

Kia cee'd

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HIS IS A COMPLETELY different car from the original cee'd from 2006. This model has a new chassis, a fresh design and comes complete with a range of up-to-the-minute petrol and diesel engines.

This is a 'sexier' cee'd, from the South Korean company and one that doesn't have to rely on the message of a 'seven year warranty'. As a hatchback-sized car, the Kia is suitable for everyone - from families and businesses to retired couples. It's small enough for town but big enough to handle a trip to the continent. The attraction compared to its rivals comes down to Kia retaining the value for money proposition as even the entry level cee'd, priced at £14,395, comes with air conditioning, Bluetooth and other items you may not get with the competition.

The new cee'd also offers a

range of efficient engines which are cheap to run in terms of fuel economy and emissions. In fact the 1.6-litre diesel model is in band A which means free road tax.

Engines available include 1.4 and 1.6-litre diesel and petrol engines. The 1.6-litre petrol is familiar from the Kia Sportage and is the most powerful of the four engines, with 133 bhp. It's the only version available with the new dual-clutch gearbox which allows fully automatic operation, or manual changes, via steering wheel-mounted paddles.

All I.6-litre manual versions of the cee'd are equipped with ISG (Intelligent Stop & Go), Kia's engine stop/start system which boosts efficiency, offering the potential of 76 mpg. The diesel develops 126 bhp and is available with a conventional six-speed automatic gearbox in place of the standard six-speed manual.



The I.4-litre units deliver a strong balance of flexible performance and low fuel consumption: the petrol version develops 98 bhp and is capable of more than 47 mpg. while the diesel, with 89 bhp manages almost 69 mpg.

Kia's all-new cee'd's aren't going to blow your socks off performance-wise, but it's a car you will buy with your head - not your heart. They're available from your local Kia dealer now. Only

- Efficient √
 Good value √

FAST FACTS

Max speed ranges from: 106 - 122 mph

0-60 mph ranges from: 9.8 – 13.0 secs

Combined mpg ranges from: 46.3 - 76.3

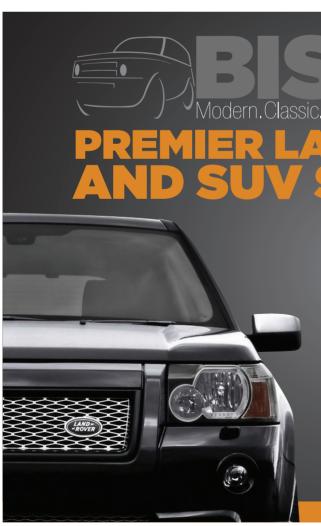
Engines: 1.4 & 1.6-litre 4 cylinder diesel/petrol

Max. power (bhp) ranges from: 89 - 133

Max. torque (lb/ft) ranges from: |0| - |90

CO2 ranges from: 97- 145 g/km

Prices range from: £14,395 - £23,795 on the road



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