE
1.3 3-Door
1.3 3-Door
1.3 5-Door
1.3 Van



SIGNAL RED
1.3 3-Door
1.3 3-Door
1.3 5-Door
1.3 Van

INTERIOR TRIM

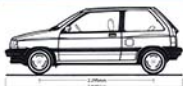


1.1 3-Door



1.3 3-Door and 5-Door

EXTERIOR DIMENSIONS



2.000mm
1.500mm



2.000mm
1.500mm



1.400mm
1.400mm



1.400mm
1.400mm



2.000mm
1.500mm



1.400mm
1.400mm

TECHNICAL SPECIFICATION

Model	L1L 3 Door	L1XL 3 Door	L1XL 5 Door	L1XL Van
ENGINE				
Type	4-cylinder in line	4-cylinder in line	4-cylinder in line	4-cylinder in line
Capacity ltr	109	104	104	104
Bore/stroke	68/78.4 mm	70/83.6 mm	70/83.6 mm	70/83.6 mm
Max output/rpm	53.6 bhp/5,500	59 bhp/5,500	59 bhp/5,500	59 bhp/5,500
Max torque/rpm	74.5 lb ft/3,500	86.8 lb ft/3,500	86.8 lb ft/3,500	86.8 lb ft/3,500
Compression	10:1	9.7:1	9.7:1	9.7:1
Main bearings	5	5	5	5
Valve gear	SOHC	SOHC	SOHC	SOHC
Ignition	Electronic	Electronic	Electronic	Electronic
Choke	Automatic	Automatic	Automatic	Automatic
Carburettor	Down draught two-stage with Feedback Control	Down draught two-stage with Feedback Control	Down draught two-stage with Feedback Control	Down draught two-stage with Feedback Control
Emission Control System	Catalytic converter and Charcoal canister	Catalytic converter and Charcoal canister	Catalytic converter and Charcoal canister	Catalytic converter and Charcoal canister
TRANSMISSION				
Type	Front wheel drive	Front wheel drive	Front wheel drive	Front wheel drive
Manual/speeds	4	5	5	5
Final drive ratio	3.778/1	3.778/1	3.778/1	3.778/1
Clutch type	Single dry plate	Single dry plate	Single dry plate	Single dry plate
Clutch operation	Cable	Cable	Cable	Cable
Gear ratios	1st 3.454:1, 2nd 1.944:1 3rd 1.275:1, 4th 0.861:1 5th 0.695:1	1st 3.454:1, 2nd 1.944:1 3rd 1.275:1, 4th 0.861:1 5th 0.695:1	1st 3.454:1, 2nd 1.944:1 3rd 1.275:1, 4th 0.861:1 5th 0.695:1	1st 3.454:1, 2nd 1.944:1 3rd 1.275:1, 4th 0.861:1 5th 0.695:1
Mph per 1,000 rpm	18.8 (in 4th gear)	23.5 (in 5th gear)	23.5 (in 5th gear)	23.5 (in 5th gear)
CHASSIS & SUSPENSION				
Construction	Steel monocoque	Steel monocoque	Steel monocoque	Steel monocoque
Front suspension	Independent strut, coil springs and roll bar	Independent strut, coil springs and roll bar	Independent strut, coil springs and roll bar	Independent strut, coil springs and roll bar
Rear suspension	Torsion beam axle, strut mounted coil springs	Torsion beam axle, strut mounted coil springs	Torsion beam axle, strut mounted coil springs	Torsion beam axle, strut mounted coil springs
STEERING, BRAKES, WHEELS & TYRES				
Steering, type	Rack and pinion	Rack and pinion	Rack and pinion	Rack and pinion
Turning circle	8.68m	8.68m	9.03m	8.68m
Turns, lock to lock	3.6	3.6	3.6	3.6
Front brakes	Discs	Discs	Discs	Discs
Rear brakes	Drums	Drums	Drums	Drums
Brake assistance	Servo	Servo	Servo	Servo
Wheels	12 x 4.0 ins	12 x 4.5 ins	12 x 4.5 ins	12 x 4.5 ins
Tyres	145 SR 12	165/70 SR 12	165/70 SR 12	165/70 SR 12
PERFORMANCE				
Max speed	89 mph	91 mph	91 mph	91 mph
Acceleration 0-60 mph	13.6 secs	11.6 secs	11.6 secs	11.6 secs
FUEL CONSUMPTION (Official figures)				
Constant 56mph/imp/gal/100km	60.14/7	70.6/14.0	70.6/14.0	
Constant 75mph/imp/gal/100km	30.4/9.3	28.2/8.0	28.2/8.0	
Urban cycle	40.4/7.0	42.8/6.6	42.8/6.6	
Tank capacity/litres	38	38	37	38
Fuel type	Unleaded only	Unleaded only	Unleaded only	Unleaded only
DIMENSIONS & WEIGHTS				
Overall length	3565mm (11' 8")	3565mm (11' 8")	3455mm (11' 4")	3565mm (11' 8")
Overall width	1605mm (5' 3")	1605mm (5' 3")	1605mm (5' 3")	1605mm (5' 3")
Overall height	1460mm (4' 9")	1460mm (4' 9")	1460mm (4' 9")	1460mm (4' 9")
Wheelbase	2295mm (7' 6")	2295mm (7' 6")	2345mm (7' 8")	2295mm (7' 6")
Front track	1405mm (4' 7")	1405mm (4' 7")	1405mm (4' 7")	1405mm (4' 7")
Rear track	1385mm (4' 6")	1385mm (4' 6")	1385mm (4' 6")	1385mm (4' 6")
Kerb weight	766 kg (1666 lb)	795 kg (1752 lb)	825 kg (1818 lb)	755 kg (1664 lb)
Max laden weight	1240 kg (2733 lb)	1270 kg (2799 lb)	1300 kg (2865 lb)	1270 kg (2799 lb)
LOAD AREA DIMENSIONS				
Max length	—	—	—	1090mm (3' 7")
Max width	—	—	—	1000mm (3' 3")
Max height	—	—	—	990mm (3' 3")
Height from ground	—	—	—	630mm (2' 1")
Headroom under tailgate	—	—	—	185mm (5' 11")
Cargo capacity	—	—	—	38.5 cu ft (1.09m³)
Max payload	—	—	—	450 Kg (992 lb) with driver (passenger)
Max payload	—	—	—	300 Kg (661 lb) cargo and

