



www.kia.co.uk

OPTIMA





Relax for 2,550 days.



Thanks to high production standards you may never need to use our warranty service.



THE KIA OPTIMA

CONFIDENCE NOW COMES AS STANDARD

The Kia Optima is covered by our pioneering 7 year vehicle warranty consisting of 3 year/unlimited mileage and 4-7 year/100,000 mile full manufacturer's warranty including a 12 year/unlimited mileage anti-perforation warranty.



GLOBAL PLAYER

Kia Motors Corporation is the 4th largest automotive group in the world. If you are not already aware, we are the brand to watch. Kia is a major global player, having exported over 11 million cars to over 158 countries around the world. Our vehicles are continually surpassing our customers' expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our groundbreaking worldwide growth and state-of-the-art dedicated European factory, Kia has a bright future.

Kia is actively involved with major sporting events around the world, sponsoring the renowned Australian Open as well as individuals such as tennis sensation Rafael Nadal. In the UK, Kia sponsors Surrey County Cricket Club and their iconic base in London is now known as The Kia Oval. The driving force behind our success is commitment to quality. With contemporary styling, access to the latest technologies and an excellent build quality, Kia cars are turning heads the world over. From the Picanto to the Sorento, Kia offers a full line-up of passenger cars, MPV's, Crossovers and SUV's that suit any lifestyle and are always exhilarating to drive.

For warranty coverage including terms and exclusions please contact your Kia dealer.

AWARD-WINNING LOOKS

Design that speaks for itself

Kia's Chief Designer, Peter Schreyer – renowned for the iconic Audi TT and the VW Beetle – has created a distinctive coupé-like styling giving the new Kia Optima a bold and distinctive appearance and its streamlined profile conveys elegance and athletic confidence from every angle.

The Optima range consists of 4 stunning models – Optima '1' has a superb standard specification including electrically folding, adjustable and heated body coloured door mirrors with integrated LED indicator lights, body coloured bumpers and door handles, LED daytime running lights, Bluetooth® with voice recognition and music streaming, cruise control and the luxury of a driver's seat power lumbar support and leather-wrapped steering wheel. It also features the convenience of air conditioning and all round electric windows.

Optima '2' grades comprise the '2 Luxe' or '2 Tech' models. '2 Luxe' features include a panoramic sunroof, reversing camera with view in the auto-dimming rear-view mirror and numerous stylish features including 18" alloy wheels, a sculpted front and rear bumper valance, black front brake calipers and sculpted side sill mouldings. '2 Tech' features a 7" touchscreen satellite navigation system with full European mapping combined with a reversing camera whilst also showcasing Kia's premium 550 Watt Infinity sound system with 12 speakers for amazing all-round sound. The range-topping Optima '3' boasts several of the '2' grade features but in addition has Xenon headlights with headlight washers, chrome and body coloured door handles, stylish alloy pedals, stainless steel door scuff plates with front illumination and interior mood lighting, a smart key with start/stop push button enabling key-less entry and for the first time on any Kia – a Parallel Park Assist System (PPAS) for effortless parallel parking.



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product
design
award
2011



Several models of Bluetooth® enabled 'phones are available. Kia cannot guarantee compatibility with all 'phones. Please check the compatibility of your mobile 'phone via www.kia.co.uk or by trialling your 'phone at a Kia dealer.







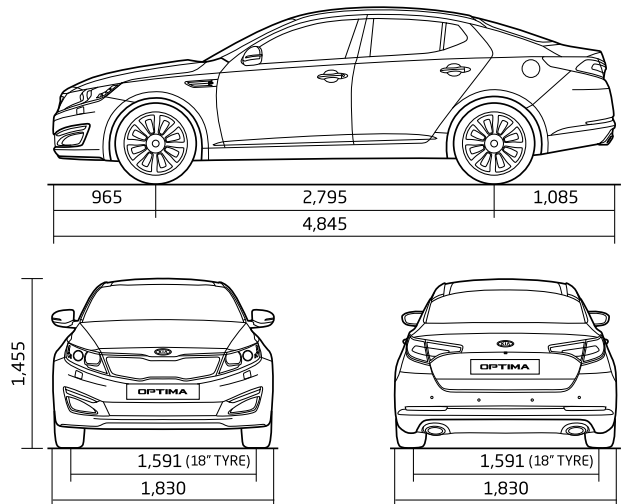
Kia QUALITY

The foundation of beauty

The side profile creates a sleek look via the long bonnet and a low stance. Sweeping chrome accents flow from the front to the rear visually lowering the car and enhancing its proportions with elegant simplicity. The steep window beltline reinforces the sporty image of Optima and is an important safety feature as it allows greater visibility.

