



ALL NEW
OPTIMA

TURN HEADS. CREATE DESIRE.

With its assured sporty stance, elegant low-slung silhouette, outstanding levels of comfort and exhilarating performance, Optima distils all the elements of an exceptional driving experience into a boldly-styled and highly-desirable mid-sized sedan.

Prepare to be envied. **OPTIMA**





*ENJOY THE ROAD,
WHEREVER IT TAKES YOU.*

Agile and manoeuvrable, Optima glides effortlessly through urban landscapes. And when outside city limits, the power and performance suggested by its twin chrome-tipped exhaust pipes let you devour great stretches of open road with consummate ease.

MORE THAN JUST A LOOK.

Optima's sleek sweeping lines, coupe-like profile and sporty 18" alloys, project the image of a dynamic high-performance vehicle while also providing enhanced aerodynamics that lead to better handling, greater stability and superior fuel economy.

At the same time, its sensual, pulse-raising curves evoke enough emotion and passion to guarantee that you and your Optima will get many second glances when out on the road.



Kia's design-led transformation.

Optima's head-turning style continues the distinctive new visual language developed by Peter Schreyer, Kia's Chief of Design, whose previous work on vehicles such as the Audi TT and VW Beetle has ranked him as one of the world's top three automotive designers.



o **Supervision cluster** with 3.5" colour TFT LCD

Optima's high-tech, visually striking supervision cluster emulates classic sports car instrumentation with its dual cylinder design. Featuring a 3.5" colour TFT LCD, it gives you essential information such as average fuel economy, trip distance, distance to empty, open door warning and outside temperature reading.



Bluetooth



o **Bluetooth® enabled**
Bluetooth connectivity allows for hands-free mobile phone use.



o **Auto cruise control**
Ideal for distance driving, auto cruise control lets you maintain a constant speed, which also enhances fuel economy.



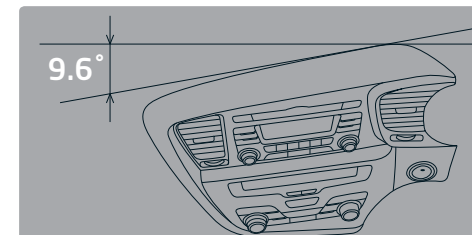
o **Paddle shifters**

Overseas Specification Shown

Paddle shifters bring an exciting new dimension to your driving through their ability to make lightning-quick gear changes. Positioned at the end of your fingertips just behind the steering wheel, they do away with the need to take your hands off the wheel in order to shift gears.

Optima's sumptuous high-tech interior reflects refinement and extreme attention to detail. The chic cabin provides spacious comfort for five adults in plush leather seats that are complemented by matching arm rests and door trim. Ample storage ensures room for all the things you need, while an array of standard features add convenience to every journey.

AS LUXURIOUS INSIDE AS OUT.



o **Centre fascia**

Enhancing the sense of a driver's cockpit, the centre fascia is angled toward the driver by 9.6 degrees, to put the audio and air conditioning systems within close reach and make them easy to control and operate.



SURROUND YOURSELF WITH SOUND.

In the same way as music is an integral part of everyday life, advanced technology is an integral part of the Optima. Whether your tunes are on an iPod®, MP3 player, USB memory stick, a stack of CDs or somewhere on the radio, Optima's 530-watt premium Infinity sound system has the smarts to deliver superior sound reproduction from multiple sources and formats.

With 8-speakers and a 6-CD changer, plus the convenience of steering-wheel mounted audio controls, you can enhance every journey with your favourite sounds.



MP3, Radio

The completely integrated sound system means you can play not just CDs, but MP3 files too.



Aux and iPod, USB input

USB connectivity lets you plug in an auxiliary or iPod mobile storage device and play tunes you've already downloaded.



6-CD changer audio system

Offering enhanced convenience and sound quality, you can load the top class Infinity sound system with up to 6 CDs for truly customised listening. Skip between CDs and find the music that suits your taste and style. The Optima delivers a dynamic individualised listening experience.

MP3 Bluetooth USB

<< Infinity sound system

The precision-crafted Infinity audio system pumps out a maximum 530 watts, letting you fill the cabin with sound.

< Audio remote control

Adjust the audio volume without moving your hands from the wheel thanks to a remote control on the steering wheel spoke.



Overseas Model Shown

Electronic Stability Control (ESC) and Traction Control System (TCS)

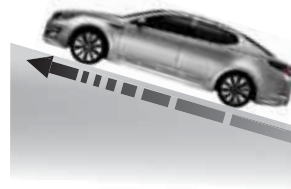
In a sudden braking situation, ESC helps keep Optima on track by regulating engine torque and applying brake force to each wheel to slow you down safely. At the same time, the TCS monitors your grip, reducing wheel spin to give you greater control when accelerating on slippery or uneven road surfaces.



SAFETY COMES FIRST, ALWAYS.

Optima's comprehensive commitment to safety begins during construction through the extensive use of ultra-high tensile steel body parts that add rigidity and increase resistance during an impact. Similarly, Optima is fitted with numerous active safety technologies, including electronic stability control and traction control system, which are designed to help you maintain control in challenging driving situations.

