

OPTIMA



The Power to Surprise



THE NEW KIA OPTIMA

Beauty is just the beginning

Attractively packaged; incredible surprises inside

The new Kia Optima resembles a beautiful present, and stirs up excitement and expectation. And you certainly won't be disappointed. How would you like to receive plenty of standard features you'd only expect from a luxury class sedan, yet without the premium price tag? Whether it's innovations like automatic parking or the latest efficient engine technology, top-of-the-range safety features or the best legroom in its class – you can find it all, wrapped up in this beautiful Kia sedan. It's just the beginning of a great journey.

AWARD-WINNING LOOKS

Design that speaks for itself

A winning formula

When developing the new Kia Optima, Chief Design Officer, Peter Schreyer, set himself and his team another great challenge: to create a sedan as strongly individual, as it's part of the unmistakable Kia identity. The result is a triumph in every way. The long athletic bonnet, strong shoulders and beautifully sculpted roofline, as well as the structured edges and bold wheel arches all create a muscular, yet elegant appearance.

Inside, driver-focused high tech and premium materials create a welcoming atmosphere. In fact, this harmonious blend proved so successful that the Optima received the red dot design award, best of the best 2011 if design award and won the new German Automotive Brand Contest. As the "best of the best", the red dot jury recognised Kia's achievements in terms of design and innovation, as well as functionality, ergonomics, durability and eco-friendliness. The Optima's unequivocal commitment to comfort and the overall driving experience really helped the panel reach a decision.



red dot design award
best of the best 2011



product
design
award
2011



Bold energy, elegant shapes:
"The Optima attracts attention like a perfectly tailored Italian suit," says Chief Design Officer, Peter Schreyer.





The Kia 7-year warranty
7-year/150,000 km new car warranty. Valid in all EU member states (plus Norway, Switzerland, Iceland and Gibraltar), subject to local terms and conditions.

KIA QUALITY

Say goodbye to the status quo

Quality at its best

At Kia, we think you should always expect a little more. Like a car that's so well built, it comes with a 7-year warranty. It's a little extra peace of mind we want to share with you. This quality promise applies not only to every car in our range, we are also committed to the best possible service for an all-round rewarding Kia experience.

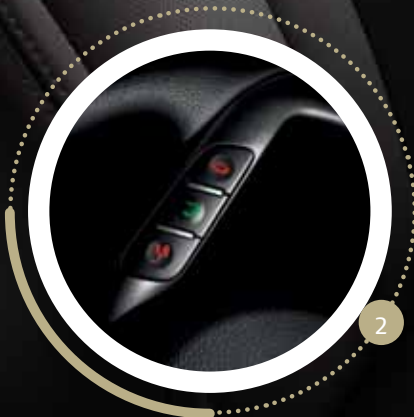
INTERIOR COMFORT AND QUALITY

The most relaxed form of movement

Sitting and driving comfortably

The new Kia Optima takes your well-being to another level. When it comes to head and legroom for all passengers, it's the best in its class. Premium materials and stylish upholstery options also enhance the luxurious environment. For the driver's convenience, the seat can be adjusted to individual requirements. The system will remember settings for up to two people. (Platinum model only.)

- 1. **Driver seat with electric lumbar support**
Giving you perfect back support for long journeys, the powered lumbar support features 2-way adjustability at the push of a button. (Platinum model only.)
- 2. **Bluetooth hands-free connectivity**
Make phone calls whilst keeping your hands on the steering wheel.
- 3. **Dual zone fully automatic air conditioning**
If you wish, simply choose different temperature settings for the driver and front-seat passenger. (Platinum model only.)



EXTERIOR DESIGN

Attractive for all the right reasons

Beautifully functional

There is method in the new Kia Optima – from the strikingly dynamic face with the signature grille to the sleek and sporty rear, this sedan blends form and function in a truly distinctive way. Take the long narrow headlamps set in black bezel frames. They are fitted with dual projector headlights as standard with static bending lights for added safety on the road. LED daytime running lights and LED rear lights also combine a sporty appearance with functionality (Platinum model only).