Optima is up to 200 mm longer at 4,845 mm than its nearest competitor and 75 mm wider at 1,830 mm than its nearest competitor.

Optima exterior dimensions (mm)



EXTERIOR DESIGN

Attractive for all the right reasons

Optima's striking face features a brand new interpretation of the imposing Kia signature 'Tiger-Nose' chrome front grille ('1' and '2 Tech') or a striking black and chrome two-tone grille surround ('2 Luxe' and '3') to create a stunning look. Set within stylish black bezel frames, the long and narrow headlights create a dynamic flow emphasising Optima's elegant simplicity whilst the wide, robust front bumper projects a muscular stance and has a lower intake air dam running parallel to the grille which encompasses the front fog lights. Stylish LED daytime running lights also significantly improve your visibility to oncoming traffic whilst cornering lights provide greater illumination of kerbs and roadside obstructions.

The window beltline rises in one continuous movement drawing the front and rear together and ending at the C-pillar which rises from a pronounced shoulder belt line. The chrome and black high-gloss fender garnish also visually lowers the car. Optima boasts a sleek, aerodynamic profile reducing fuel consumption and wind noise when travelling at speed.

1. Xenon headlights with automatic levelling ('3')
2. LED rear combination lights (excluding '1')
3. LED daytime running lights



Dynamic beauty:

Long bonnet, lower stance, short overhangs, chrome details: perfect ingredients for an aesthetically appealing saloon.







Images are for illustration purposes only and may not be to UK specification.



DRIVER ERGONOMICS

Confidence is contagious

Optima has been designed with the driver in mind, focusing on best-in-class comfort as well as an environment which is high quality and high tech. The centre fascia wraps around the driver to enhance interior space and functionality and even the finer details have been taken into consideration – the audio, navigation and air conditioning systems are all within easy reach because the centre console is angled by 9.6° towards the driver for ease and to ensure everything is close to hand.

1. Driver-orientated centre fascia

Audio, navigation and air conditioning are all within easy reach.

2/3. Smart Key with illuminated Start/Stop ignition button ('3')

No more searching for keys: You only need to carry the smart key in your pocket or bag. To unlock the door, simply press the button on the door handle. To start the car, simply press the Start/Stop ignition button.



CONNECTIVITY

Useful technologies...

The dual-cylinder-type supervision cluster on the '2 Luxe', '2 Tech' and '3' grades uses cutting-edge optic technology to offer crystal clear visibility of core information. The 3.5" colour TFT LCD (Thin Film Transistor Liquid Crystal Display) central screen displays information including individual door alert, fuel economy and outside temperature as well as user-settable menus as text and images. You can fully customise the menu to your own desired settings. This cluster also houses a new feature on the Kia range – a steering wheel position indicator so that when the ignition is started, the screen displays the position of front wheels when the steering wheel is turned more than 90 degrees to ensure the driver is fully aware of the wheel alignment from the start of the journey.

The Optima can even help you park via the Parallel Park Assist System (PPAS) feature on Optima '3' which uses parking sensors at the front and back to guide you into the space. All the driver needs to do is activate the accelerator and brakes – there's no need to keep your hands on the steering wheel. The sensors can operate a parallel parking manoeuvre in a parking space which is no more than 80 cm longer than the vehicle.

1. Paddle shift transmission (on '2 Luxe', '2 Tech' and '3' auto models)

Gears can be shifted without taking your hands off the steering wheel.

2. Cruise control and speed limiter

Ideal for motorway journeys, auto cruise control lets you maintain a constant speed and enhances fuel economy.



PPAS

Parallel Park Assist System (PPAS) for effortless parallel parking. Using sensors for distance, Optima automatically steers the car into the space.



1



2





Distance To Empty
148 Miles

N ODO 850ml.

