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THE ALL-NEW SPORTAGE L

PRODUCT TRAINING

AGENDA

- ❑ Sportage Legacy
- ❑ Sportage in Pakistan
- ❑ The all-new Sportage L
- ❑ Target Audience & Behavior
- ❑ Product Highlights
- ❑ Positioning
- ❑ Comparisons –Sportage VS Sportage Facelift

Kia Sportage Evolution

30 Years Of Legacy

5 Generations

8M+ Units Sold



1st Generation
1993

World's 1st urban SUV,
inventing this segment



2nd Generation
2005

Launched a Monocoque body,
with the Longest Wheel Base
and great refinement in, space,
ride, and handling



3rd Generation
2010

Flagship model of the new
Kia design direction.
Sporting the Tiger Nose
Grille



4th Generation
2015

Great global success
including the start of sales
in Pakistan in 2019



5th Generation
2021

Introduced Kia's
"Opposites United" design
philosophy, bringing
hybrid innovation,
advanced technology, and
a bold new identity to
Sportage.

INTRODUCING THE ALL-NEW SPORTAGE L



// The 5th-generation Facelift of Kia Sportage L features a **bold design, spacious interior, and advanced safety and convenience features**, exceeding expectations.

Enhancing the lives of customers with **diverse lifestyles**, the Sportage is your companion for a better future. //

5TH GENERATION FACELIFT

TARGET AUDIENCE & BEHAVIOR

Primary Audience
“Hybrid Pragmatist”



They are open to considering Chinese brands but tend to prefer safer and more established powertrain choices such as HEV. Concerns around charging infrastructure and long-term EV battery.

Secondary Audience
“Non-conformist”



They trust Japanese and Korean brands for their superior quality, refinement, and long-term reliability. They feel newer entrants may not yet fully match

Switchers
“Trend Driven & Impulse
Decision Makers”



They seek the latest technology & features but place equal importance on global brand credibility and proven reputation.

The all-new Sportage L

Variants

The all-new Sportage L comes in Two Hybrid Variants

// 1.6T-GDI HEV FWD

Urban & High Efficiency



Optimized For:

- City Commutes • Maximum Agility • Everyday Value

// 1.6T-GDI HEV AWD

Adventure & All-Terrain



Optimized For:

- All-Weather Capability • Terrain Modes • Off-Road Readiness

The all-new Sportage L

Exterior Design

Kia's "Bold for Nature" philosophy

Commanding Presence. Muscular
Surfaces. Striking Details.



The all-new Sportage L

Exterior Design

Star-map signature lighting



LED headlamp



Radiator grill



LED rear combination lamp



Dynamic welcome light (Front & Rear)



Rear bumper & Skid plate



19P

19P

22P

26P

The all-new Sportage L

Interior Design

Dual 12.3" Panoramic curved display



23P

D-cut 2 spoke steering wheel



23P

Air vent & Crash pad



23P

Console cover



23P

Door trim and crash pad garnish



23P

Ambient light (Crashpad, Console upper cover)



56P

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Comfort & Convenience



Harman Kardon Speakers + 1 Bass
Booster



Wireless Charging Tray



Memory Seats

The all-new Sportage L

Comfort & Convenience



USB Chargers Rear Seats



Smart Power Tailgate



Heated & Ventilated Seats

The all-new Sportage L

Performance

SMARTSTREAM GAMMA 1.6T GDI ENGINE

Combined Max Power 235 hp

Combined Mx Torque 368 Nm

Fuel Average: 17-19 km/L – FWD HEV

14-16 km/L – AWD HEV



The all-new Sportage L

Performance

SMART REGENERATIVE BRAKING SYSTEM

Automatically recovers energy while slowing down, recharging the hybrid battery for improved fuel efficiency and smoother driving.



