



All-New Kia

OPTIMA



The Power to Surprise



Attractive for all the right reasons.

The All-New Kia Optima boasts the same athletic appeal as its predecessor whilst offering more on-road presence with its contemporary detailing and sharp body lines. Loaded with innovative features, advanced safety and comfort technologies and clever ways to stay connected, the perfect ingredients for an aesthetically appealing saloon. The front bumper features a wide intake grille and at the sides, wide inlet ports of the air curtains give a sporty feel to the model. Take a look at the new stylish integrated fog lamps with pentagon shaped elements, the new 18" alloy wheel design and the striking new Gravity Blue (Metallic) exterior colour.

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Eye-catching style.

Refined, enhanced and perfected, the All-New Kia Optima delivers full peace of mind and a thoroughly stress-free driving experience. From eye-catching design including a more elongated silhouette to state-of-the-art features, the All-New Optima sets a new standard in quality.



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The foundation of beauty.

Refined proportions, sleek lines, a more swept-back dynamic shape and precise attention to every angle – and every detail – give the All-New Kia Optima its impressive style. An extended wheelbase offers even better stability, handling, comfort and roominess. At the same time, details like Kia's signature Tiger-Nose grille with longer, wider, wrap-around headlamps and LED rear lamps make sure you stand out from the crowd. This model is also longer, wider and higher than its predecessor which means more head and shoulder and rear seat leg room and greater cargo capacity.



Keep your vision clear.

LED Rear Combination Lamps

Wrap-around LED rear lamps don't just add signature style to the All-New Optima – they also make sure you're always visible on the road.

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To help you stay perfectly focused,
the All-New Optima makes sure the road
ahead is always light, bright and clear.

Bi-Xenon Headlamps

Bi-Xenon headlamps with dynamic bending lights and High Beam Assist (HBA) offer crystal-clear illumination for enhanced visibility and even safer driving.



Looks do get you places.

Increased head, shoulder and rear-seat legroom. Beautifully comfortable ventilated and heated seats. And all the cabin space you need to enjoy every moment of every journey.

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Integrated Memory System (IMS)

Recalls the stored seat, steering wheel and side mirror positioning for 2 different drivers.



Power-adjustable front seats

The 8-way power-adjustable front seats include 4-way driver and 2-way front passenger lumbar support.



Heated and ventilated seats

Enjoy heated front and rear outer seats with adjustable levels of warmth. Ventilated front seats circulate warm or cool air to keep you as snug or refreshed as you choose.

The look, the trim and the comfort.

Black One-Tone Interior

Rich but subtle black, one-tone dashboard, black leather seats and metallic accents.



Luxurious black leather upholstery



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Distinctive All-New Optima interior trims.



Black cloth with faux leather



Black cloth upholstery



Smart ideas to keep you focused.

The advanced driver-oriented interior of the All-New Optima is modern, refined and full of features to help you stay focused on the go. You'll find everything you need to hand.

Supervision cluster with 4.3" TFT-LCD (Thin Film Transistor Liquid Crystal Display)

The bold, tandem-cylinder supervision cluster boasts a 4.3" colour TFT-LCD which provides customisable data essentials – from average fuel economy to outside temperature.



4.3" colour TFT-LCD Trip



3.5" Monochrome TFT-LCD Trip

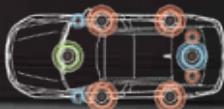


Wireless Mobile Phone Charger

Enjoy the convenience of wireless charging. Simply place phones with suitable cases directly onto the centre console and charge – without a cable, or any hassle at all.



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harman/kardon **TOMTOM**   

harman/kardon premium sound system

This advanced system powers 10 speakers and an 8" subwoofer with an external amplifier for top-class sound. **Bluetooth® hands-free** A built-in microphone connects to your Bluetooth® compatible phone to keep you in touch at all times.