Elapsed Time
01:05

N ODO 850ml.

Align steering wheel

N ODO 850ml.

INST Fuel Economy
MPG

N ODO 850ml.



Brilliant acoustics:

Brought to you by the 550 Watt Infinity sound system on '2 Tech' and '3' models.



Several models of Bluetooth® enabled 'phones are available. Kia cannot guarantee compatibility with all 'phones. Please check the compatibility of your mobile 'phone via www.kia.co.uk or by trialling your 'phone at a Kia dealer.



ENTERTAINMENT

Music to everyone's ears

Optima surprises yet again with a powerful 550 Watt Infinity sound system for concert hall sound on the move on the '2 Tech' and '3' models.

The 12 speakers placed strategically throughout the cabin in 8 different locations include two cloth-domed tweeters and two Metal Matrix Diaphragm mid-range speakers for heightened sonic accuracy and highly dynamic response. The 100mm centre speaker enhances the sound stage and localises the performers, while door-mounted loudspeakers provide high-quality, all-round acoustic sound. A 200mm dual voice coil subwoofer in the rear deck handles the low-frequency effects for tight, punchy bass.

1. RDS radio/CD audio with MP3 disc compatibility

The radio CD player can take up to 6 CDs and even plays MP3 files.

2. USB & AUX ports

Enabling you to listen to your favourite music on the move.

3. Steering wheel mounted controls

To ensure you always stay focused on the road you can adjust the volume or skip a track via the steering wheel controls.

4. Bluetooth® with Voice Recognition and Music Streaming

Bluetooth® is a sophisticated communication and safety feature, use it to make telephone calls conveniently and safely with the hands-free voice activated function. You can even play your music wirelessly via your mobile phone.

5. Advanced Reversing Camera Integrated into the Rear-view Mirror ('2 Luxe')

The system is very intuitive to use thanks to its colour display screen with parking guidelines which is integrated into the rear-view mirror. The screen offers high contrast and brightness which guarantees perfect visibility day or night.

6. Advanced Reversing Camera System Integrated into the Sat Nav Screen ('2 Tech' and '3')

The 7" full European map touchscreen Satellite Navigation system is integrated seamlessly into the centre fascia providing access to a large selection of Points-of-Interest. Features include motorway junction views, lane guidance, speed limit warning and - Green routing - which takes account of historical traffic patterns, height, slope and curvature of the roads in order to calculate the most fuel-efficient route.

INTERIOR DESIGN & COMFORT

Looks do get you places

The generously-sized front cabin is chic and high-tech. The centre fascia is framed by a stylish metallic surround enhancing the cabin's luxurious feel and sense of space. The interior cabin has extensive functional lighting features – for maximum interior illumination the driver is able to use the front map and dome lights together. The '3' grade models have an inviting, ambient red 'mood' lighting throughout the cabin which is especially distinctive at night.

Optima has been designed so it does not compromise on front occupant space boasting best-in-class front legroom of 1,155mm and headroom of 1,015mm.

The 60:40 split-folding rear seats allow for numerous seating configurations or ample room for luggage depending on your needs. Optima '2' and '3' automatic models have the additional advantage of featuring rear air vents to ensure optimum, comfortable temperatures for passengers in the rear. Whilst the Optima '3' boasts heated rear outer seats and the driver's seat is ventilated for optimum comfort whatever the conditions. Optima's luggage capacity is 505 litres making it one of the most capacious cars in its class.

1. Driver's seat power lumbar support

Perfect back support for long journeys, the powered lumbar support features 2-way adjustability at the touch of a button.

2. 8-way Power Adjustable Driver's Memory Seat (excluding '1')

This advanced seating adjustment mechanism makes finding the optimum comfortable driving position a breeze. It can set and memorise up to two drivers' seating positions.

3. Welcome and Follow-Me-Home Light Functionality

Headlights remain lit to guide the driver's path at night.

4. Front Heated Seats (excluding '1'), Driver's Air Ventilated Seat and Rear Outer Heated Seats (Optima '3')

Fitted with air ducts for cool or warm air (Optima '3'), the driver's seat is always kept at your desired temperature for the ultimate comfort. Front heated seats (with two-stage settings) make all the difference in cold weather.