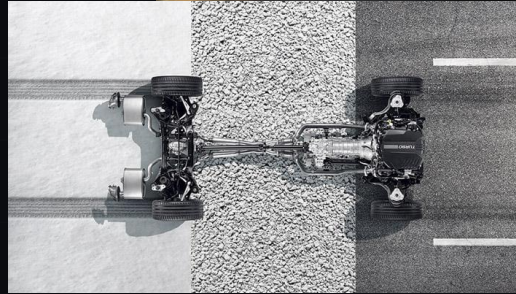
The all-new Sportage L

Performance

ALL WHEEL DRIVE SYSTEM

The active All-Wheel Drive system continuously monitors road conditions and driver inputs. It features an intelligent system that distributes optimal torque between the front and rear axles.

This proactive system enhances cornering stability, prevents wheel slip before it occurs, and ensures maximum traction across varying weather conditions, providing the driver with supreme confidence on both dry pavement and slippery surfaces.



The all-new Sportage L

Performance

TERRAIN MODES & DRIVE MODES

The AWD variant features Terrain Modes for Enhanced traction and control on different terrains.

3 Drive Modes giving customer an option to experience different driving styles.

Eco

Sport

My Drive



The all-new Sportage L

Performance



23P

Paddle Shifters

Paddle Shifters allow manual gear selection from the steering wheel, providing greater control, quicker response, and a sportier driving experience.



Shift-By-Wire

Shift-by-Wire electronically changes gears through a rotary dial, providing smooth, quick and convenient gear selection.



Remote Engine Start

The remote engine start function lets you start your vehicle's engine and activate its climate control system from a distance using your key fob.

The all-new Sportage L

ADAS



Smart Cruise Control

It helps you drive at a safe speed according to road conditions when driving on highways and roads exclusively for automobiles.

It automatically reduces speed before entering safe speed zones, curves, and entry/exit sections..



Lane Following Assist

It helps maintain the vehicle at the center of the lane, has improved control performance while providing enhanced lane-centering assistance.



Blind-spot Collision-avoidance Assist

It provides a warning when a collision risk with a vehicle approaching from **the rear side** is detected during a lane change.

The all-new Sportage L

ADAS



Forward Collision Avoidance Assist



Junction Crossing

Warning and braking assistance when a collision risk with approaching vehicles at intersections is detected.



Lane Turning

Warning and evasive steering assistance when a collision risk with a side-approaching vehicle during lane change is detected.



Lane Change Oncoming

Warning and evasive steering assistance when a collision risk with an oncoming vehicle during lane change, such as overtaking, is detected.



Direct Oncoming

Warning and in-lane evasive steering assistance when a collision risk is detected while driving.

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ADAS



Parking Collision-avoidance Assist

It detects surrounding objects behind the vehicle during parking and exiting, and provides a warning if a collision risk is detected.



Rear Cross-traffic Collision-avoidance Assist

It sends a warning if a collision risk with a vehicle approaching from the left or right is



Safe Exit Warning

After stopping, when the occupant attempts to open the door to exit, it detects the risk of a collision with a vehicle or bicycle approaching from the rear side and provides a warning.

The all-new Sportage L

ADAS



Parking Distance Warning – Front / Side / Rear

During forward or reverse parking, the sensors mounted at the front, sides, and rear detect surrounding obstacles and provide parking safety by displaying distance indicators and emitting warning sounds for the front, rear, and sides.



Surround View Monitor

The Surround View Monitor function displays the surroundings of the vehicle on video to ensure safe parking.



Driver Attention Warning

Without realizing it, you momentarily got distracted by the scenery, but **the driver's front attention warning camera** alerted you, refocusing your attention. **The highly precise steering wheel grip detection feature** helps provide a comfortable and safe driving experience.

