



NEWS

For Immediate Release

Spacious new Kia Ceed Sportswagon joins 5dr Hatch

- **Mature and athletic design for new Ceed Sportswagon**
- **Cargo capacity grows to 600 litres – larger than many D-segment tourers**
- **Innovative technologies to boost comfort, convenience and safety**
- **Produced in Slovakia, with 7-Year, 150,000km warranty on every model**
- **From €25,295**
- **To be joined by new ProCeed early 2019**

Dublin September 24th - The new Ceed Sportswagon goes on sale in Ireland this week joining the All New Ceed 5dr model that arrived in Ireland in July . Designed, developed, engineered and built in Europe, this third-generation model is the most practical, spacious and versatile Ceed Sportswagon to date – with more cabin and cargo space than its predecessor..

A C-segment tourer designed to meet the needs of European motorists exclusively, more than 512,000 Ceed Sportswagon models have been built at Kia's Slovakia manufacturing facility since its introduction in 2007. Historically, Sportswagon models have accounted for around 40% of all Ceed sales – compared to around 30% for other C-segment vehicles with tourer variants.

Like its predecessors, the new model has been designed, developed and engineered in Frankfurt by Kia's European design, product development and R&D teams. It will continue to be manufactured in Žilina, Slovakia, on the same production line as the new Ceed five-door hatchback, and the Kia Sportage and Kia Venga.

James Brooks ,Managing Director comments: "The Kia Ceed Sportswagon is a welcome addition to the new Ceed range . Wagon sales in Ireland have softened in recent years but a model like this with luggage space greater than most D segment tourers is an attractive proposition for both private and fleet buyers in Ireland ."

"The SW is Chapter 2 of the All New Ceed story and will soon be joined by our exciting new shooting brake the ProCeed that goes on sale in January "

Mature and athletic tourer design

The new Kia Ceed Sportswagon has been designed at the brand's European design centre in Frankfurt, Germany, under the direction of Gregory Guillaume, European Head of Design, and Peter Schreyer, President of Design and Chief Design Officer.

The new model's body echoes the sporty design character of the Stinger, bringing design flair to the compact tourer class with emotive and precise details to its confident tourer silhouette. Lower, wider, and with a longer rear overhang than the car it replaces, the new Ceed Sportswagon is characterised by a cab-rearward silhouette, creating a mature athleticism in its overall design. Like its five-door hatchback counterpart, straight lines replace the rounded-off edges of its predecessor, and the front features a wider 'tiger-nose' grille and lower air intake, framed by precise, linear shapes. The new model features 'ice cube' LED daytime running lights as standard, echoing those from the outgoing Sportswagon GT-Line.

In profile, the sharp, straight lines visually lengthen the bonnet and give the car a more upright stance. A greater sense of maturity and strength is created in its shoulder line, which now runs along a more horizontal plane, while its D-pillar is shaped to give the upper window-line a sleek new 'half-moon' shape. At the rear, new LED daytime running lights give the Ceed greater visibility and on-road recognition. Paired with the bodywork's straight lines and a subtle rear tailgate spoiler, the Ceed Sportswagon presents a more stable, sporty overall appearance.

New platform for maximum tourer practicality and packaging efficiency

Constructed on Kia's new 'K2' platform, the Ceed Sportswagon is 20mm wider (1,800mm) and 20 mm lower (1,465mm) than the outgoing model. Its wheelbase remains the same at 2,650mm, with the front overhang shortened by 20mm (to 880mm). However, the rear overhang is extended by 115mm (now 1,070mm) – making the new Sportswagon 95mm longer (now 4,600mm) than its predecessor to create significantly more cargo space. Its wider dimensions and cab-rearward silhouette create a more assertive and sporty stance, for a more confident presence on the road.

The new platform supports the Ceed Sportswagon's more efficient packaging, with a more spacious cabin than before. The wider body creates greater shoulder room for rear passengers while a 15mm-lower seating position in the rear creates more knee and leg room for passengers in the second row. Despite the lower roofline, the platform and lowered front seating position ensure 987mm of front-row headroom, similar to its predecessor. The lower rear bench also ensures similar levels of headroom for rear passengers.

The new Ceed Sportswagon also boasts significantly higher cargo capacity than ever before. The boot is 72 litres (14%) larger than the outgoing model, expanding to 600 litres in capacity – larger than most D-segment tourers. The boot lip is also substantially lower – the lower lift-over height compared to the outgoing Ceed makes it easier to load heavier items into the boot.