5. Dual Automatic Air Conditioning (excluding '1')

Maintain the perfect temperature for driver and passengers.

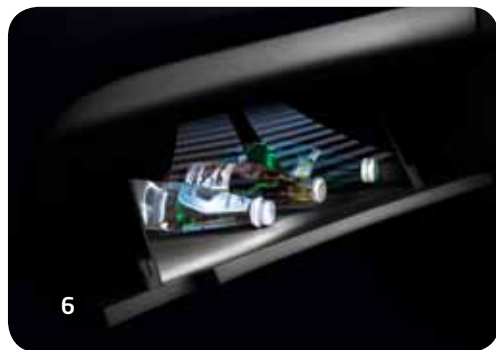
6. Cooling Glovebox with Lock and Illumination

Ideal for keeping drinks and snacks chilled. The box also features a light for added convenience.

7. Front and Rear Fog Lights

For added safety and visibility on the road.





NEW DIMENSION

A World of Comfort and Light

To further amplify the sense of space within the Optima both the '2 Luxe' and '3' models feature a spectacular, sliding panoramic sunroof. The sunroof covers a wide area for maximum visual appeal and brightness comprising a three-panel structure where the middle section tilts and slides and the front/rear remain fixed. One-touch electric roll blinds with sliding function block the sun to provide shade whenever required. UV reducing solar glass on the '2 Luxe', '2 Tech' and '3' creates a shading effect which protects against harmful UV rays whilst also helping to keep temperatures constant within the cabin.







Active ECO switch

Standard with automatic transmission, the ECO switch helps you save up to 9.1% fuel by adjusting drive train, transmission and air conditioner operation, when in ECO drive mode.



Top performers
Outstanding performance meets high fuel efficiency.

ENGINE TECHNOLOGY & TRANSMISSION

Effortless Efficiency

Optima is available with a 1.7 CRDi 134bhp diesel engine in a choice of either 6-speed manual version coupled with Kia's Intelligent Stop and Go (ISG) technology or 6-speed automatic transmission with an active fuel-saving ECO switch. This sophisticated engine delivers optimum performance, excellent fuel economy and CO₂ emissions of 128 g/km (manual models) and 158 g/km (automatic models).

The all-new Optima automatic transmissions and advanced powertrain technologies incorporate CVVL (Continuously Variable Valve Lift) enabling the Optima range to be economical without sacrificing performance. All automatic models feature Sportmatic clutchless shifting and paddle shift as standard. An active ECO switch is positioned on the steering wheel and optimises the operation of three major systems helping to reduce fuel consumption by up to 9.1%. When activated the Engine Control Unit will optimise the amount of fuel, ignition timing and other engine parameters and inform the gearbox Transmission Control Unit of the need to shift up earlier into a higher gear, modifying the transmission's slip characteristics to achieve lock-up quicker and longer. The use of the air conditioning compressor – a well know contributor to fuel consumption – is also minimised allowing for a limited and imperceptible increase in cabin temperature.

1.7 diesel engine

The 1.7 litre Variable Geometry Turbocharger (VGT) diesel engine delivers 134 bhp and maximum torque of 325 Nm whilst only emitting 128 g/km of CO₂ emissions (manual models). Fuel consumption is a mere 57.6 MPG.





ECODYNAMICS

Intelligent Thinking

At Kia, we are constantly striving to find new ways to improve your driving experience whilst minimising environmental impact. All manual models across the 1.7 CRDi 134 bhp range are available with Kia's advanced EcoDynamics technology. These models feature fuel-stretching Intelligent Stop and Go (ISG) technology, which helps save up to 12% more fuel and reduces your carbon footprint – simply by cutting the vehicle's engine off whenever the car is stationary. When you are ready to move off again, simply press the clutch and the engine will re-start instantly. ISG technology can also reduce noise and exhaust emissions too. All elements work together to create what we call "EcoDynamics." Clever stuff!

This means reduced fuel consumption and fewer CO₂ emissions – from just 128 g/km – which saves you money and helps the environment too.

ecoDynamics



ecoDynamics

All manual transmission models featuring Intelligent Stop and Go carry the EcoDynamics badge.

