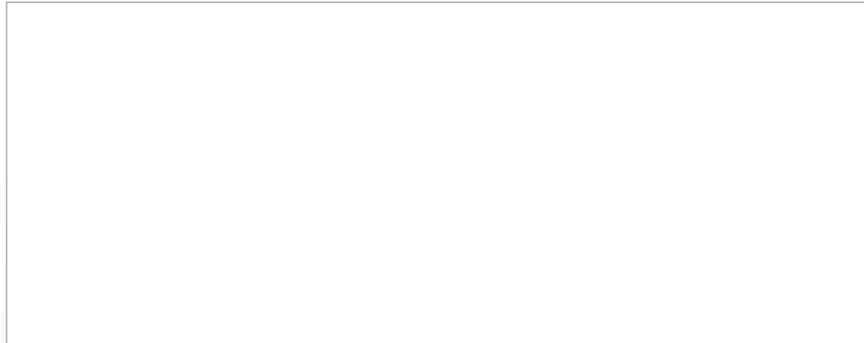




The Kia 7-year / 150,000 km new car warranty. Valid in all EU member states (plus Norway, Switzerland, Iceland and Gibraltar), subject to local terms and conditions.

www.kia.com



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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 most recent information.

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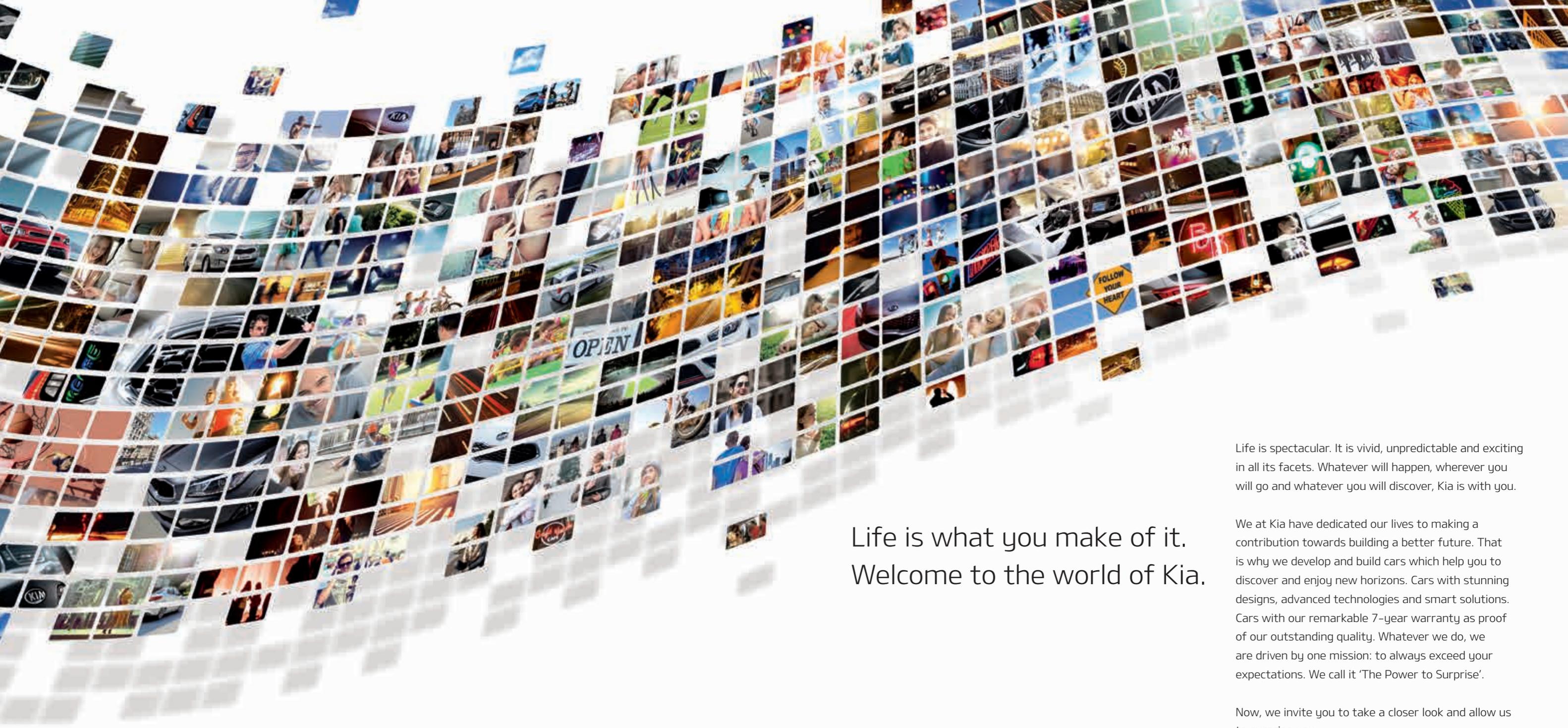
The Power to Surprise



The Power to Surprise

All-new Kia
OPTIMA





Life is what you make of it.
Welcome to the world of Kia.