Navigation (8", EU AVN 2.0) The 8" EU Audio-Visual Navigation 2.0 includes a Radio Data System (RDS), MP3, Bluetooth®, rear-view camera, DAB radio and supports TomTom WiFi Services. As well as a larger 8" monitor, it also includes a Harman/Kardon Premium sound system. **Navigation (7", EU AVN 2.0)** The 7" EU Audio-Visual Navigation 2.0 includes a Radio Data System (RDS), MP3, Bluetooth®, rear-view camera, DAB radio and supports TomTom WiFi Services.

Several models of Bluetooth® enabled phones are available on the market. 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.



Where? When? How? The answer is here.

Our new navigation system with Kia Connected Services featuring TomTom takes reliable route guidance to the next level of accuracy and excellence. It keeps you in touch with the outside world and offers more handy information than ever. At the heart is a WiFi unit that enables the All-New Optima navigation system to connect to the Internet through your smartphone.*

1. Live traffic**:

The navigation system delivers highly accurate live traffic information that is updated every two minutes, so you know exactly where traffic is running smoothly, or which areas to avoid. When things get busy, the system lets you know and suggests alternative routes.

2. Speed cameras**:

You'll also be alerted to a whole range of speed cameras, including fixed and stationary ones, as well as restricted access zones. The system can even take into account areas where accidents are particularly common, and warn you about these accident black spots.



1



2

3. Local search:

If you're looking for a sushi restaurant, a supermarket or a particular place to meet, simply select Local Search. The database contains 500 searchable categories, 25,000 keywords and 250,000 locations to ensure you find what you need. Plus, the system allows you to search in ten languages, even while abroad.

4. Weather forecast:

Is your weekend away going to be sunny or a washout? Better check the weather forecast. Just type in your destination to view a four-day summary, complete with minimum and maximum temperatures, wind speed and chances of sun or rain.



3



4

*Compatible smartphone with data plan required to activate services.

**Legal restrictions to these services may apply depending on country usage.





Intuitive intelligence.

All-New Kia Optima is designed to give you utmost peace of mind. With a 50% stronger bodyshell and a range of new and advanced active safety features, you can be sure we've got you covered every step of the way.



Autonomous Emergency Braking (AEB)

This brand new feature detects both preceding vehicles and

pedestrians crossing the road. Using sensors and a camera to monitor the proximity and velocity of vehicles, it delivers a warning to the driver if any potential collision is detected. If there's no driver reaction, the car brakes automatically – avoiding or mitigating any accident.

Kia's AEB system features a short-range radar and also a longer-range unit which is able to identify cars and pedestrians further away and at higher speeds than many of its competitors. The short-range 'City' radar helps drivers to avoid or mitigate the effects of front collisions when travelling under 32 MPH, while the longer-range 'Urban' radar enables the All-New Optima to detect and respond to obstacles at speeds between 19–50 MPH.



Advanced Smart Cruise Control (ASCC)

Advanced Smart Cruise Control uses a radar sensor at the

front of the car to monitor the distance to vehicles ahead. If the pre-determined safe distance is not being maintained, the system will reduce the speed, and even stop the car, until the vehicle ahead proceeds.

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Speed Limit Information Function (SLIF)

The speed limit information function uses the camera and navigation to read speed limit signs along the road, which then displays the posted speed beside the speedometer and on the navigation screen.



Lane Keep Assist System (LKAS)

No need to worry about drifting out of your lane. The Lane Keep Assist System alerts you and even helps steer you back into place to keep you exactly where you need to be.



Blind Spot Detection (BSD)

The Blind Spot Detection feature alerts the driver if a vehicle is in their blind spot when changing lanes. Radar sensors in the rear bumper monitor the area behind the vehicle which are difficult to see. A warning symbol in the exterior mirror

glass appears. If this warning is ignored and the driver changes lane, this symbol starts to flash and a warning sound is emitted.



Rear Cross Traffic Alert (RCTA)

This feature makes it easier to reverse out of parking spaces or a driveway. When the system's radar sensors at the rear bumper detect a moving object such as a car or motorcycle, a warning is displayed in the instrument cluster and the lights embedded within the exterior mirrors flash. An audible warning is also emitted.