SAFETY TECHNOLOGY

Resilient yet caring

Your safety is our number one priority. Standard safety features include an Anti-lock Braking System (ABS) which incorporates Electronic Brakeforce Distribution (EBD) and a Brake Assist System (BAS) to ensure braking is evenly distributed between all four wheels which helps to keep you in full control whatever the road conditions.

All models are fitted with Electronic Stability Control (ESC) as standard. This active safety technology automatically applies the brakes to individual wheels as required, to help bring the car back under control in adverse conditions or to correct over or understeer. Also linked to ESC is Hill-start Assist Control (HAC) which ensures the car does not roll backwards on an incline. It is supported by Vehicle Stability Management (VSM), an electronic feature that helps you stabilise the vehicle when braking on uneven surfaces or in case of oversteer. The Optima range also features Emergency Stop Signalling (ESS), so when emergency braking the hazard lights are automatically triggered, warning drivers behind you.

Optima's security measures include a host of anti-theft features. A perimeter alarm, immobiliser and door deadlocks are standard features and child safety rear door locks ensure the safety of younger occupants.



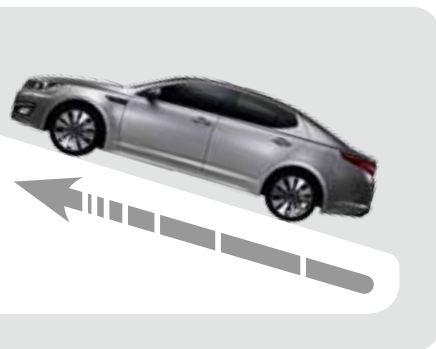
VSM (Vehicle Stability Management)

VSM works in conjunction with Motor Driven Power Steering to ensure the car stays stable when simultaneously braking and cornering, especially on wet, slippery and rough roads.



Hill-start Assist Control (HAC)

When starting on a steep hill, HAC prevents you rolling backwards. Brake grip is maintained for two seconds until the accelerator is activated.



Electronic Stability Control (ESC)

If you have to brake suddenly, ESC applies the correct amount of brake pressure to each individual wheel, helping you maintain control and stability.





PASSIVE SAFETY TECHNOLOGY

Robustly sensitive

The sleek exterior incorporates a lightweight body shell design with high-tensile steel for structural strength and high torsional stiffness to ensure your safety and improve handling and ride quality. An advanced 6 airbag system with front and side airbags for driver and front passenger plus curtain airbags to protect both front and second row occupants also help to keep you safe in the event of an accident.

Impact sensing auto door locks are activated automatically when travelling to protect all passengers. Front active headrests move forwards and up in the event of a rear-end collision to protect the head and neck whilst driver and front passenger safety power windows automatically stop and wind down in the event of any obstacle obstructing them.

1. Body Shell

Optimum defence: the lightweight design with enhanced structural strength provides a robust body shell.

2. Front Active Headrests

Front active headrests move forwards and up in the event of a rear-end collision to protect the head and neck.

3. Front and Rear Safety Power Windows ('2' and '3' models)

If the driver and front passenger windows sense an obstacle when being raised, they automatically stop and wind down.



OPTIMA INTERIOR OPTIONS

The final touches

All Optima models are available in a choice of at least three elegant colours - one solid colour called Ebony Black and two metallic colours called Bright Silver and Graphite. The '2' grades add a choice of up to three further metallic colour options called White Pearl, Satin Metal and Santorini Blue (excluding '2 Tech'). The range topping '3' is available in all exterior colour options apart from Satin Metal.

To create a luxurious feel, premium materials are used throughout the Optima range with a total of four interior trim upholsterys each designed to complement the exterior design. Optima '1' comes with a stylish black cloth upholstery, '2 Luxe' features dark grey leather seats with light grey cloth bolsters, '2 Tech' comes with black part cloth seats with black faux leather bolsters and Optima '3' features a luxurious full black leather upholstery. To accentuate the premium feel of the interior, the '2 Tech', '2 Luxe' and '3' grades all feature dramatic dark woodgrain accents on the centre console and electric window switch panels.

The whole Optima range boasts stylish alloy wheels: Optima '1' comes with 16 inch alloy wheels, '2 Tech' with 17 inch alloy wheels and '2 Luxe' and '3' models both come with 18 inch alloy wheels as standard.

