

Benefits of Ki

VISITING YOUR KIA







YOUR KIA IS PART OF OUR FAMILY.

Take your Kia to the place that knows it best — a Kia Authorized Dealer. Kia service team members are factory-trained specialists for your vehicle. They've passed a rigorous certification process and possess the tools, like our specialized Kia diagnostic car analysis system, needed to treat your Kia the way it should be treated.



THE SOURCE FOR ALL THINGS KIA.

Love your Kla and always spoil it with the care and expertise of a Kia Authorized Dealer. Kla owners can receive a complimentary vehicle inspection on every service visit. That means a Kia-trained technician will check your vehicle to help ensure optimum performance.



PARTS BUILT SPECIFICALLY FOR YOUR KIA.

We use Genuine Kia Parts, so your Kia will be equipped with body panels that match up perfectly, brakes which function as designed, and high quality materials that help reduce corrosion and wear. Protect your investment and alwaus use Genuine Kia Parts.



TRAINED SPECIALISTS.

Each Kia vehicle is unique. That is why our service team members are factorry-trained on all Kia models. They have taken specialized classes and are experts. Not only do they know your Kia inside and out, they will provide you friendly and personalized service you can trust.

Spoil your Kia with the care and expertise of a Kia Authorized Dealer.

...it would demand Kia experts.

THE GENUINE FACTS

Genuine Kia Service Technicians are specially trained experts on Kia vehicles. Other technicians may not be.

Genuine Kia Parts are backed by the Kia warranty.**
Other parts may not be.



Kia Authorized Dealer Service vs. the other guys Your Kia will notice the difference.

KIA AUTHORIZED DEALER THE OTHER GUYS

- Utilize specialized Kia parts, diagnostic tools and supplies
- vs. Use of aftermarket parts and supplies and limited diagnostic tools
- Kia factory-trained and certified service
- vs. Not Kia certified
- The latest Kia service knowledge and expertise
- vs. General familiarity with parts or service
- Knowledge of Kia service schedules
- vs. May have general knowledge of service schedules



From regular Kia nationwide service information bulletins to factory recommended service schedules for your vehicle, Kia service team members have the most up to the minute knowledge of your Kia vehicle.

^{**}Kia Genuine replacement parts (except battery) installed by an Authorized Kia Dealer under warranty are covered for the greater of (1) the duration of the New Vehicle Limited Warranty or (2) the first 12 months from the date of installation of the Kia Genuine replacement parts or 12,000 miles.

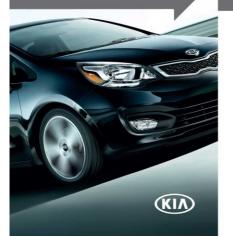


Benefits of Kia Maintenance

USING GENUINE KIA PARTS



If Your Kia Could Talk...





YOUR KIA KNOWS WHAT FITS, PERFORMS AND PROTECTS THE BEST.

Wouldn't you rather have a Genuine Kia brake pad engineered and tested for maximum Kia performance, than a mystery, imitation brake pad? Your Kia would. By requesting Genuine Kia Parts, you can help ensure your Kia vehicle operates properly.



GENUINE KIA PARTS ARE BUILT SPECIFICALLY FOR YOUR KIA.

Genuine Kia parts are built for your Kia-body panels match up perfectly, brakes stop as designed, and high quality materials help reduce corrosion and wear. Protect your investment and always ask for Genuine Kia Parts for the perfect fit and finish.



NEED MORE CONVINCING?

If you are still not convinced, Genuine Kia Parts are designed to perform and wear the same as the day you first drove your new Kia. Equally important, only Genuine Kia Parts purchased from your Kia Authorized Dealer are backed by the Kia name and the Kia warranty.*



SUPERIOR DEALER SERVICE.

Guess who is as passionate about your Kia as you are? Kia factory-trained and certified service team members-that's who. Not only do they know your Kia inside and out, they will provide you friendly and personalized service you can trust.

Listen to your Kia and always insist on Genuine Kia Parts.

...it would ask for Genuine Kia Parts.

