



ALL-NEW
OPTIMA



PROGRESSION AT EVERY LEVEL

Innovation, a sporty stance, and style that conveys confident individuality. These are the characteristics you expect from progressive, modern car design. One glance at the bold new shape of the Kia Optima will convince you that these qualities are effortlessly delivered.

Hone Your Competitive Edge

OPTIMA



THE ESSENCE OF MODERNITY

With a bodyshell conceived as a single futuristic unit, the high-tech silhouette conveys all the clean, streamlined references its designers could muster. The striking, sharply styled front end is further refined by the contrasting black of the signature Kia radiator grille, bezel frame headlights and lower air dam. The Optima is dynamism personified.





**THE CITYSCAPE...
YOUR NATURAL PLAYGROUND**

Turning heads thanks to its strong exterior styling, the Optima is the ideal accompaniment to urban living. High-tech rear lamps and reflectors emphasise the elegant visual flow, while oval, chrome-tipped exhaust pipes put the accent on power.

**SLEEK AND PURPOSEFUL
FROM FRONT TO BACK**

There are some things that all sporty cars have in common: a long athletic bonnet, a lowered profile, and chrome detailing. One dynamic styling attribute after another all come together in perfect harmony to create the Kia Optima.



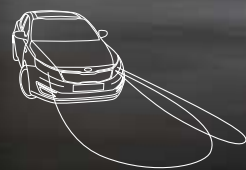
Character lines

A vehicle's outline is what defines its character. The Optima's coupe-like roofline, flowing smoothly into the high rear deck, merges uninterrupted with the strong C-pillar.



Static bending lights

Available as an option, HID headlamps with static bending lights increase your visibility when cornering, synchronising with the turns of the steering wheel to light up more of the road.



HID Xenon headlamps with static bending lights

*SPECIFICATION
THAT ATTRACTS ATTENTION*

Projection headlamps and a high-mounted LED stop lamp are just some of the defining features of the Optima. LED daytime running lights heighten the specification even more, while the optional sport package offers unique 18-inch alloy wheels and LED rear combination lamps, adding to the dynamic appeal.



LED rear combination lamps



LED daytime running lights



The Optima's muscular athleticism is carried through to the cabin. A cockpit area shaped around the driver combines with a sturdy 4-spoke steering wheel for complete control.

A SPACE WHERE YOU'RE IN CHARGE



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

A 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. At the same time it allows you to fully customise the menu to your own desired settings.

<p>Distance To Empty 148km</p> <p>ODO 850km</p>	<p>Elapsed Time 01:05</p> <p>ODO 850km</p>	<p>Align steering wheel</p> <p>ODO 850km</p>	<p>INST Fuel Economy L/100km</p> <p>ODO 850km</p>
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Bluetooth



◦ **Bluetooth hands-free**
Optional Bluetooth functionality* lets you use your mobile phone without taking your hands off the steering wheel.
*Not available in some countries



◦ **Auto cruise control**
Ideal for motorway cruising, auto cruise control lets you maintain a constant speed and enhances fuel economy.

[-]
DOWN SHIFT

[+]
UP SHIFT

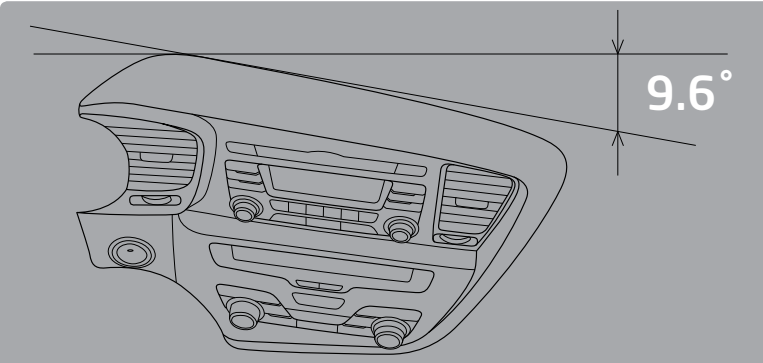


◦ **Paddle shifters**

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

*EMBRACE THE TECHNOLOGY,
INDULGE IN THE DESIGN*

Take your seat in the Optima and what registers first is the array of technologically advanced features at your disposal. From paddle shifters to auto cruise control, and from a bright, easily-readable supervision cluster to the wraparound, driver-oriented centre fascia, this is a car designed for the here and now, with one eye on the future.



◦ **Centre fascia**

The centre fascia is angled towards the driver by 9.6 degrees, putting the audio, navigation and air conditioning systems within easy reach and making control and operation as uncomplicated as possible. All the while contributing to the feeling of spaciousness and comfort.