Life is spectacular. It is vivid, unpredictable and exciting in all its facets. Whatever will happen, wherever you will go and whatever you will discover, Kia is with you.

We at Kia have dedicated our lives to making a contribution towards building a better future. That is why we develop and build cars which help you to discover and enjoy new horizons. Cars with stunning designs, advanced technologies and smart solutions. Cars with our remarkable 7-year warranty as proof of our outstanding quality. Whatever we do, we are driven by one mission: to always exceed your expectations. We call it 'The Power to Surprise'.

Now, we invite you to take a closer look and allow us to surprise you.



Sharp, smart and full of innovative ideas.

The all-new Kia Optima is full of smart ways to get ahead. Loaded with innovative features, advanced safety and comfort technologies and clever ways to stay connected, it's the perfect partner to help you stay on top of your game.



Perfectionism has its rewards.

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 to state-of-the-art features, the all-new Optima sets a new standard in quality.



Designed for business. And pleasure.

Refined proportions, sleek lines 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 grille and LED rear lamps make sure to get you noticed.



Keep your vision clear.

LED Rear Combination Lamps

Wraparound 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.

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 offer crystal-clear illumination for enhanced visibility and even safer driving.





Comfort you can count on.

It's easy to keep your cool in the all-new Kia Optima – even on the most stressful days. Innovative comfort features include ventilated seats to keep you fresh, a spacious interior and a driver-oriented cockpit with high-quality, soft-touch materials. And thanks to optimised sound-proofing in the cabin, you'll enjoy an even more refined ride.



The new comfort zone.

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.



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 seats with adjustable levels of warmth. Ventilating front seats circulate warm or cool air to keep you as snug or refreshed as you choose.

Smart ideas to keep you focused.

The advanced driver-oriented interior of the all-new Optima is modern, refined and full of class-leading features to help you stay focused on the go. In fact, you'll find everything you need right in front of you.

Supervision cluster with 4.3" TFT-LCD

The bold, tandem-cylinder supervision cluster boasts a 4.3" colour TFT-LCD (on EX models) which provides customisable data essentials – from average fuel economy to outside temperature. LX models feature a 3.5" monochrome TFT-LCD.



4.3" colour TFT-LCD Trip

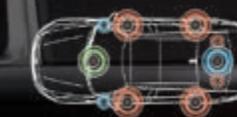


3.5" Monochrome TFT-LCD Trip



Wireless Mobile Phone Charger

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



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 optional 8" EU Audio-Visual Navigation 2.0 includes a Radio Data System (RDS), MP3, Bluetooth, rear-view camera, 6 free annual map updates, optional DAB+ 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 standard 7" EU Audio-Visual Navigation 2.0 includes a Radio Data System (RDS), MP3, Bluetooth, rear-view camera, 6 free annual map updates, optional DAB+ and supports TomTom WiFi Services.

Where? When? How? The answer is here.

Our new navigation system featuring TomTom services 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 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**:

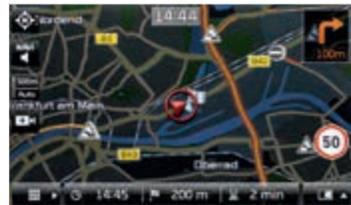
You'll also be alerted to a whole range of speed cameras, including fixed and stationary ones, as well as restricted access zones. The system can even take into account areas where accidents are particularly common, and warn you about these accident black spots.

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.



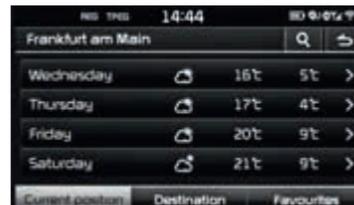
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2



3



4



*Smartphone with data plan required to activate services.

