



STYLE IN MOTION

The 2010 Kia Forte is a fresh, new take on the compact sedan.

Forte captures your eye with its dynamic road presence. The sweep of its bold lines continues inside, creating a modern cabin where form and function blend seamlessly.

So much excitement. So many conveniences. All in a car so affordable. That's always been Kia's forte.

	2010 Kia FORTE	2009 Honda Civic	2010 Toyota Corolla	2010 Mazda3	2009 Chevrolet Cobalt	2009 Hyundai Elantra
STARTING MSRP	\$15,795	\$16,990	\$15,160	\$15,995	\$15,325	\$15,845
Comparison List	2010 Kia Forte EX	2009 Honda Civic DX-A	2010 Toyota Corolla CE with Enhanced "B" Package	2010 Mazda3 GS	2009 Chevrolet Cobalt LT	2009 Hyundai Elantra GL
FEATURED MSRP (including options)	\$18,095	\$18,290	\$18,155	\$19,395	\$18,295	\$18,095
Performance	Kia	Honda	Toyota	Mazda	Chevrolet	Hyundai
Engine Type	2.0L, 4-cylinder, DOHC	1.8L, 4-cylinder, SOHC	1.8L, 4-cylinder, DOHC	2.0L, 4-cylinder, DOHC	2.2L, 4-cylinder, DOHC	2.0L, 4-cylinder, DOHC
Horsepower	156 hp @ 6,200 rpm	140 hp @ 6,300 rpm	132 hp @ 6,000 rpm	148 hp @ 6,500 rpm	155 hp @ 6,100 rpm	138 hp @ 6,000 rpm
Torque	144 lb. ft. @ 4,300 rpm	128 lb. ft. @ 4,300 rpm	128 lb. ft. @ 4,400 rpm	135 lb. ft. @ 4,500 rpm	150 lb. ft. @ 4,900 rpm	136 lb. ft. @ 4,600 rpm
Style and Convenience	Kia	Honda	Toyota	Mazda	Chevrolet	Hyundai
Heated Front Seats	✓	✗	✗	✗	✗	✓
Heated Power Mirrors	✓	✗	✓	✓	✗	✓
Air Conditioning	✓	✓	✓	✓	✓	✓
Exterior Side Mirrors with Integrated Turn Signal	✓	✗	✗	✗	✗	✗
Front Windshield Wiper De-Icer	✓	✗	✗	✗	✗	✗
6 Speaker Audio System	✓	✗	✗	✓	✗	✓
Steering Wheel Mounted Audio Controls	✓	✗	✗	✓	✗	✗
Bluetooth® Hands-Free Cell Phone Connectivity with Voice Activation†	✓	✗	✗	✓	✗	✗
Cruise Control	✓	✗	✓	✓	✗	✓
Telescopic Steering Column	✓	✓	✓	✓	✗	✗
16" Alloy Wheels	✓	✗	✗	✓	✓	✗
Safety	Kia	Honda	Toyota	Mazda	Chevrolet	Hyundai
Electronic Stability Control	✓	✗	✓	✗	✗	✗
4-Wheel Disc Brakes	✓	✗	✗	✓	✗	✗
Anti-Lock Braking System	✓	✓	✓	✓	✓	✗
6 Airbags (Dual Front, Side & Curtain)	✓	✓	✓	✓	✗	✗
Active Front Headrests	✓	✓	✓	✓	✗	✗
Warranty & Peace of Mind	Kia	Honda	Toyota	Mazda	Chevrolet	Hyundai
Comprehensive	✓ 5 year / 100,000 km	✗ 3 year / 60,000 km	✗ 3 year / 60,000 km	✗ 3 year / 80,000 km	✗ 3 year / 60,000 km	✓ 5 year / 100,000 km
Powertrain	✓ 5 year / 100,000 km	✓ 5 year / 100,000 km	✓ 5 year / 100,000 km	✓ 5 year / 100,000 km	✓ 5 year / 160,000 km	✓ 5 year / 100,000 km
Roadside Assistance	✓ 5 year / 100,000 km	✗ 3 year / Unlimited km	✗ 3 year / 60,000 km	✗ 3 year / Unlimited km	✓ 5 year / 160,000 km	✗ 3 year / Unlimited km
Job Loss Protection	✓	✗	✓ Limited Expires August 31, 2009	✗	✗	✗

5 Year Warranty

We've got you covered.

- 5-year/100,000 km
- 5-year/100,000 km
- 5-year/100,000 km
- 5-year/unlimited km

Worry-free comprehensive warranty covering virtually the entire vehicle*
 Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts*
 Roadside assistance covers you in case of mechanical breakdown anywhere in North America*
 Anti-perforation warranty on body sheet metal defects in material/workmanship*



KIA MOTORS
 The Power to Surprise™

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