○ **Dual zone full auto temperature control**
Different people prefer different temperatures. No problem – the climate control divides into two individually adjustable zones for custom tailored comfort.



MORE SPACE, MORE COMFORT, MORE SOPHISTICATION



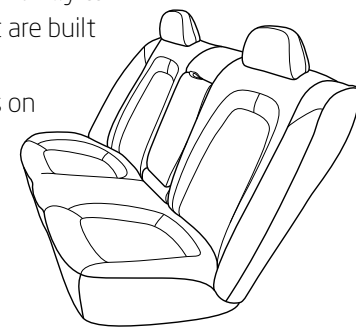
Despite a lowered exterior height and an elevated beltline, interior dimensions on the Optima have actually been increased. How? Through the innovative use of space and the judicious layout of elements.

Headroom and legroom are generous for both front and rear passengers. Driver comfort has received particular attention, with the driver seat incorporating an advanced memory system that remembers the settings for two different drivers. And so that the front passengers aren't left out, their seat gets the same treatment.



ATTENTION TO DETAIL FOR YOU AND THOSE CLOSEST TO YOU

The spaciousness of the Optima allows your friends and family to experience all the reassuring comfort and elegance that are built into this highly refined vehicle. At the same time, they'll appreciate the use of luxury materials and the emphasis on texture – the finishing of the seats blending seamlessly with the trim detailing. Storage is generous too, with door pockets, cup and bottle holders, and seat back pockets. All of it perfectly complemented by cool mood lamps and interior lighting.



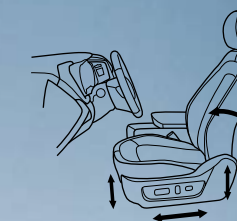


1. **Ventilated front seats**

Both the driver and front passenger seats are ventilated for enhanced comfort on hot or cold days. Warm or cool air is blown through the seat and backrest cushions, preventing perspiration build up.

FRESH AIR AND MORE LIGHT AT THE TOUCH OF A BUTTON

Nothing beats fresh air and sunshine. The Optima's panoramic sunroof lets plenty of light into the interior, while increasing the sensation of space. Just tilt and slide, and in case things get a little too hot, electric roll blinds slide into place to protect you from UV rays. For seamless design integration, sunroof-equipped Optimas come complete with black high gloss side pillar trim.



1. **8-way adjustable driver seat**

Ideal for fine-tuning your driving position, the 8-way adjustable driver seat provides ultimate flexibility. The IMS (integrated memory system) automatically stores settings for two drivers.

2. **Driver lumbar support**

Powered lumbar support in the driver seat, with 2-way adjustability at the touch of a button, allows optimum seating comfort. This is a feature that's indispensable on long journeys.

◦ **Panoramic sunroof**

The panoramic sunroof expands everything about the Optima – visibility, styling, and sporty appeal. Open it up and get closer to the sky.



TECHNOLOGY TO MAKE LIFE SIMPLE AND DRIVING MORE ENJOYABLE

As you would expect with a car of this calibre, the Optima positively bristles with the latest technology. The 530-watt premium Infinity sound system features 8-speakers in addition to the standard AUX-USB and iPod connectivity, ensuring an unsurpassed listening experience on the move. All of it operated via intuitive, fingertip-sensitive controls.



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 individualized listening experience.



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 Aux or iPod mobile storage device and play tunes you've already downloaded.



Infinity



<< 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.



*STYLED AROUND THE WAY
YOU LIVE YOUR LIFE*

Before a car performs on the road, it has to turn in a winning performance on your heart. Exuding chic good looks and sporty style, it doesn't take long for the Optima to convince you that it shares your desires. An exterior that's dynamic and elegant, an interior that functions like an extension of your plugged-in, high-tech world. Welcome to the new Optima.



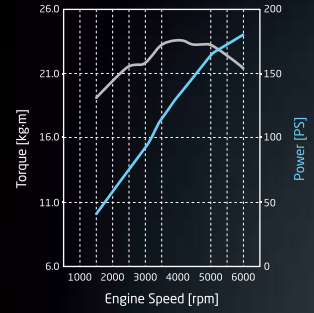
*EVERY DIRECTION
IS THE RIGHT DIRECTION*

The road ahead, the sky above, the miles passing beneath your wheels. The power of the Optima lies in its ability to make every journey a truly memorable one.



Theta II 2.4 MPI Engine

Type	CVVT
Displacement (cc)	2,359
Max. Power (ps)	180
Max. Torque (kg.m)	23.6
0 - 100km/h (sec)	9.5
80 - 120km/h (sec)	6.6



HIGHER PERFORMANCE WITH LOWER EMISSIONS



Active ECO system

Standard with all Optima 6-speed automatics, the Active ECO system optimises all the drive train elements to deliver significant fuel savings.