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

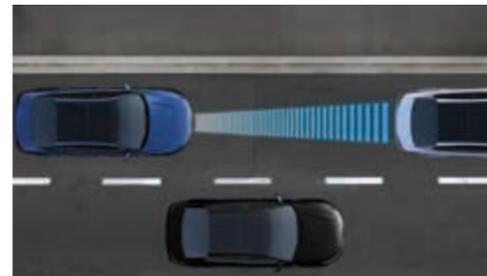
Intuitive intelligence.

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



Autonomous Emergency Braking (AEB)

The Autonomous Emergency Braking system 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.



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 predetermined safe distance is not being maintained, the system will reduce the speed, and even stop the car, until the vehicle ahead proceeds.



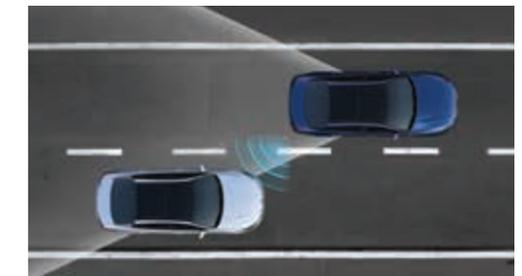
Speed Limit Information Function (SLIF)

The Speed Limit Information Function uses a camera to read speed limit signs and then displays the speed alongside the vehicle's actual speed. It also factors in the current time of day and weather conditions.



Lane Keep Assist System (LKAS)

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



Blind Spot Detection (BSD)

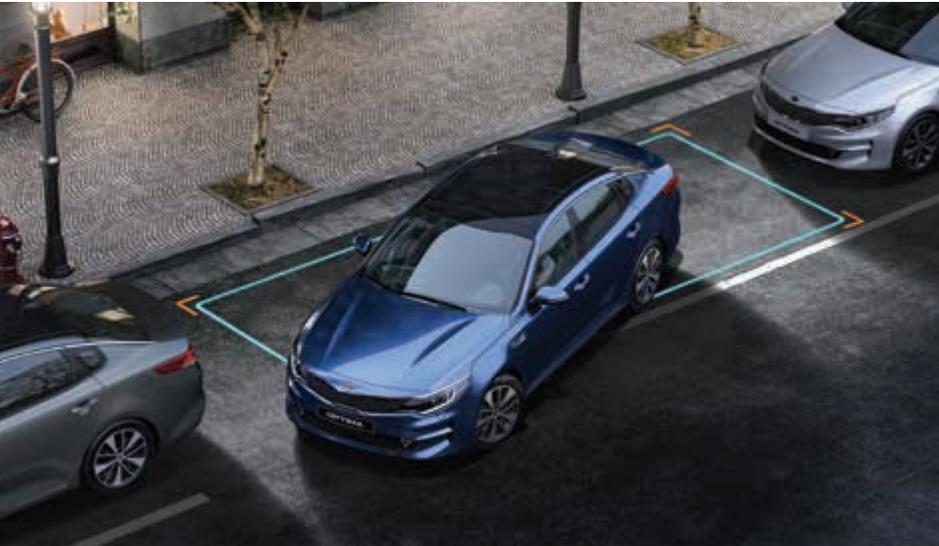
With radars that monitor your blind spots and warn you of oncoming cars via a flashing light on the side-view mirror, Blind Spot Detection makes sure all your angles are nicely covered.

Lane Change Assist (LCA)

Using the side mirror and cluster displays, Lane Change Assist detects and alerts you when vehicles up to 70m away are approaching in the parallel lane.

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 20 km/h, 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 into parallel and perpendicular parking spaces. With the maneuvering-out function, you'll even get help pulling out of parallel parking spots.



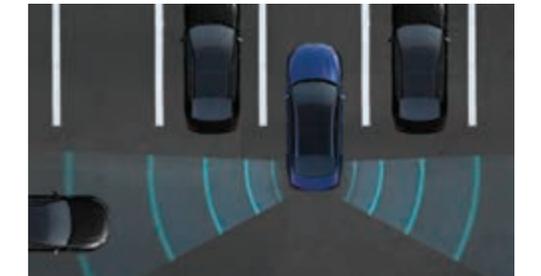
Adaptive Front Lighting System (AFLS)*

There's no such thing as being left in the dark. The AFLS directs the low beams to follow the curve as the vehicle turns, improving night-time visibility. It adapts in proportion to vehicle speed, weight and the angle of turning.



High Beam Assist (HBA)*

A camera in the windshield 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.