In the event of a collision, an array of passive safety systems (such as six airbags and active headrests) is automatically activated to help protect you and your passengers.



Hill-start Assist Control (HAC)

This useful system stops you from rolling backwards when you have to pull away from standstill on an incline.



Front active headrests

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



Front safety power windows

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

Front, front side and curtain airbags

An advanced 6-airbag system comprises dual front airbags, front-seat-mounted side airbags and side curtain airbags to protect both front and second row occupants.

Larger disc brakes

The Optima's 18" alloy wheels are fitted with an upgraded brake package, providing powerful braking and a racy, sporty appearance.





Active ECO system

The Active ECO system adjusts the drive train operation to achieve the best fuel economy. This can lead to significant fuel savings, especially in driving situations such as stop-start city traffic.

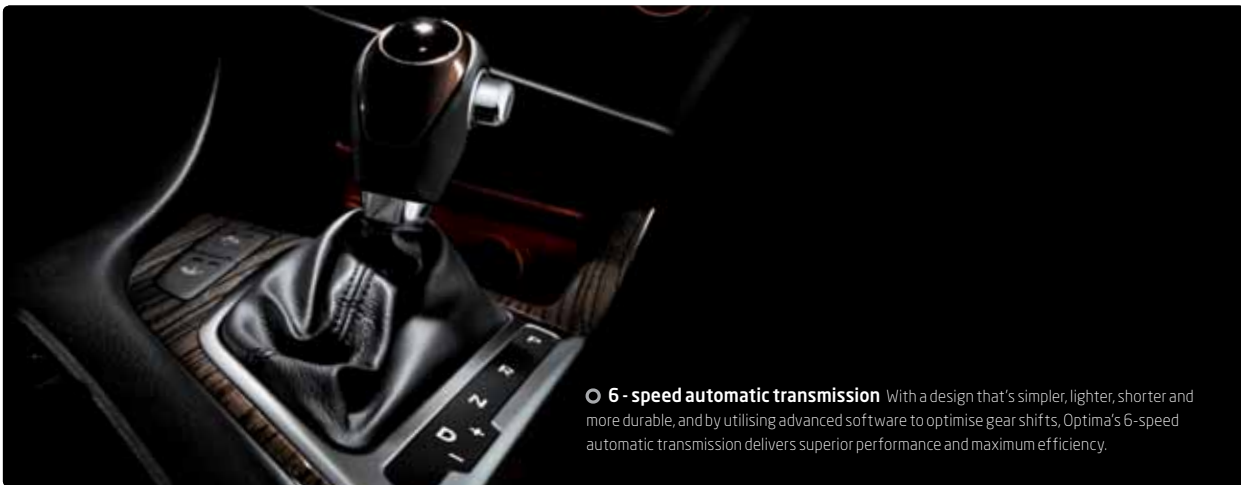
Organ - type accelerator pedal

Strong, lightweight and long-lasting pedals add to Optima's sporty feel.

IMPRESSIVE POWER, IMPRESSIVE EFFICIENCY.

The Optima's powertrain brings the vehicle's sleek sporty looks to life with an exhilarating power-packed performance. But thanks to breakthrough engineering, and Optima's Active ECO system, fuel consumption is modest, and emissions are kept low.

Kia's independently developed, lightweight Theta II 2.4 litre petrol direct injection (GDI) engine, which is coupled to a revolutionary 6-speed automatic transmission, produces 148 kW of power and 250 Nm of torque, and has been especially developed to meet the demand for a fuel-efficient 'fun-to-drive' experience.

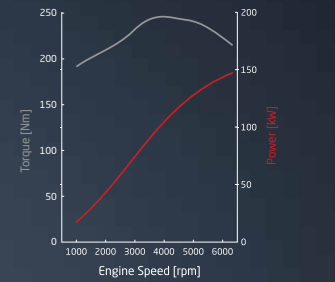


6 - speed automatic transmission With a design that's simpler, lighter, shorter and more durable, and by utilising advanced software to optimise gear shifts, Optima's 6-speed automatic transmission delivers superior performance and maximum efficiency.



Theta II 2.4 GDI Engine

Type	D-CVVT
Displacement (cc)	2,359
Max. Power (kW)	148
Max. Torque (Nm)	250
0 - 100km/h (sec)	9.0
60 - 100km/h (sec)	5.0



UPGRADE YOUR PERCEPTIONS. EVERYTHING'S STANDARD.

Optima has been designed and built from the driver and occupants' point of view. For a sedan of this calibre, features that enhance driving and add to the pleasure of your journey are standard inclusions – not optional extras. Climate-controlled driver's seat keeps you cool during a long summer's drive and warm in winter...escort lamps to light your path after you've left the vehicle...dual chrome-tipped exhaust pipes that make a sporty statement and add a touch of finesse...aero-blade wipers that keep your view crystal clear while also cutting down on wind noise – and so the list goes on.