EXTERIOR BODY COLOURS



Snow White Pearl (Metallic)



Bright Silver (Metallic)



Graphite (Metallic)



Santorini Blue (Metallic)



Satin Metal (Metallic)



Ebony Black (Solid)

WHEEL OPTIONS



16-inch alloy wheel



17-inch alloy wheel



18-inch alloy wheel



Black leather upholstery (Optima '3')



Dark wood finish on interior trim (Optima '3')



Kia Motors Corporation is committed to surpassing customer expectations through continuous automotive innovation. By offering our customers products and services that exceed expectations, we enable them to lead energetic lives. Kia's line-up of dynamically designed, high quality cars and world-class service offerings ensure that our customers are enthusiastic about coming back to Kia - again and again.

ENVIRONMENTALLY YOURS

Kia Motors takes great pride in rising to meet the expectations and challenges of the 21st century while making tangible contributions to the preservation of the environment and sustainable development of society. Kia Motors has set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, investing in eco-friendly cars for a greener tomorrow.



The concept of eco-friendly cars is followed through all cycles of a vehicle's life. From design through to recycling, Kia Motors creates innovative products, ensuring state-of-the-art Design for Recycling (DfR) guidelines. Wherever possible, recycled and recyclable materials are used in the production of Kia cars, all major plastic parts being chosen for ease of disassembly and stamped with a composition code.

Even at the end of a vehicle's life, one of Kia Motors' environmental targets is the eco-friendly take-back and treatment of End-of-Life Vehicles. Operating a rigid process, Kia Motors has selected partners across Europe that guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection. Kia Motors (UK) Ltd has appointed autogreen as our partner to manage the take-back, treatment and recycling of End-of-Life Vehicles in accordance with Directive 2000/53/EC. They can provide advice on whether or not your vehicle qualifies for free take-back and the location of your nearest take-back facility.

DYNAMIC EVOLUTION

Driven by innovation: A solar-powered car, a water-fuelled car, a self-navigating "smart" car. No longer are these figments of the imagination but one day could be parked in your garage. Kia researchers are working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environmentally friendly features. Kia's Namyang R&D Centre in Korea and our overseas research and design facilities in the USA, Japan and Germany are combining efforts to develop new vehicles that satisfy the diversified needs of each region of the world. By ushering in a new generation of cars that feature high impact-durability frames, on board "datainfotainment" systems and fuel efficient, lightweight and high-powered engines with reduced emissions and noise, Kia will spearhead automobile innovation in the 21st century.

COMPLETE PEACE-OF-MIND

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our pioneering 7 year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your Kia Optima, the new owner will benefit from the remainder of the warranty provided the car is regularly maintained in accordance with the servicing schedule*.

7 year vehicle warranty

Every Kia Optima benefits from our pioneering 7 year/100,000 mile vehicle warranty*.

5 year paint warranty

High quality body paint ensures long-lasting protection and shine for your new Kia Optima which is covered by our 5 year/100,000 mile paint warranty*.

12 year anti perforation warranty

Your new Kia Optima comes with superior corrosion protection and a 12 year/unlimited mileage warranty against rust from the inside out**.

Financing

Your local Kia dealer is your partner in establishing a financing plan that's best suited to your needs. Ask for details.

*For full warranty coverage including terms and exclusions please contact your Kia dealer.

**Annual bodywork inspection required for which a charge may apply.

The official fuel consumption figures in mpg (l/100 km) for the Kia Optima range are between Urban: 35.8 (7.9)-49.6 (5.7), Extra-Urban: 57.6 (4.9)-64.2 (4.4), Combined: 47.1 (6.0)-57.6 (4.9). The official CO₂ emissions for the Kia Optima range are between: 158 - 128 g/km.

The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban: 26.6 (10.6) - 80.7 (3.5); Extra Urban: 41.5 (6.8) - 94.2 (3.0) and Combined: 34.4 (8.2) - 88.3 (3.2). The official CO₂ emissions for the Kia range of vehicles are between 199-85 g/km.

CO₂ emissions based on data available at time of going to print (February 2012).



The Kia warranty covers your Optima for 7 years.



Log onto www.kia.co.uk for all the latest information.



www.kia.co.uk



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