C-segment tourer customers' expectations go beyond cargo capacity, however – versatility and usability are key strengths for the Ceed Sportswagon, making it one of the most practical cars in its class. The split-fold rear seats are fitted in a 40:20:40 configuration and

can be folded remotely with a single touch from a lever just inside the tailgate. With the seats folded, the boot floor is completely flat. Every Ceed Sportswagon features an underfloor box to secure or hide smaller items, as well as a tonneau cover and a bag hook to prevent groceries and other items rolling around the load bay. Outside the car, integrated roof rails are also fitted as standard.

Engineered for European roads

The new Ceed Sportswagon has been engineered exclusively for European roads, with European buyers in mind. The ride and handling characteristics of the new model have been tuned to elevate the Ceed over its predecessor in terms of dynamism and driver engagement. The new fully-independent suspension system will provide drivers with more agile and immediate handling responses, complemented by revised spring and damper rates and a faster steering rack. The ride has been developed on Europe's wide variety of road surfaces, remaining comfortable while giving drivers the confidence of tighter body control under cornering and stability at higher speeds.

The Sportswagon's rear suspension has been subtly tuned to accommodate the longer rear overhang of the boot, and the potential for larger, heavier luggage loads than the five-door hatchback.

The new Ceed Sportswagon shares the same 1.0-litre T-GDi (turbocharged gasoline direct injection) as the five-door hatchback. This T-GDi engine is fitted with a gasoline particulate filter to further reduce tailpipe emissions, ensuring the new Ceed Sportswagon goes beyond the requirements of the Euro 6d TEMP standard.

The new Ceed Sportswagon is also available with Kia's all-new 'U3' diesel engine. Designed to go beyond the stricter limits laid down by the latest Euro 6d TEMP emissions standard, the new 'U3' 1.6-litre CRDi 115 PS (common-rail direct injection) uses Selective Catalytic Reduction (SCR) active emissions control technology to significantly reduce emissions. The new engine produces less carbon dioxide, particulate matter and NOx compared to earlier Kia diesel engines. The new 1.6-litre diesel produces 280 Nm of torque, providing effortless acceleration in all conditions..

The Ceed SW comes to Ireland initially in just one trim level K3 available in one litre petrol (€25,295) and 1.6D (€27,595) .

ENDS

NEW KIA CEED SPORTSWAGON – TECHNICAL SPECIFICATIONS

Body and chassis

Five-door, five-seater compact tourer, with all-steel unitary construction bodyshell. Choice of diesel and gasoline three- and four-cylinder engines, driving the front wheels via a six-speed manual or seven-speed double-clutch transmission.

Engines

Gasoline

1.0-litre / 120 ps T-GDI gasoline

Type	Three-cylinder in-line, turbocharged
Capacity	1.0-litres, 998 cc
Bore and stroke	71.0 x 84.0 mm
Max power	120 ps (88 kW)
Max torque	172 Nm (127 lb ft)
Valves	12 (four per cylinder)
Fuel system	Direct injection
Emissions class	Euro Stage 6d TEMP

Diesel

1.6-litre / 115 ps U3 CRDi diesel

Type	Four-cylinder in-line, turbocharged
Capacity	1.6-litres, 1,589 cc
Max power	115 ps (85 kW)
Max torque	280 Nm (207 lb ft)
Valves	16 (four per cylinder)
Fuel system	Common-rail direct injection
Emissions class	Euro Stage 6d TEMP

Transmissions

Six-speed manual transmission

Gasoline

	1.0 T-GDI
Manual	6sp

Diesel

	1.6 CRDi
Manual	6sp

Drivetrains

Front-wheel drive (all models)

Suspension and damping

Front	Fully-independent by subframe-mounted MacPherson struts, coil springs and gas-filled shock absorbers, with anti-roll stabiliser bar
Rear	Fully-independent by subframe-mounted double wishbones, coil springs and gas-filled shock absorbers, with anti-roll stabiliser bar

Steering

Type	Electric motor-driven rack-and-pinion power steering
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Wheels and tyres

Standard	Steel 15-inch, 195/65 R15 tyres
Optional	Alloy 16-inch, 205/55 R16 tyres

Spare Alloy 17-inch, 225/45 R17 tyres
Tyre mobility kit or optional temporary spare wheel

Dimensions (mm)

Exterior

Overall length	4,600	Overall width	1,800
Overall height	1,465	Wheelbase	2,650
Front overhang	880	Rear overhang	1,070

Interior

	1st row	2nd row
Head room	987	TBC
Leg room	1,073	883

Capacities

Fuel tank	50 litres
Luggage (VDA)	600 litres

- Ends -