The muscular beltline running along the length of the car improves airflow and draws the front and rear together. And for a seamless look from every angle, the B-pillar comes with a high-gloss black finish if you opt for the panoramic sunroof.

1. Chrome exhaust pipe
2. LED rear combination lamps (Platinum model only)
3. LED daytime running lights



Dynamic beauty:

Long bonnet, lower stance, short overhangs, chrome details: the key ingredients for sporty, elegant appeal.



Active and passive safety features

Prepared for any road ahead

Just one look at the Optima will leave you in no doubt that this is a driver's car. The agile vehicle is matched with a range of electronic assistants designed to help you both stay safe and enjoy the road.

Vehicle stability management (VSM)

(VSM) works in conjunction with motor-driven power steering to ensure the car stays stable whilst braking around corners, especially on wet, slippery and rough roads.

1. Body shell

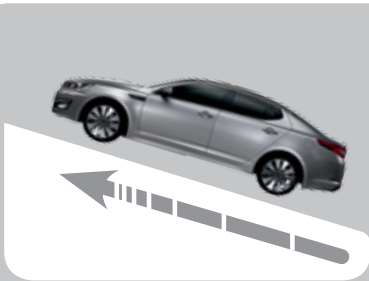
Optimum defence: the lightweight design with enhanced structural strength provides a robust body shell.

2. Active front headrests

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

3. Front safety power windows

If the driver and front passenger windows sense an obstacle as they're raised, they automatically stop and wind down.



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.





EQUIPMENT OPTIONS

Getting more as standard

Comfort meets high tech

The new Kia Optima aims high when it comes to your driving pleasure. That's why many top-of-the-range features you'd normally expect to be optional come as standard in either the Optima EX or Platinum models. And if you want to enhance the luxurious, sporty or functional side of this sedan, there's plenty of room for that too.

1. Auto defog system

When condensation forms on the windscreen, sensors automatically start the demisting process. (Platinum model only.)

2. Electric folding mirrors

Exterior mirrors fold up and away for greater parking convenience. The gull wing folding style echoes the classic sports car era.

3. High quality audio

A premium 6-speaker audio system with RDS radio, MP3 compatible CD audio and USB/AUX ports as standard.

4. Dual-zone automatic climate control

Two individually adjustable zones for tailored comfort. (Platinum model only.)

5. Leather steering wheel

The beautifully stitched leather steering wheel comes as standard.

6. Cruise control

Sets the speed for added convenience on the motorway.

7. Rear cabin ventilation

Vents between the front seats provide optimum temperature at the back. (Automatic only.)

8. Bluetooth hands-free connectivity

Make phone calls whilst keeping your hands on the steering wheel.

9. Paddle gear shift (automatic transmission)

Shift gears without taking your hands off the steering wheel.

10. Cooling glove box

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

11. Sunglasses storage with dual map light

The handy sunglasses holder is conveniently placed just above your head.

12. Chrome exhaust pipe

For an all-round stylish appearance.

13. Escort lights

Headlamps remain lit to guide the driver at night.

14. Luggage compartment

A spacious luggage compartment with one of the largest capacities for its class.

15. Fog lamps

For added safety and visibility on the road.





PEACE OF MIND

Ready for 7 years of confidence?

7-year vehicle warranty

Every Kia benefits from a 7-year/150,000 km 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 rusting from the inside out.

Stay in touch with Kia

Visit www.kiamotors.ie for all the latest news. Find out more about Kia and our exciting new car range. Get updates on achievements in alternative fuel development, like liquid gas, hybrid and fuel cell technology. Or discover what our environmental research centre is working on. We're also involved in major sporting events: Kia is an official partner of both UEFA and FIFA. We sponsor the 2012 UEFA European Football Championship, the Australian Open and the tennis star Rafael Nadal. Kia Motors Ireland is proud also this year to support the Olympic Council of Ireland.