Genuine Kia Parts are engineered to meet the original factory specifications of your car. Other parts may not be.

Genuine Kia Parts are backed by the Kia warrantu.** Other parts may not be.



Genuine vs. not so genuine. There is no comparison

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THE GENUINE DIFFERENCE

PART Brake Pads

Respond and stop as designed

Smooth stop

High quality pads





Senuine Kia brake pads are designed, built and tested to work together on

Choose Genuine Kia brake pads so theu continue to function as designed.

Body Panels

Guaranteed performance and fit

High quality steel

Covered by Kia warrantu**

Designed for your Kia to original specs



Genuine Kia body panels are engineered with the same streamlined fit and factory quality as the original nanel, for the ideal finish

Designed for your Kia, Genuine Kia bodu panels install quicklu and easilu.

High quality Kia factory workmanship ones into all Genuine Kia Parts.

^{*}The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and the New Vehicle Limited Warranty (Basic). All warranties and roadside assistance are limited. See retailer for details or go to kia.com.

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Renefits of Kia Maintenance

GETTING SCHEDULED KIA CHECK-UPS



If your Kia had a calendar...





YOUR KIA KNOWS THAT REGULAR MAINTE-NANCE PROTECTS YOUR INVESTMENT.

Regular scheduled maintenance can help improve the condition of your Kia and help prevent unexpected repairs. By periodically taking your Kia to a Kia Authorized Dealer for factory recommended scheduled maintenance you help lower the overall cost of ownership, decrease the chance of breakdowns and help maintain your Kia warrantu.*



WAIT! THERE'S MORE.

Kia owners can receive a complimentary multi-point vehicle inspection on every service visit. That means a Kia-trained technician will check your vehicle to ensure optimum performance and reliability, including fluids, belts, brakes, steering and suspension components.



NOT SURE WHEN AND WHERE TO START?

Kia scheduled maintenance is easu. All vehicles have important factoru-recommended service intervals; you can find Kia model specific scheduled maintenance information in several places. First, check your vehicle's owner's manual. Second, visit www.kia.com. Or better uet, simplu ask a Kia service team member.



SUPERIOR DEALER SERVICE.

Guess who is as passionate about your Kia as you are? Kia factory-trained and certified service team members-that's who. Not only do they know your Kia inside and out, they will provide you friendly and personalized service uou can trust.

Learn from your Kia and schedule time for maintenance.

... it would schedule regular Kia Maintenance.

Genuine Kia Parts and Service are designed especially for your Kia. Aftermarket parts and service are not.



Maintenance vs. Lack of Maintenance.

The benefits of maintenance are clear.

SERVICE REGULAR MAINTENANCE VS. LACK OF MAINTENANCE

Oil Change

Clean, engine lubricating oil vs. Dirty oil, and possible premature engine wear

Little to no engine deposits vs. Engine deposit buildup

Smoother running engine and peace of mind vs. Possible engine failure

Tire Wear and Pressure

Safer tires vs. Possible flat

Better road traction vs. Longer

braking distance Check

More reliable tires vs. Less reliable tires





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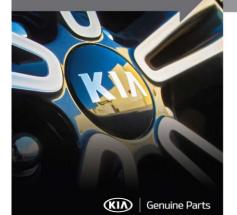


Genuine Parts

REPAIR AND **COLLISION PARTS**



For repairs done right the first time...





NO HASSLE, EASY INSTALLATION

All Genuine Kia Parts are engineered to meet the original factory specifications of your customer's Kia vehicle. And, after it's installed the part is backed by the Kia Replacement Parts and Accessories Limited Warranty.** Why risk your repairs on anything other than Genuine Kia Parts?



"GENUINE" OUALITY

Use only Genuine Kia Parts, so body panels match up correctly. Replacement parts are specially designed to fit Kia vehicles, and high quality materials help enhance durability. Always use Genuine Kia Parts for original fit and finish



PROTECT YOUR REPUTATION, AND YOUR CUSTOMERS

Your reputation depends on repairs done right. Genuine Kia Parts are manufactured to the same exacting standards as original equipment. Don't take chances by using aftermarket parts. Protect your customer, protect your business.