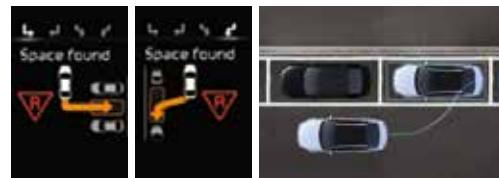
A little help goes a long way.

You'll never be caught unaware in the All-New Kia Optima. With innovative features that assist you on the road, the Optima is full of ways to keep you informed - and optimise your safety.



Around View Monitor (AVM)

At speeds below 12.5 mph, the AVM combines four wide-angle images (taken from cameras at the front, rear and sides of the vehicle) to give you a bird's eye view of the space around you.



Smart Parking Assist System (SPAS)

The Smart Park Assist System uses side-mounted sensors to help guide you safely into parallel and perpendicular parking spaces. With the reversing function, you'll even get help pulling out of parallel parking spots.

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Bi-Xenon Headlights with Auto Levelling and Adaptive Lighting System

Available for the first time on any Kia vehicle are Bi-functional Xenon headlights with Dynamic Bending Lamps (DBL). These headlights sweep the road ahead in line with the steering wheel for greater visibility and improved safety at night.



High Beam Assist (HBA)

A camera in the windscreen detects the cars ahead, and the High Beam Assist system automatically switches to high or low beam in order to match the right driving conditions.





Smooth, quiet and fuel-efficient.

The All-New Optima boasts a choice of sophisticated 1.7 litre 6-speed manual transmission and for even faster gear shifting, a new 1.7 litre 7-speed auto DCT transmission is available. This dual transmission offers the best of both worlds combining a more agile, comfortable driving style with greater fuel economy.

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Energy Regeneration System

Intelligent Stop and Go technology is as reassuring for your wallet as it is for the environment. ISG includes the Energy Regeneration System, which is activated when you take your foot off the accelerator. The Energy Regeneration System uses the kinetic energy to recharge the battery - making it fuel and planet-friendly.



Diesel engine (U2 1.7 VGT)

Max. power 139 bhp @ 4,000 rpm

Always stay in control.

Re-engineered for an even smoother ride and more responsive manoeuvring, the chassis allows you to maintain full control. At the same time, robust front wheel bearings and larger, dual rear lower control arms help deliver a truly refined ride and handling.

Rack-type Motor-Driven Power Steering (R-MDPS)

Enjoy a firm, solid, centred feel and an unprecedented steering response with innovative Rack-type Motor Driven Power Steering (R-MDPS).



Pre-loaded Linear-valve Dampers (PLD)

For increased driving comfort, the standard Pre-loaded Linear-valve Dampers allow very rapid valve opening and closing for better wheel damping. Innovative piston geometries reduce noise, and vehicle body vibrations are damped for even more comfort on the road.

Bright ideas & brilliant materials.

When it comes to the safety of you and your passengers, the All-New Optima sets a new standard. The improvements to the cage include a smarter use of metals and adhesives and even more attention to every critical detail.

Advanced High-Strength Steel

The All-New Optima uses more than 50% Advanced High-Strength Steel (AHSS), a 150% increase over the previous model. The new ring-shaped section defines the boot opening behind the rear seats below the shelf – and substantially increases body rigidity.

Hot-stamped components

The hot-stamping of components in 16 core stress areas is a 320% increase over the previous model. The boost to body structure provides improved crash protection, better driving dynamics and a quieter ride.



Smart adhesive

Thanks to the use of 119 metres of structural adhesive – 560% more than in the previous generation – The All-New Optima has increased structural rigidity and minimised noise, vibration and harshness levels.

6 Airbags

To help protect occupants and potentially reduce injuries in the event of a collision, the Optima offers driver, front passenger, two front-side and two side-curtain airbags.

No detail is ever too small.

Designed with the utmost attention to every detail and every finish, the All-New Optima is full of ingenious features.



Hands-free boot opening

Enjoy convenient, hands-free boot opening – simply approach the car, with your Smart Key for 3 seconds and the boot lid will open automatically.