Kia Credit

Your local Kia dealer can help you with a financing plan that's best suited to your needs. Please ask for details.



The Kia 7 year warranty
Every Kia benefits from a 7-year /
150,000 km new car warranty

PAINT, WHEELS AND SPECIFICATIONS

The finishing touches

Your Optima
To make this sedan truly your own, choose from our selection of stylish wheels, individual colours and the engine to suit you.

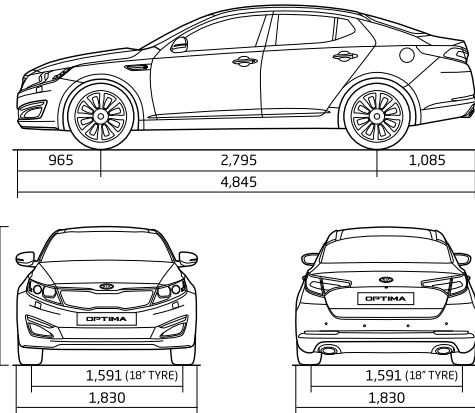
Optima specifications

Engines	Nu 2.0 Petrol		U II 1.7 DIESEL	
Displacement (cc)	1,999		1685	
Max. power (hp/rpm)	170/6,600*		136/4,000	
Max. torque (kg-m/rpm)	198/4,600*		33.14/2,000-2,500	
Max. engine speed (rpm)	n/a		5,100	

Unit (mm)					
Overall length	4,845	Shoulder room (front)	1,455	Hip room (front)	1,388
Overall width	1,830	Shoulder room (rear)	1,415	Hip room (rear)	1,384
Overall height	1,455	Wheelbase	2,795	Luggage area volume	505L
Headroom (front)	1,028	Wheel tread (front)	1,591	Fuel tank (litres)	70
Headroom (rear)	965	Wheel tread (rear)	1,591		
Legroom (front)	1,155	Overhang (front)	965		
Legroom (rear)	880	Overhang (rear)	1,085		

* All information and illustrations are based on data available at the time of publication and are subject to change without notice. Contact your local Kia dealer for current information.

Optima exterior dimensions (mm)



Body colours and wheel options



Snow white pearl (SWP)



Bright silver (3D)



Satin metal (STM)



Platinum graphite (ABT)



Ebony black (EB)
(Non-metallic)



16-inch alloy wheel
(EX)

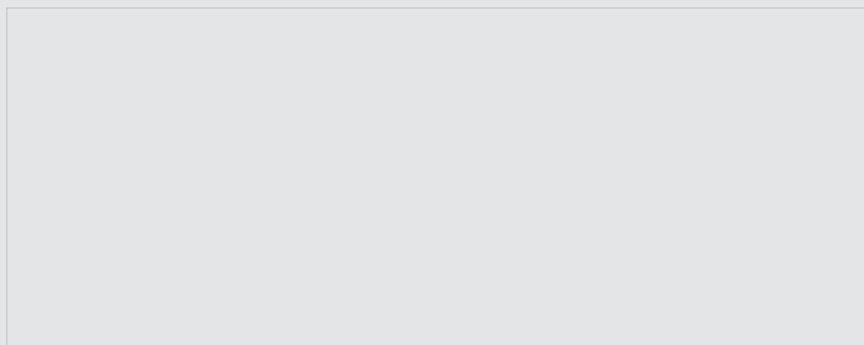


17-inch alloy wheel
(Platinum)



18-inch Sporty alloy wheel
(Platinum)

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Kia Motors Ireland
Unit 8, Calmount Park
Calmount Road, Dublin 12
Tel : 01 4601288.
Fax : 01460-1327

All information, illustrations and specifications are correct at the time of printing and are subject to change without notification. The models and specifications shown in this brochure may vary from the models available in your market. Due to the limits of the printing process, the car body colours shown may differ slightly from the actual colours. Please contact your local Kia dealer for the latest information.