EQUIPMENT SPECIFICATION

Model	1.1L 3 Door	1.3LX 3 Door	1.3LX 5 Door	1.3LX Van
EXTERIOR FEATURES				
Catalytic converter	●	●	●	●
Impact absorbing bumpers	●	●	●	●
Body side protection strip	—	●	●	●
Laminated windscreen	●	●	●	●
Opening rear quarter windows	●	—	—	—
Heated rear window	●	●	●	●
Two speed wipers	●	●	●	●
Variable intermittent wipe	—	●	●	●
Tailgate wash wipe	—	●	●	●
Reversing lights	●	●	●	●
Rear fog lamp	●	●	●	●
Halogen headlights	●	●	●	●
Hazard lights	●	●	●	●
Side repeater indicators	●	●	●	●
Remote-adjustable door mirrors	●	●	●	●
Mud flaps (front & rear)	—	●	●	●
Locking fuel flap	●	●	●	●
'Pick' wipe	●	●	●	●
Retractable radio aerial	●	●	●	●
Metallic paint	—	●	●	—
Security glass etching	●	●	●	●
Full wheel trims	—	●	●	●
FASCIA, INSTRUMENTS & CONTROLS				
Rev-counter	—	●	●	●
Trip meter	—	●	●	●
Four adjustable air vents	●	●	●	●
Three-speed booster fan	●	●	●	●
Digital quartz clock	—	●	●	●
Glove box	●	●	●	●
Dipping rear-view mirror	●	●	●	●
Twin sun visors	●	●	●	●
Cigar lighter	●	●	●	●
Hand-brake warning light	●	●	●	●
Oil pressure warning light	●	●	●	●
Charge warning light	●	●	●	●
Illuminated controls	●	●	●	●
Remote tailgate release	—	●	●	●
Remote fuel flap release	—	●	●	●
Lights On/Key In warning buzzer	●	●	●	●
INTERIOR FEATURES				
Reclining front seats	●	●	●	—
Front seat walk-in release	●	●	—	—
Front integral head restraints	●	—	—	—
Front adjustable head restraints	—	●	●	●
Front inertia-reel seatbelts	●	●	●	●
Floor carpets	●	●	●	●
Front console	●	●	●	●
Ashtrays front and rear	●	●	●	●
Front door pockets	—	●	●	●
Passenger grab handles	●	●	●	●
Central courtesy light	●	●	●	●
Rear seat head restraints	—	●	●	—
Rear inertia-reel seatbelts	●	●	●	—
Rear central lap belt	●	●	●	—
Folding rear seat	●	—	—	—
Split folding rear seat	—	●	●	—
Child-proof rear door locks	—	—	●	—
Load area carpet	●	●	●	—
Parcel shelf	●	●	●	—
Load area light	—	●	●	—
Tool kit	●	●	●	●
AUDIO EQUIPMENT				
Stereo radio/cassette	●	●	●	—
Front speakers	●	●	●	●
Rear speakers	—	●	●	—

KEY: ● STANDARD EQUIPMENT — NOT AVAILABLE



Details given in this publication were accurate at the time of going to press (March 1994). However, the company reserves the right to change specifications at any time. Kia dealers will be notified of any alterations, so please check with your dealer for the latest information. Kia Cars (UK) Ltd, 77 Mount Ephraim, Tunbridge Wells, Kent TN4 8BL. Tel: 0892 50454.

