

Auto Tech

Stop-start systems in vehicles substantially reduce fuel consumption and air pollution

(NAPSA)—Buying a car with fuel-saving features typically found only on gasoline-electric hybrid vehicles is becoming increasingly affordable. Currently, one of the most in-demand hybrid-like features that consumers seek is a stop-start system, which helps to reduce fuel consumption and improve fuel economy by turning the engine off when the vehicle is not in motion—such as at a stoplight or in traffic—and automatically restarting when the driver releases the brake pedal.

This technology is especially helpful for drivers who have long commutes and spend significant time idling in their vehicles. Stop-start systems also substantially reduce fuel consumption and air pollution, which is appealing to members of Generation Y (individuals between the ages of 19 and 31 years old), according to the global accounting firm Deloitte, which oversees an annual survey of Gen Y auto consumers. According to the survey, 59 percent of Gen Y respondents said they prefer an “electricified vehicle” over any other type of car. While hybrids, with their high price points, may be out of reach for Gen Y consumers, vehicles like the economically priced 2013 Kia Rio (five-door and sedan) and 2012 Kia Soul urban passenger vehicle (2.0 liter and 1.6 liter) are more within their price range.

With their own start-stop technology called Idle Stop and Go (ISG), Kia Motors presents a lineup of vehicles that eco-minded consumers may take a second look



Idle Stop and Go technology can help improve fuel economy.

at. With the ISG technology and fuel economy of up to 40 miles per gallon (mpg), the all-new Rio five-door hatchback and its sedan sibling deliver eye-catching design and the latest technologies, including navigation, push-button start and Kia’s UVO voice-activated infotainment system. The Rio also has a 1.6-liter GDI four-cylinder with the option of either a six-speed manual transmission (LX only) or efficient six-speed automatic.

As one of only two vehicles in the subcompact segment to offer a Gasoline Direct Injection (GDI) engine, Rio provides an inviting combination of power and fuel efficiency. Also new for Rio for 2012 and emphasizing the Earth-friendly theme, 85 percent of the Rio’s materials are recyclable at the end of its life span. Additionally, the refreshed 2012 Soul offers more power and improved fuel economy, with up to 35 miles per gallon on the highway.

With these fuel-saving features, car buyers are expected not to idle or stop before going to check them out. For more information, visit www.kia.com.