

The Latest Generation cee'd from KIA

By Ian Lynas

THE cee'd has been part of the KIA success story, now comes the latest generation model and on the press launch I had the chance to drive a number of models in the range. Dimension wise, it is longer narrower and lower and it has much more on road presence than the previous version.



Built very much with the European driver in mind, the newcomer is the work of Peter Schreyer and his team.

Looks build quality and road handling ability it has all three and must be a challenger to the leading hatchbacks such as the VW Golf and the Ford Focus. My how this manufacturer has progressed in such a short time.

Trim levels are in the KIA tradition, 1, 2, 3 and 4 with a 4 Tech version available in cee'd 4. Yes technology is another of the key areas with the new car, in fact the top of the line versions bristle with such.

For 2012 Kia aim to sell 10,000 units into the retail sector and 8,000 in the fleet or

business market. Certainly anyone downsizing will not be disappointed with this latest offering from KIA.

Providing the power for the new cee'd, a range of economical and low emission engines both petrol and diesel of 1.4 and 1.6 litre capacities, including a class leading petrol injection engine. This is also the first KIA to offer a twin clutch automated gearbox.

Four engines from launch to choose from with power outputs from 89bhp to 133bhp. Emissions can be as low as 97gm/km. The 1.6 diesel can deliver 76mpg, so it follows that the diesels are likely to be the number one choice of the Northern Ireland motorist.

Comfort abounds in this newcomer and for all those trappings which we often have to transport, the boot capacity is now 380 litres.

The new cee'd delivers refinement, noise



levels are low and roadholding is surefooted. Slick gearchanging and eager engines all add to the joy of driving the new car.

Most models benefit from a Flex Steer function within the motor assisted steering.



KIA always delivers a comprehensive standard equipment package and as you progress up the trim ladder naturally enough you get more for your hard earned pounds.

The audio systems have been upgraded and the high grade system permits voice recognition in no fewer than 13 languages.

With the new cee'd the benefits continue long after you leave the dealership, the well received 7 year/100,000 mile warranty for peace of mind.

Safety is important and all who will travel in this new KIA will be well protected. Items such as a Parallel Parking Assist System, Lane Departure Warning System

are available.

Pricing, the range goes from £14,395 to £23,795 and the big sellers are likely to be in the 2 and 3 trim levels.

The latest generation cee'd is a complete package with a choice of trim levels to choose from, a hatchback which is going to prove popular with existing customers and is sure to conquest quite a few more.