

Cerato S Premium Hits Town

Written by Jason (Neutral)
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Kia's much-lauded Cerato small car has highlighted its 2015 model year enhancement with the launch of a high-value addition, the S Premium.

Sitting between the S and the Si grades, the S Premium will add satellite navigation, rear view camera, 7-inch touch screen, 16-inch alloys, auto headlamp control, DVD player and more for a price-leading \$24,590 _ a step up of only \$2300 over the entry-level automatic.

Available in both 4-door sedan and 5-door hatch models the new Cerato S Premium carries all the extensive kit of the S model _ including 1.8-litre GDi engine, six airbags, ABS, ESC, tilt and telescopic steering wheel, 6-speaker audio system with remote control, Bluetooth streaming and hands-free, cruise control, front and rear parking sensors, trip computer, air conditioning, 60:40 split fold rear seat, power windows, keyless remote _ with some added polish.

"Cerato not only highlights the Kia commitment to safety and value but is one of the most stylish small cars in the Australian market, sharing cues with a range of Kia's design award-winning models," Kia Motors Australia Chief Operating Officer, Damien Meredith, said.

"The addition of the S Premium grade again underscores Kia's philosophy that you needn't go to the top of the tree to find the best fruit."

In addition to the launch of the S Premium grade the 2015 Cerato upgrades will see satellite navigation as standard in S Premium, Si and SLi while the 6-speed manual transmission will be available only on the S model. All other grades will have the 6-automatic as standard.

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Si and SLi models in sedan and hatch will continue to offer the 2.0-litre GDi engine.

Pricing

- S hatch and sedan M/T - \$19,990
- S hatch and sedan A/T - \$22,290
- S Premium hatch and sedan A/T - \$24,590
- Si hatch and sedan A/T - \$28,490
- SLi hatch and sedan A/T - \$31,490

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