The all-new Sportage L

ADAS



Forward Collision Avoidance Assist



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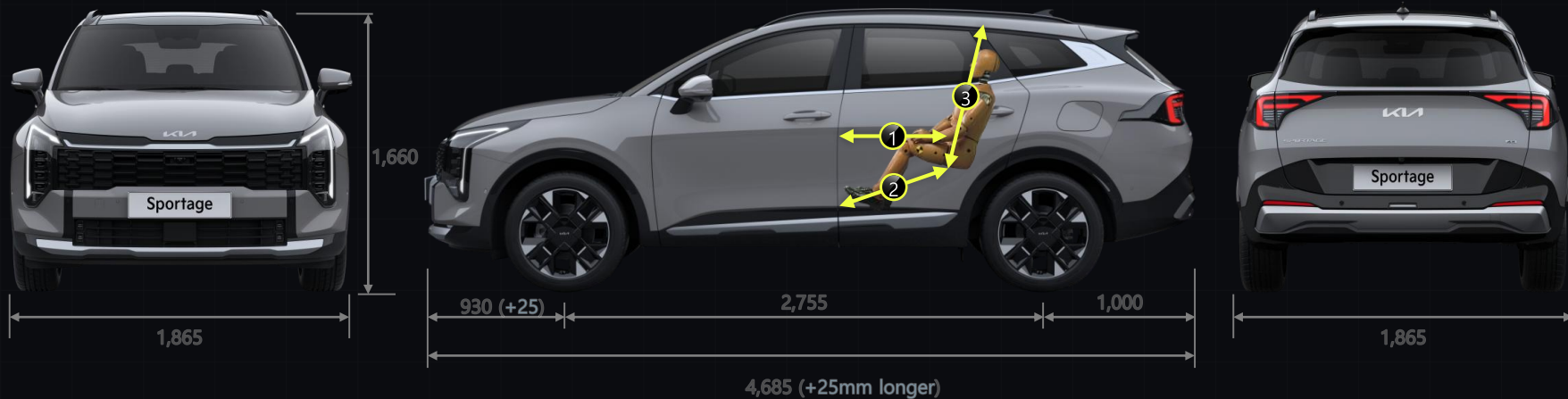
Interior Colors



Premium All-Black Interior

The all-new Sportage L

Dimensions



The all-new Sportage L

Exterior Colors & Alloy Wheel



Clear White



Interstellar Grey



Selenium Grey



Fusion Black



Sparkling Silver



18" Alloy Wheels



The all-new Sportage L

Warranty

4 YEARS
OR
WARRANTY
100,000*KM

8 YEARS
OR
HIGH VOLTAGE BATTERY
WARRANTY
160,000*KM

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Engine	FWD HEV	FWD HEV	AWD HEV
Engine Type	SmartStream G1.6L T GDI	SmartStream Gamma 1.6T GDI	
Displacement (cc)	1,598 cc	1,598	
Engine Maximum Power (hp)	177 hp	178	
Engine Maximum Torque (Nm/rpm)	265/1,500~4,500	265/1,500~4,500	
Motor Maximum Power (hp)	59 hp	64	
Motor Maximum Torque (Nm/rpm)	264 Nm	265 Nm	
Combined Maximum Power (hp)	227 hp	235 hp	
Combined Maximum Torque (Nm/rpm)	350 Nm	368 Nm	
Bore x Stroke (mm)	75.6 x 89	75.6 x 89	
Compression Ratio	10.5:1	10.5:1	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Battery	FWD HEV	FWD HEV	AWD HEV
Hybrid	HEV	HEV	
Battery Type	Lithium-Ion	Lithium-Ion	
Battery Voltage (V)	270	270	
Battery Energy (kWh)	1.49	1.49	
Battery Capacity (Ah)	5.5	5.5	
Battery Type	Lithium-Ion	Lithium-Ion	
Compression Ratio	10.5:1	10.5:1	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Transmission	FWD HEV	FWD HEV	AWD HEV
Drivetrain	Front Wheel Drive	Front Wheel Drive	All Wheel Drive
Transmission Type	6 Speed Automatic	6 Speed Automatic	
Shift by Wire	o	Dial Type	
Dimensions			
Length (mm)	4,660 mm	4,685 (+25mm)	
Width (mm)	1,865 mm	1,865	
Height (mm)	1,665 mm	1,660	
Minimum Ground Clearance (mm)	181 mm	181	
Wheel Base (mm)	2,755 mm	2,755	
Luggage Space (Rear Seats Up) (L, VDA)	-	586L	
Luggage Space (Rear Seats Folded) (L, VDA)	1,776 L	1,872L	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Steering, Brakes & Suspension	FWD HEV	FWD HEV	AWD HEV
Power Steering System	Column MDPS	Column MDPS	
Steering Column	Manual Tilt & Telescopic	Manual Tilt & Telescopic	
Drive Modes	Eco, Smart, Sport	Eco, Smart, Sport	
Terrain Modes	X	X	Snow, Mud, Sand
Front Brake	17 inch	17 Inch	
Rear Brake	16 inch	16 Inch	
Electronic Parking Brake with Autohold	o	o	
Front Suspension	McPherson Strut	McPherson Strut	
Back Suspension	Multi Link Type	Multi Link Type	
Manual Speed Limit Assist	o	o	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Wheels & Tyres	FWD HEV	FWD HEV	AWD HEV
Tire	235/60 R18	235/60R18	
Wheel Size & Type	18" Alloy Rims	18" Alloy Rims	
Spare Wheel Type	Steel (Donut)	Steel (Donut)	
Tire Pressure Monitoring System	o	o	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
	 		
