



Benefits of Kia Maintenance

VISITING YOUR KIA AUTHORIZED DEALER



If your Kia could choose...



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 Kia and always spoil it with the care and expertise of a Kia Authorized Dealer. Kia 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 always use Genuine Kia Parts.



TRAINED SPECIALISTS.

Each Kia vehicle is unique. That is why our service team members are factory-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 team	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.

THE GENUINE FACTS

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 warranty.** Other parts may not be.



Genuine vs. not so genuine.
There is no comparison.

PART THE GENUINE DIFFERENCE

Brake Pads	Respond and stop as designed
	Smooth stop
	High quality pads



Genuine Kia brake pads are designed, built and tested to work together on your Kia.

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

Body Panels	Guaranteed performance and fit
	High quality steel
	Covered by Kia warranty**
	Designed for your Kia to original specs



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

Designed for your Kia, Genuine Kia body panels install quickly and easily.

High quality Kia factory workmanship goes 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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Benefits of Kia Maintenance

GETTING SCHEDULED KIA CHECK-UPS



If your Kia had a calendar...



YOUR KIA KNOWS THAT REGULAR MAINTENANCE 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 warranty.*



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 easy. All vehicles have important factory-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 yet, simply 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 you can trust.

Learn from your Kia and schedule time for maintenance.

... it would schedule regular **Kia Maintenance.**

THE GENUINE FACTS

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 Check	Safer tires vs. Possible flat Better road traction vs. Longer braking distance More reliable tires vs. Less reliable tires



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Using Kia
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" QUALITY

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 Warranty.**



Customers Prefer GENUINE Kia Parts

The difference between Genuine and Aftermarket Parts is clear.

Genuine Kia Parts	designed and produced by Kia to the same specifications as the parts on the vehicle when it was first manufactured.
Aftermarket Parts	designed and produced by 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 batteries) 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. Warranty is limited. See Kia's Replacement Parts and Accessories Limited Warranty for further details.



Genuine Parts



Benefits of Kia
Maintenance

KEEPING YOUR
KIA PERFORMING



If your Kia
could dream...



STAYING FOREVER YOUNG.

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 they become more widespread.



POWERED UP AND READY 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.



KEEPING 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 regularly.

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



Is it time to replace your wipers?

Tires

Patchy tread wear or flat spots = tires are out of balance
Thin inner or outer edge wear = tires need alignment



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

Brakes

Longer stopping distances
Pulling to one side when braking
Squealing or grinding noise



Prevent brake problems with periodic inspections at your Kia Authorized Dealer