LED fog lamps

Stylish and practical, the LED front fog lamps illuminate the road ahead when visibility is limited.



LED map lamps

Bright, durable LED map lamps on the overhead console will keep things perfectly clear.



60:40 split-folding rear seats

With rear seats that split and fold for maximum capacity, you'll have no problem at all finding extra space for people or cargo.

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Paddle shifters With paddle shifters at your fingertips, automatic-transmission gear changes are guaranteed to be lightning-quick.

Steering-wheel audio remote control Adjust the volume, change stations – and keep your hands on the wheel with the handy steering-wheel audio remote control.

Panoramic sunroof

The broad, three-piece panoramic sunroof adds a light and bright dimension to your journeys whilst also allowing fresh air into the cabin for more comfort on-board.

Electric controls allow you to open and close easily.



Dual-zone fully automatic temperature control

To keep everybody comfortable, the standard dual-zone fully automatic temperature control system offers separate controls for both driver and passengers.

Auxiliary USB connections

Connect multiple devices like flash drives via the handy USB port.

Auto de-fogger system

Clear windows quickly in cold or humid climates to make sure your view is never obstructed.



7-speed DCT (Dual Clutch Transmission) – Using a second clutch to handle even-numbered gears, the 7-speed DCT makes gear changes smooth and instantaneous.

6-speed manual transmission The fuel-efficient 6-speed manual transmission lets you access high torque for acceleration and sporty performance.

Rear power outlet

With USB and 12V outlets mounted on the rear centre console, your passengers will have no trouble charging up their devices.

Electronic Parking Brake (EPB)

Park at the touch of a button. The Electronic Parking Brake shows whether it's properly engaged or not – leaving you with full peace of mind.

The All-New Optima range

WHEELS

ENGINE, TRANSMISSION & CO₂ EMISSIONS

OPTIMA '2'



17" Alloy Wheels

'2' 1.7 CRDi 6-speed manual ISG
(110 g/km)



OPTIMA '3'



18" Alloy Wheels

'2' 1.7 CRDi 6-speed manual ISG
(110 g/km)



'2' 1.7 CRDI 7-speed auto DCT ISG
(116 g/km)



OPTIMA '4'



18" Alloy Wheels

'4' 1.7 CRDI 7-speed auto DCT ISG
(116 g/km)



STANDARD SPECIFICATION

PAINT COLOURS

'2' STANDARD FEATURES INCLUDE

- 17" Alloy Wheels
- Body Coloured Exterior Door Handles
- Body Coloured Door Mirrors
- Dual Projection Headlights & Headlight Washers
- Static Cornering Lights
- LED Daytime Running Lights
- Welcome and Follow-me-home Light Functionality
- Rear Fog Lights
- Black Cloth Upholstery
- Driver's Seat 2-way Power Lumbar Support
- 7" Touchscreen Satellite Navigation with European Mapping

- Reversing Camera System
- Leather Trimmed Steering Wheel & Gear Knob
- Dual Automatic Air Conditioning with Ioniser
- Steering Wheel Mounted Controls
- Body Coloured Side Sill Moldings
- All-round Electric Windows
- Cruise Control & Speed Limiter
- Remote Central Door Locking with Fold-away Key
- Glovebox with Lock & Illumination
- Temporary Spare Wheel
- 6-speaker System

Midnight Black
Satin Silver (Metallic)

'3' STANDARD FEATURES ADD (OVER '2')

- Chrome & Body Coloured Exterior Door Handles
- Xenon Dual Projection Headlights & Headlight Washers
- LED Front Fog Lights
- LED Rear Combination Lamps
- Chrome Coloured Side Sill Moldings
- Front Heated Seats
- Driver's Seat 4-way Power Lumbar Support
- Black Cloth with faux Leather Upholstery
- 8-way Power Adjustable Driver's Memory Seat
- 8" Touchscreen Satellite Navigation with European Mapping
- Touchscreen Satin Chrome Bezel Trim