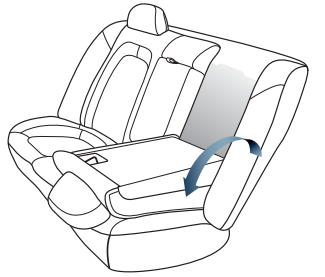


◀ 8-way adjustable seat

The 8-way power adjustable driver's seat lets you tailor your driving position to the perfect setting (4-way power adjustable seat for front passenger).

▶ 60:40 split fold down rear seats

The 60:40 folding rear seats offer plenty of flexibility when you're travelling with luggage, and are particularly suited for carrying longer and unusual-shaped cargo.



05 LED daytime running lights Provide added driving safety during the day, not to mention plenty of visual impact.

06 Dual muffler Dual oval-shaped chrome-tipped exhaust pipes add an unmistakable sporty tone.

07 Chrome outside door handles A stylish and practical touch, chrome outside door handles are both eye-catching and durable.

08 Gull-wing folding outside mirrors Power outside mirrors fold up and away for convenience when you park. Their aerodynamics also contribute to better fuel economy, while the gull-wing folding style echoes the classic sports car era.

09 Dual-zone climate control Dual-zone climate controls let the driver and front passenger select their own preferred temperature.

10 Interior mood lamps Door mood lamps, with their red hue, offer distinctive illumination at night, creating an inviting interior environment.

11 Sunglass storage with dual map lamps A sunglasses holder is conveniently placed just above head height and is located between twin map-reading lamps.

12 Ventilated driver's seat A climate controlled driver's seat and heated front passenger seat gives a whole new meaning to comfort.

13 Rear air ventilation Rear air ventilation means passengers on the back seats are assured of a comfortable indoor environment. The angle of the air stream can also be adjusted to suit the passengers' wishes.

14 Cooling glove box A cooling glove box is ideal for keeping drinks and snacks chilled on your journeys. It also features a light so you can better see what you're doing.

15 Smart key with push-button start/stop Fire up the ignition without turning the key. Sporty sensations are at the tip of your finger.

16 Luggage compartment A spacious luggage compartment, with one of the largest capacities in its class, lets you carry all your gear with ease.

INTERIOR COLOUR SCHEME



Overseas Model Shown



Black monotone

Black never goes out of fashion – for good reason. Stylish, modern.

BODY COLOURS

An exciting paint finish goes hand in hand with exciting driving. Choose from a wide range of colours from refined to sporty.



Ebony Black [EB]



Bright Silver [3D]*



Satin Metal [STM]*



Snow White Pearl [SWP]*



Spicy Red [IV]*



Santorini Blue [HO]*

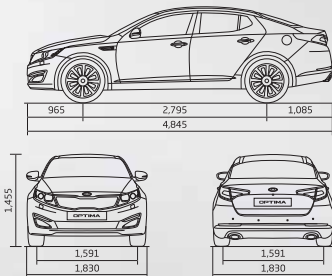


Platinum Graphite [ABT]*

*Premium paint

DIMENSIONS AND SPECIFICATIONS

With class-leading proportions, see how the Optima measures up.



Specifications (mm)

Overall length	4,845
Overall width	1,830
Overall height	1,455
Wheelbase	2,795
Wheeltrack (Front / Rear)	1,591 / 1,591
Overhang (Front / Rear)	965 / 1,085
Headroom (Front / Rear)	1,015 / 955
Legroom (Front / Rear)	1,155 / 880
Shoulder room (Front / Rear)	1,455 / 1,415
Hip room (Front / Rear)	1,388 / 1,384
Fuel tank (ℓ)	70

WHEELS



18-inch Sporty Alloy Wheel

AS ECO-CONSCIOUS AS YOU ARE

So you value sustainable living? We do too. That's why we take 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.

We set up an environmental research centre to spearhead our drive for the production of clean hybrid and fuel-cell vehicles to lead the way to eco-friendly cars for a greener tomorrow for you, your children and all of us.

The concept of eco-friendly motoring is adhered to throughout all cycles of a vehicle's life. From design through to recycling, we

create innovative products, ensuring state-of-the-art Design for Recycling (DfR) guidelines. Wherever possible, recycled and recyclable materials are being used in the production of every Kia. Even at the end of your car's life, one of our environmental targets is the eco-friendly return and treatment of end-of-life vehicles. By operating a rigid process, we guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

As you see, what you do on a small scale with your household refuse, we at Kia Motors do on a large scale.





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Driven by design

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. So when you think of Kia, think exciting and enabling – the two qualities that best define what the new Kia is all about. From the Rio to the Sorento, Kia offers a full lineup of cars, SUVs and MPVs that are not only practical but downright exhilarating to drive.

About Kia Motors Corporation

Kia Motors Corporation – one of the fastest growing automakers in the world – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 13 manufacturing and assembly operations in 8 countries produce more than 1.5 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 42,000 employees and annual revenues of almost US\$14.5 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. Kia is an official automotive partner of FIFA – the governing body of the FIFA World Cup – as well as a EUROTOP Partner of UEFA.

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