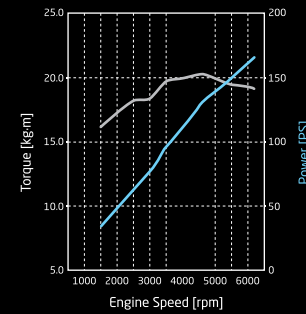
Organ-type accelerator pedal

Accelerate in comfort by letting your foot and ankle travel in the same trajectory as the pedal itself.



6-speed manual transmission

Reverse gear is positioned close to the driver's seat, making light work of manoeuvres where several forward and reverse shifts are required.



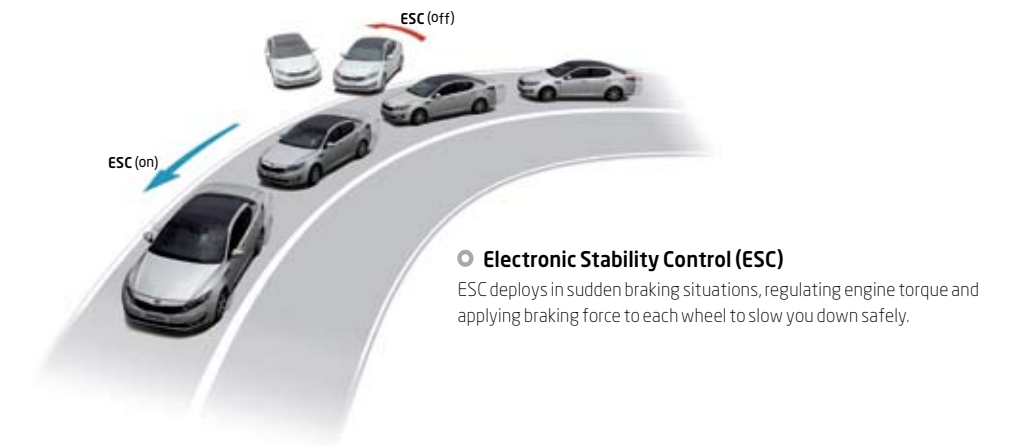
Theta II 2.0 MPI Engine

Type	CVVT	Max. Torque (kg.m)	20.2
Displacement (cc)	1,998	0 - 100km/h (sec)	10.9
Max. Power (ps)	165	80 - 120km/h (sec)	7.9

6-speed automatic transmission While advanced software means gear shifts occur at the optimum point, the manual gate is positioned on the driver's side for easier operation.

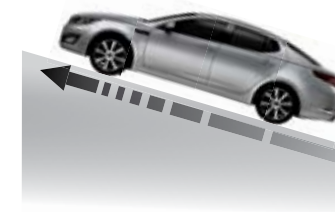


SAFETY DELIVERED, REASSURANCE BUILT IN



● **Electronic Stability Control (ESC)**
ESC deploys in sudden braking situations, regulating engine torque and applying braking force to each wheel to slow you down safely.

Safety is up there with style, dynamics and performance when it comes to car design. The Optima incorporates a whole range of state-of-the-art features to provide you and your passengers with safety of the highest order. These include electronic stability control for when you have to brake suddenly, oversize disc brakes for smooth, controlled and powerful braking, and details such as a rear view camera and active headrests in the front seats.



● **Hill-start Assist Control (HAC)**
This useful system stops you rolling backwards when you have to pull away from a standstill on an incline.



« **Front active headrests**
Front active headrests move forwards and up 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, rear, side and curtain airbags**

An advanced 6-airbag system comprises driver/passenger airbags at the front, front-side airbags for additional driver and passenger protection, plus curtain airbags to protect both front and second row occupants.

▼ **Larger disc brakes**

The Optima's 18" alloy wheels are fitted with large, 17-inch (∅ 320/28t) disc brakes, providing powerful braking and a racy, sporty appearance.



QUALITY IS ALL IN THE DETAILS

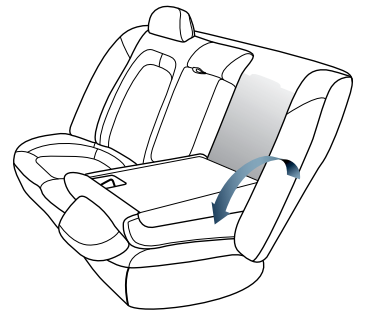
Every part of the Optima has been considered from your point of view. This means features that don't just work smoothly and logically, but play a key role in driving enjoyment. From a heated steering wheel that makes driving on cold winter days a pleasure not a chore, to aero blade wipers that keep your view crystal clear while also cutting down on wind noise, everything has been thought through to the last detail.