	Sportage L	Sportage L HEV (Facelift)	
Active Safety	FWD HEV	FWD HEV	AWD HEV
ABS (Anti-Lock Braking System)	○	○	○
ESC (Electronic Stability Control)	○	○	○
DBC (Downhill Brake Control)	○	○	○
HAC (Hill-Start Assist Control)	○	○	○
TSA (Trailer Stability Assist)	○	○	○
PCA (Parking Collision Avoidance Assist) with Parking Distance Warning (PDW)	○	○	○
LKA (Lane Keeping Assist)	○	○	○
LFA (Lane Following Assist)	○	○	○
FCA (Forward Collision Avoidance Assist) - Car, Pedestrian, Cyclist and Junction Turning	○	○	○
BCA (Blind Spot Collision Avoidance Assist)	○	○	○

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
	FWD HEV	FWD HEV	AWD HEV
Active Safety			
SEW (Safe Exit Warning)	○	○	○
RCCA (Rear Cross Traffic Collision Avoidance Assist)	○	○	○
BVM (Blind Spot View Monitor)	○	○	○
HBA (High Beam Assist)	○	○	○
DAW (Driver Attention Warning) with Lead Vehicle Departure Alert	○	○	○
Smart Cruise Control	○	○	○
Rear View Monitor with Dynamic Parking Guidelines	○	○	○
Parking Sensors	Front + Rear	Front + Rear + Side	
SVM (Surround View Monitor)	○	○	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Passive Safety	FWD HEV	FWD HEV	AWD HEV
Surround View Camera	o	o	
Rain Sensing Wipers	o	o	
Rear Occupant Alert (w/o sensor)	o	o	
Child Anchor Upper & Lower (Rear)	o	o	
Height Adjustable Front Seat Belts	3	3	
SRS Airbags	6	6	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
	FWD HEV	FWD HEV	AWD HEV
Security			
Smart Key with Push Start Button	○	○	
Immobilizer	○	○	
Central Door Lock (Driver + Passenger)	○	○	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Seating	FWD HEV	FWD HEV	AWD HEV
Seat Material	Artificial Leather	Artificial Leather	
Seat Color	One-Tone Carmine Red	Monotone Black	
Seat Adjustment (Driver + Passenger)	Powered	Powered (10-way Driver + Passenger) : Lumbar (2-way Driver)	
Seat Adjustment (Height Adjuster)	Driver + Passenger	Driver + Passenger	
Lumbar Support (Driver)	2-way	x	o
Height Adjustable Head Rests (Driver + Passenger)	Up/Down	Up/Down	
Ventilated & Heated Seats	Heated Seats	x	Heated & Ventilated Seats
Memory seats	x	x	o
Split Fold Rear Seats (60:40)	o	o	
Seat Back Panel with Pocket (Driver + Passenger)	•	Seat Back Panel with Pocket (Driver + Passenger)	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Lights	FWD HEV	FWD HEV	AWD HEV
LED Head Lamps	Dual LED Lamps (Low & High Projection)	o	
LED Daytime Running Lamps	Boomerang DRL	Star-map Signature Lighting	
Auto Light Control	o	o	
Ambient Mood Lighting (64 Colours)	o	o	
Dynamic Welcome Light	o	o	
LED High Mounted Stop Lamp	o	o	
LED Fog Lamps (Front)	o	o	
Side Repeater Lamps	o	o	
Rear Combination Lamps	o	o	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Glass/ Rear View Mirror	FWD HEV	FWD HEV	AWD HEV
Electrochromic Mirror	○	○	
Outside Door Mirrors with Integrated Side Indicator	○	○	
Electric Outside Door Mirrors (Adjust/Heated/Folding)	○	○	
Windscreen & Front Door Glass	Tinted + Solar	Tinted + Solar	
Rear Screen & 2nd row Glass	Tinted	Privacy	
Windscreen with Accoustic Film	○	○	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)