Rear Cross Traffic Alert (RCTA)

You'll have no nasty surprises when backing out of a parking space or driveway. The Rear Cross Traffic Alert system warns of any cross traffic in the lane you're entering.

Smooth, quiet and fuel-efficient.

Take your pick of powerful petrol or diesel engines, because whatever you choose, it will be a smooth, quiet and fuel-efficient ride. The diesel engine offers the option of a 7-speed Dual Clutch automatic transmission for an even sportier – and more thrilling – ride.



Energy Regeneration System

Idle Stop&Go technology is as reassuring for your wallet as it is for the environment. The option 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.



Petrol engine (Nu 2.0 L CVVL)
Max. power 163 PS @ 6,500 rpm



Diesel engine (U2 1.7 VGT)
Max. power 141 PS @ 4,000 rpm

Always stay
in control.

Re-engineered for an even smoother ride and more responsive maneuvers, the chassis allows you to maintain full control – no matter the conditions on the road. 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) on diesel models.



Electronic Controlled Suspension (ECS)

The Electronic Controlled Suspension system adapts in real time to driving conditions, and modulates damping characteristics for optimum handling and ride quality. Optional on diesel LHD models with DCT transmission.

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.

7 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, as well as a driver's knee airbag on LHD models.

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. Plus, if you're looking for even more ways to enjoy your ride, a host of enticing optional extras are available.



Hands-free trunk opening

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



Remote window control

Open or close all your windows with a remote key by simply holding for three seconds. Includes a safety stop.



LED fog lamps

Stylish and practical, the LED front fog lamps illuminate the road ahead when visibility is limited. Available on LX and EX models.



Smart Welcome Lighting System

The exterior and interior lights synchronise with your Smart Key to light up and welcome you back to your car.



LED map lamps

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



60:40 split rear seats

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



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 breezy and bright dimension to your journeys. Electric controls allow you to open and close easily. Available with an EX option.



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. Standard on EX.



Heated steering wheel

Take the bite out of cold winter days with the optional heated steering wheel.



Rear power outlet

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



Rear window sunshade

The retractable rear window sunshade helps you keep passengers and cargo nice and cool on hot days.



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.



7-speed DCT (Dual Clutch Transmission)

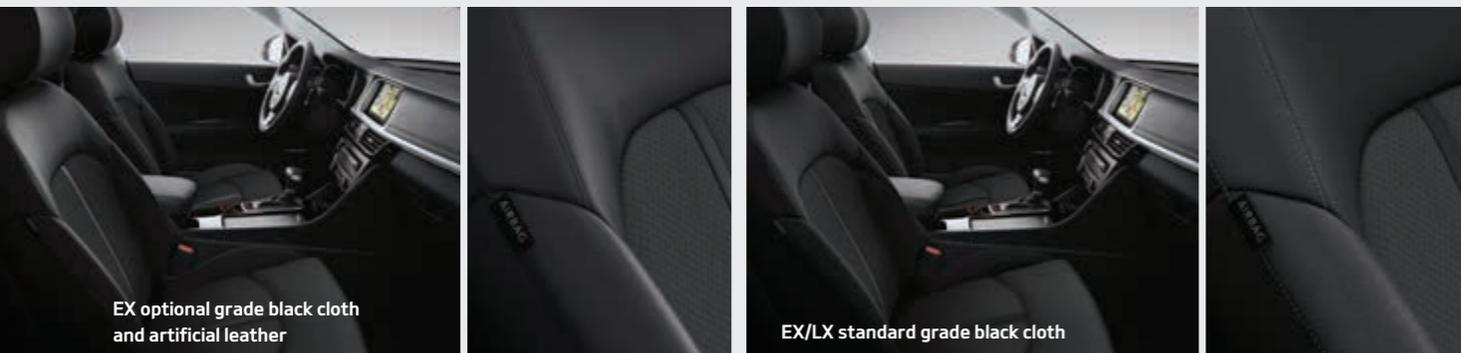
Using a second clutch to handle even-numbered gears, 7-speed DCT makes gear changes smooth and instantaneous. **6-speed automatic transmission** An electronically controlled automatic transmission offers smooth, seamless shifting. **6-speed manual transmission** The fuel-efficient 6-speed manual transmission lets you access high torque for acceleration and sporty performance.



Every decision will be a good one.

Black One-Tone Interior

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



Take your pick of the all-new Optima's refined interior colours, materials and trims. With three different sophisticated interior options, you simply can't go wrong.