DESIGNED TO WORK TOGETHER

All Genuine Kia Parts are designed, built and tested to work together. Every Kia part plays a specific role in the optimum performance of a Kia vehicle. You know the value of Kia designed and tested parts. Keep your customers coming back and always use Genuine Kia Parts.

... use **Genuine Kia Parts**.

THE GENUINE FACTS

Genuine Kia Parts are specifically designed to fit Kia vehicles. Other parts may not be.

Only Genuine Kia Parts supplied by an Authorized Kia Dealer are covered by the Kia Parts Warrantu.**



Customers Prefer GENUINE Kia Parts

The difference between Genuine and Aftermarket Parts is clear.

Genuine designed and produced Kia Parts bu Kia to the same specifications as the parts on the vehicle when it was first

manufactured.

Aftermarket designed and produced Parts bu miscellaneous suppliers that may not meet original Kia specifications or design. The following three reasons highlight why Genuine Kia Parts are the best choice for Kia vehicles.

- 1. Match original standards. Only Kia Genuine Parts match the form, function and performance levels that Kia engineers originally specified.
- 2. Better vehicle resale value. Using Genuine Kia Parts can help the vehicle maintain its value.
- 3. Covered by the Kia Replacement Parts and Accessories Limited Warranty.** Genuine Kia Parts supplied by an Authorized Kia Dealer are the only replacement parts covered by the Kia Parts Warranty.

ONLY GENUINE KIA PARTS SUPPLIED BY AN AUTHORIZED KIA DEALER ARE COVERED BY THE KIA PARTS WARRANTY.**

"Kia Genuine replacement parts (except battery) sold by an Authorized Kia Dealer under warranty are covered for the greater of (1) the duration of the New Vehicle Limited Warranty or (2) the first 12 months from the date of installation of the Kia Genuine replacement parts or 12,000 miles. Labor charges not included when not installed by an Authorized Kia Dealer, Warrantu is limited. See Kia's Replacement Parts and Accessories Limited Warrantu for further details.



Benefits of Kia Maintenance

KEEPING YOUR
KIA PERFORMING



If your Kia could dream...





STAVING EODEVED VOLING

The more you use your Kia, the more love and attention it may need. This could mean a brake replacement or the need for some new tires. Don't fret though. A small repair or replacement now can help take the hassle out of unnecessary future expenses. And keeping up with Kia Scheduled Maintenance at your Kia Authorized Dealer can help spot potential problems before theu become more widespread.



DOWERED UP AND BEARY TO GO

Kia batteries are designed specifically for your car and meet or exceed Kia quality requirements. Help reduce potential problems like reduced reliability, corrosion and loss of power and let your Kia Authorized Dealer keep your battery and engine running strong.



FEDING YOUR ENGINE HAPPY

Your car engine operates properly thanks to engine hoses and belts. Due to wear and corrosion, maintenance may be required. Keep your engine running smoothly by having the cooling, transmission and timing systems inspected by your Kia Authorized Dealer.



RESPECT YOUR TIRES.

Help reduce the wear and tear on your tires and suspension parts and help extend the life of your vehicle with Kia Scheduled Maintenance. And don't forget to inspect and rotate the tires on your Kia regularlu.

Keep your Kia young and happy with periodic inspections and regular maintenance.

...it would long to stay young forever.

THE GENUINE FACTS

A healthy car is a happy car.

Make sure your Kia gets the care it deserves.



Wipers, Tires and Brakes. Things to watch for:

PART	SIGNS OF WEAR
Wipers	Cracked, split, torn, brittle, worn
	Chatter, streak or fail to wipe cleanly
Tires	Patchy tread wear or flat spots =
111.00	tires are out of balance











What is your tire tread telling you?

Thin tread wear along the edge of tires = time to inflate your tires Thin tread wear in center of tire = time to let some air out



Longer stopping distances

Pulling to one side when braking

Squealing or grinding noise





Prevent brake problems with periodic inspections at your Kia Authorized