Exterior Features	Sportage L FWD HEV	Sportage L HEV (Facelift) FWD HEV	AWD HEV
Radiator Grille	Glossy Black	3D-patterned Glossy Black	
Bumper	○	○	○
Molding Side Sill	○	○	○
Molding Door Garnish	○	○	○
Molding Beltline	○	○	○
Panoramic Sunroof (One-Touch)	○	○	○
Roof Rack	○	○	○
Body Colored Door Handles	○	○	○
Wiper Blade	○	○	○
Mud Guard	○	○	○
Hidden Rear Wiper	○	○	○
Shark Fin Antenna	○	○	○
Hands-Free Smart Power Tailgate	○	○	○
Memory Tailgate	○	○	○

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)



Interior Features	Sportage L	Sportage L HEV (Facelift)	
	FWD HEV	FWD HEV	AWD HEV
Steering Wheel Material	4-Spoke ; Leather	D- Cut 2-Spoke ; Leather	
Steering Wheel Control	Bluetooth w/ Voice Recognition	Bluetooth w/ Voice Recognition	
Steering Switches	Audio, Call, Voice Recognition. Cruise Control	Audio, Call, Voice Recognition, Cruise Control, MID	
Heated Steering Wheel	o	x	o
Paddle Shifters	o	o	
Auto Up/Down Drivers Window with Safety Function	o	o	
Inside Handles	Satin Chrome	Satin Chrome	
Door Scuff	Standard	Deluxe	
Center Fascia (Main Pattern)	Glossy Piano Black	Metal Paint + Pad Print	
TGS Knob Material	Dial Type	Dial Type	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)



Interior Features	Sportage L FWD HEV	Sportage L HEV (Facelift) FWD HEV AWD HEV
Roof Trim	Cloth	Cloth
Driver & Passenger Illuminated Sunvisors with Sliding Function	o	o
Glass Vanity Mirror (Driver + Passenger)	o	o
2 x USB Chargers (C) in Front Seat Backs	o	o
2 x USB Chargers (C) in Front Tray	o	o
2 x 12 Volt Power Outlets (Boot Side/ Front Tray)	o	o
Wireless Phone Charging	o	o
USB Charging	o	o
Luggage Screen	o	o
Console Box	o	o

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L		Sportage L HEV (Facelift)
Infotainment & Driver Display	FWD HEV	FWD HEV	AWD HEV
Sounds of Nature	o	o	
Bluetooth Multi-Connection Functionality (Phone/ Media Stream)	o	o	
Wireless Android Auto with Voice Recognition	o	o	
Wireless Apple CarPlay with Voice Recognition	o	o	
6 Speaker Sound System (4 Speakers, 2 Tweeters)	X	o	x
6 Harman Kardon Speakers + 1 Bass Booster	o	x	o
Curved Display (12.3" Digital Driver Cluster + 12.3" Touch Screen Infotainment)	o	o	
Digital Information Display	o	o	
Infotainment/Climate Switchable Controller	o	o	

The all-new Sportage L

Spec Comparison

Comparison Sportage L HEV vs Sportage L HEV (Facelift)			
			
	Sportage L	Sportage L HEV (Facelift)	
Air Conditioner	FWD HEV	FWD HEV	AWD HEV
Dual-Zone Auto Climate Control	o	o	
2nd Row Vents (Behind Center Console)	o	o	
Rear Heating Duct (2nd Row)	o	o	
Auto Defogger	o	o	
Air Filter	o	o	

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THANK YOU! //