



CEE'D\_SW ELITE 2012

cee'd\_sw



Official Partner

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# cee'd\_sw elite

## MORE STYLISH THAN EVER

Beauty, however, is more than skin deep  
- the **cee'd\_sw elite** is superbly engineered for  
an even more assured ride.



Conceived at our design centre in Germany and manufactured at our state-of-the art factory in Zilina, Slovakia, the cee'd\_sw elite is uncompromisingly specified.

Developed as the ultimate incarnation of the stylish and dynamic second generation Kia cee'd\_sw, the *elite* features a simply incredible level of standard specification. Add up the cost of features like Bluetooth®, automatic rain sensors, cruise control, 16" alloy wheels, dual control air conditioning, steering wheel audio controls and all-round electric windows on competing models and you'll discover that the *elite* is a truly compelling offering. Add in great fuel economy and Band B road tax, and you know you're onto a winner.



BODY COLOURED DOOR MIRRORS



LEATHER TRIMMED STEERING WHEEL



16" ALLOY WHEELS



BLACK BEZEL HEADLIGHTS



CHROME TIGER-NOSE GRILLE

### SUPERIOR ENGINE DESIGN DIESEL TECHNOLOGY

The Kia cee'd is powered by the latest engine technology, designed to suit both your driving style and the highest environmental standards. Its 1.6 diesel engine provides great fuel economy and superb performance in equal measure.

The key to the engine's success is a range of advanced technologies including a variable geometry turbocharger and second generation Bosch fuel injection. Both the 6 speed manual variant and the 4 speed automatic produce a useful 113 bhp and an impressive maximum torque of 255 Nm.



# ENGINEERED SPACE FOR MAXIMUM COMFORT.

The Kia cee'd\_sw elite is an expert at making your life easier. As the driver, you will appreciate the beautifully crafted, ergonomic cockpit where everything is close at hand. Adjust the volume of your state-of-the-art audio system via the steering wheel buttons, connect your MP3 player via USB or AUX connections and enjoy the standard air conditioning and cruise control. There's a wealth of well-considered technology for increased comfort and minimum distraction.

## More room for living

The Kia cee'd\_sw helps you unwind the moment you get behind the wheel. The comfy seats are clad in soft leather or beautiful fabric. For added convenience the front seats come with adjustable lumbar support and active headrests for added safety. Rear passengers will enjoy the spacious cabin with plenty of head- and legroom. High quality materials and a premium finish create a welcoming atmosphere throughout.

## Inside to outside: designed to be better

We've even thought about how you load and unload the cee'd\_sw: a unique extended tailgate hinge system ensures easier access in tight parking spaces.



## LEARN TO EXPECT MORE CEE'D\_SW ELITE SETS THE STANDARD

- 1 COOLED GLOVE BOX
- 2 DUAL CONTROL AIR CONDITIONING
- 3 RDS RADIO/CD AUDIO WITH MP3 DISC COMPATIBILITY & USB / AUX
- 4 LEATHER TRIMMED STEERING WHEEL / GEARSHIFT / PARKING BRAKE / FRONT ARMREST
- 5 BLUETOOTH® TECHNOLOGY
- 6 CRUISE CONTROL
- 7 STEERING WHEEL MOUNTED AUDIO CONTROLS
- 8 FRONT AND REAR ELECTRIC WINDOWS

# DESIGNED TO BE SAFER

## THE FEATURE-PACKED CEE'D\_SW ELITE

The cee'd is packed with technology to help you avoid danger in the first place. It comes in the shape of features such as ABS (Anti-lock Braking System), EBD (Electronic Brakeforce Distribution), and ESC (Electronic Stability Control). Together, they help you stay in control and ensure excellent road handling.

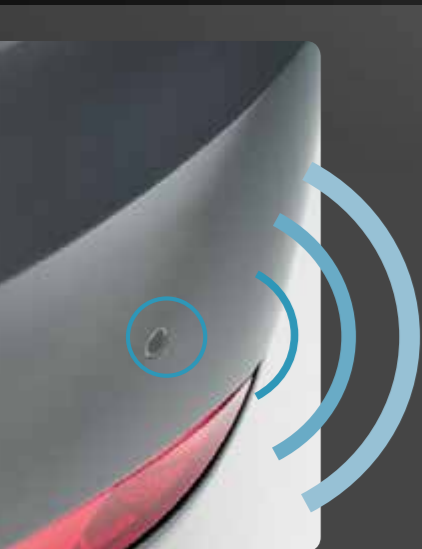
What's more, the rigid bodyshell is engineered for extra stiffness - more than two thirds are made of high tensile-strength steel to provide outstanding crash protection. Carefully positioned crumple zones absorb any energy during a collision, dampening impact. The cee'd is fitted with six airbags as standard and front seats feature active headrests which help prevent neck whiplash and head injuries during a rear impact. Five seats are fitted with 3-point seatbelts.

We've also made sure your Kia is well protected against theft. Standard security measures include an advanced electronic immobiliser. Thanks to speed sensing auto locking, the doors lock when you pull away and, in the unlikely event of an accident, unlock automatically.



### ACTIVE HEADRESTS

In a rear collision the front headrests move forwards and upwards to prevent whiplash injuries.



### REVERSE PARKING SENSORS

Fitted as standard on cee'd\_sw elite models, reverse parking sensors help you manoeuvre into tight spots without a scratch.



### RAIN SENSORS

Rain sensors on the cee'd\_sw elite model automatically activate windscreen wipers when required.



### PASSENGER AIRBAGS

The cee'd is fitted with dual front airbags, front side airbags, and full-length curtain airbags.

### ELECTRONIC STABILITY CONTROL

Just one of many safety features on the cee'd\_sw elite, Electronic Stability Control improves stability in extreme driving conditions by detecting and minimising skids. When a loss of steering control is detected, braking is automatically applied to individual wheels, helping to prevent potentially serious accidents.



# cee'd\_sw

## STANDARD FEATURES ON THE CEE'D\_SW ELITE RANGE INCLUDE:

- 16" Alloy wheels • Silver roof rack • CD/MP3 audio with steering wheel mounted controls • Bluetooth® technology
- Rain sensors • Front and rear electric windows (with safety up / down sensor) • Dual control air-conditioning
- ABS with EBD • ESC with BAS and HAC • 60:40 folding seats • Band B Road Tax • 6 airbags



## BODY COLOURS THE KIA CEE'D\_SW ELITE IS AVAILABLE IN A RANGE OF STUNNING COLOURS



SIRIUS SILVER



SILVER STORM



PHANTOM BLACK



PISTON GREY



ARCTIC WHITE

Kia Motors  
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