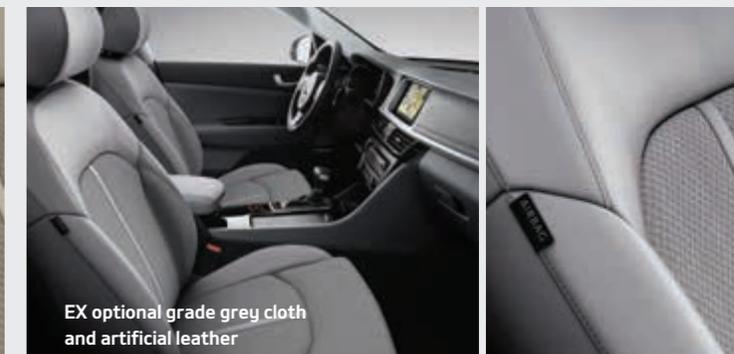
Beige Two-Tone Interior

Soothing beige leather seats, with beige door centres, lower dash and console armrest, black upper dashboard and door top sills, black footwells, lower console and lower doors, and metallic accents.



Grey Two-Tone Interior

Soothing grey leather seats with grey door centres, lower dash and console armrest, black upper dashboard and door top sills, black footwells, lower console and lower doors, and metallic accents.



Give your exterior an edge.

Fresh, exciting and dynamic exterior and interior colour combinations give you the chance to make your mark – however you choose.

When you drive a Kia, you're part of a bigger movement to find more ecologically compatible ways of living on the planet we share.

Cars that care.

Radiator grille



A-type
The LX grille features a refined, glossy black finish.



B-type
The EX grille is hot-stamped with chrome for a sportier look.

Lamps



Dual projection-type headlamp



LED-type rear combination lamps



Single projection-type headlamp with LED DRLs (LX)



Bulb-type rear combination lamps

Wheels



215/60R 16\"/>



215/55R 17\"/>



235/45R 18\"/>

Exterior colours



Snow White Pearl [SWP]



Moss Grey [M5G]



Clear White [UD]



Temptation Red [K3R]



Silky Silver [45S]



Gravity Blue [B4U]



Aurora Black Pearl [ABP]



Pluto Brown [G4N]



Platinum Graphite [ABT]

Enjoy a wide choice of exterior colours, including one solid, two pearlescent and six metallic options. Three all-new metallic colours give you even more of a selection.

ECO dynamics

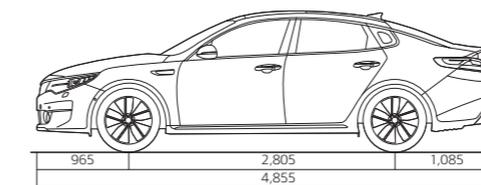
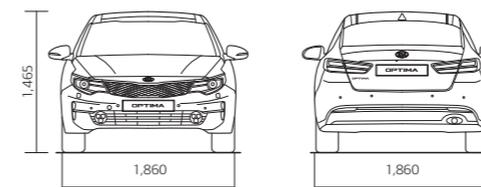
At Kia Motors, caring for our planet and its people are top priorities, and we continuously strive to translate this commitment into tangible action. Established in 2009, our Eco-Dynamics sub-brand designates the most eco-friendly cars within each Kia model range, and showcases our new fuel-stretching and emission-cutting technologies such as hybrid, electric and hydrogen fuel cell powertrains.

We are in the process of building a clean production system, raising the resource recovery rate, designing vehicles with the disposal phase in mind and increasing energy efficiency. At the same time, we are moving towards more and more environmentally-friendly materials, adopting those with biodegradability and bio-inspired technology wherever possible.

In this way, we aim to cut energy consumption and help combat climate change. If you feel the same way about preserving the environment and ensuring a brighter future for all, we have just the vehicle for you.



Dimensions (mm) _ * 18" - wheel-base



Specifications (mm)

Overall length	4,855
Overall width	1,860
Overall height	1,465
Wheelbase	2,805
Wheel tread (front/rear)	1,597/1,604
Headroom (front/rear)	1,020/970
Legroom (front/rear)	1,155/905
Shoulder room (front/rear)	1,475/1,432
Hip room (front/rear)	1,423/1,422
Fuel tank capacity (l)	70



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.



7-year vehicle warranty

Every Kia benefits from a 7-year/150,000 km new car warranty (unlimited for up to 3 years; from 4 years onwards, 150,000 km). 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.com 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 environment 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 Australian Open and tennis star Rafael Nadal.

Financing

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