- Rear Electric Windows Auto Up & Down Safety Function with Remote Window Control
- harman/kardon Premium Sound System with 10 Speakers & 590w External Amp
- Premium Vision Instrument Colour Cluster
- Gloss Black Finish Electric Window Switch Panels
- Satin Chrome Finish Interior Door Handles
- Rear Reading Lights
- Paddle Shift Transmission (On DCT Models)
- Drive Mode Select (On DCT Models)

Midnight Black
Satin Silver (Metallic)
White Pearl (Metallic)
Gravity Blue (Metallic)

'4' STANDARD FEATURES ADD (OVER '3')

- Panoramic Sunroof with Tilting & Sliding Function & Automatic Electric Roll Blinds
- Bi-Xenon Headlights with Automatic Levelling & Headlight Washers
- Dynamic Cornering Lights
- Black Leather Upholstery*
- Power Adjustable Passenger Seat (Sliding, Reclining)
- Front Air Ventilated Seats
- Outer Rear Heated Seats
- Alloy Pedals
- Stainless Steel Door Scuff Plates
- Rear Door Window Blinds
- Adaptive Smart Cruise Control Function
- Smart Key with Illuminated Start/Stop Ignition Button

- Front Cabin LED Map Light with Sunglasses Holder
- Rear LED Reading Light
- Ambient Lighting (Front Doors & Lower Centre Fascia)
- Wireless Mobile Phone Charger
- Smart Park Assist System (SPAS) - Parallel, Perpendicular & Departure Parking Modes
- 360° Around View Monitor
- Blind Spot Detection (BSD) with Rear-Cross Traffic Alert (RCTA)
- Lane Keep Assist System (LKAS)
- High Beam Assist (HBA)
- Speed Limit Information Function (SLIF)
- Autonomous Emergency Braking (AEB)

Midnight Black
Satin Silver (Metallic)
White Pearl (Metallic)
Gravity Blue (Metallic)

The All-New Kia Optima – more reasons why you simply can't say no

7-year vehicle warranty

Every Kia benefits from a 7-year/100,000 miles new car warranty. This bumper-to-bumper warranty is free and transferable to subsequent owners, provided the car is regularly maintained in accordance with the servicing schedule.

5-year paint warranty & 12-year anti-perforation warranty

High-quality body paint ensures long-lasting protection and shine for your new Kia. It also comes with superior corrosion protection and a 12-year warranty against rust from the inside out.

Stay in touch with Kia

Visit www.kia.co.uk for all the latest news and to find out more information about the All-New Optima range.



Care-3

For complete peace-of-mind, Kia can offer you a great value fixed-price servicing package for your new Optima which is called Care-3. Please speak to your Kia dealer for more information and pricing. Terms and conditions apply. Log onto www.kia.co.uk/care3 for details.

Financing

Your local Kia dealer can help you with a financing plan that's best suited to your needs. Log onto www.kia.co.uk for more details.

The official fuel consumption figures in mpg (l/100 km) for the All-New Optima range are: Urban: 55.4 (5.1), Extra urban: 68.9 (4.1) – 76.3 (3.7), Combined: 64.2 (4.4) – 67.3 (4.2). The official CO₂ emissions for the new Optima range are: 116–110 g/km

Fuel consumption figures are derived from testing in accordance with EU standard test procedures and regulations. These official figures are for comparative purposes only and may not reflect 'real world' fuel consumption. The figures do not constitute a guarantee or offer from Kia Motors. For more information visit <http://www.dft.gov.uk/vca/fcb/the-fuel-consumption-testing-scheme.asp>

The Kia 7-year warranty

7-year/100,000 miles new car warranty.







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All information and illustrations are based on data available at the time of print (December 2015) and are subject to change without notice. The fuel figures quoted were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC within the currently applicable version). These figures are based on an individual vehicle and do not constitute part of the product offer; they are provided solely for the purposes of comparison between different vehicle models. Contact your local Kia dealer for current information and full warranty details including terms and conditions. Images are for illustrative purposes only and may not be to UK specification.



The Power to Surprise