► 60:40 split fold down rear seats

The 60:40 folding rear seats offer plenty of flexibility when it comes to hauling luggage, and are particularly suited to carrying longer and unusual-shaped cargo.

◀ Remote keyless entry system

With the key blade neatly folding away into the main body of the key, a simple press of the button is all it takes to lock and unlock the car.



01. Rear view camera A screen in the Electro-Chromic rear view mirror relays images from a rear mounted camera, clearly showing what's behind you.

02. Rear parking system Ideal for the city, the rear parking assist system uses sensors to warn you if you get too close to an object when parking.

03. Chrome outside door handles A stylish touch and also a practical one. Chrome outside door handles are both eye-catching and durable.

04. Escort lights* Headlamps remain lit so that the driver always walks away from the vehicle in the light.

* Only available with remote keyless entry system

05. 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.

06. UV cut windscreen glass The front windscreen cuts harmful ultraviolet rays, helping to reduce glare and keep the interior temperature even and comfortable.

07. LED high-mounted stop lamp An LED stop lamp, placed high up in the rear window where it provides maximum visibility, warns the driver behind and other road users that you're applying the brakes.

08. Dual muffler Dual oval-shaped exhaust tips on the 2.4 engine version have an unmistakable sporty resonance.

09. Engine start button Fire the Optima's engine with one touch of the engine start/stop button, and get a reminder of the car's sporty prowess.

10. 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 be adjusted to suit the passengers' wishes.

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

12. Sunlight storage with dual map lamps A sunglass holder is conveniently placed just above head height, and is located between twin map-reading lamps.

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

14. Auto defogging system When condensation forms on the windscreen, sensors automatically begin the de-misting process, doing away with the need to operate the controls manually, and providing optimum visibility for safe driving.

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



OPTIMA *Sport Package*

The Optima really shows its mettle with the optional Sport Package. Breathing youth and energy, it allows two sparkling personalities to shine through – yours and the car's. Wheels, radiator grille, bumpers, lip-type spoilers and a range of other features come together to provide a distinctive identity from the ground up.





Sport seat
Black never goes out of fashion – for good reason. Stylish, sporty.



OPTIMA *Sport Package*

- 1. **Unique sporty 18" alloy wheels** Large and fast-looking, with extra large brake discs to match.
- 2. **Sporty front radiator grille / bumper** Provide real presence with their assertive, stand-out design.
- 3. **Stylish side bumper** Sculpted into the bodywork, for an aggressive, purposeful appearance.
- 4. **Alloy pedals** Put a real touch of motorsport control at your feet.
- 5. **High performance damper** For ultimate driving performance over all types of road terrain.
- 6. **Carbon fibre-look interior accents** Provide that final finishing touch on the interior space.
- 7. **Lip-type rear spoiler / bumper** Add a touch of style and aerodynamics at the back.



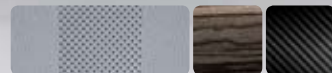
* The exterior specification of the Sports Package cannot be altered. For the interior specification, the normal colour/finishing options are available.

INTERIOR COLOURS

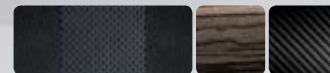
Choose an interior colour for your Optima to match your personality and mood.



Beige two-tone
A sophisticated combination that's both practical and easy on the eye.



Gray two-tone
Tasteful and laid-back with overtones of urban chic.



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

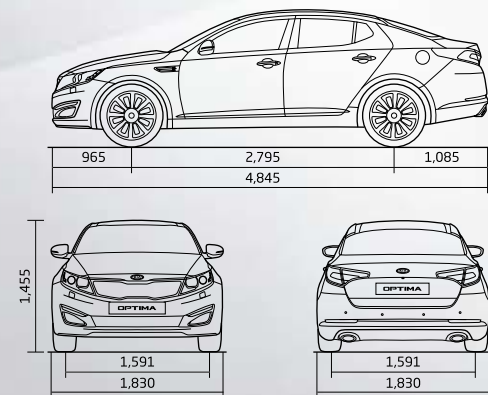
BODY COLOURS

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



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

Three different sizes, five different designs.



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 through out 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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The Power to Surprise™

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. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) -- a maker of quality vehicles for the young-at-heart -- 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. Over 1.5 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 42,000 employees worldwide and annual revenues of almost US\$1.5 billion. It is the major sponsor of the Australian Tennis Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

