

The power to surprise

Kia Motors Corporation – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea’s oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Currently Kia has over 47 000 employees worldwide and annual revenues of US\$39 billion. It is the major sponsor of the Australian 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.

The all-inclusive Optima

All that’s missing from the Optima is you. We’ve included everything else. Technology that belongs in the future. A luxurious interior that removes all stress. Design that takes your breath away. But this car is not about what’s taken away; after all, we’ve excluded nothing.

Your eyes don’t lie

What you see is progressive, modern design. A stance that rules the road while never being more than a few centimetres above it. The Optima’s design characteristics are motivated by innovation and realised by art. This includes a bodyshell conceived as a single futuristic unit with an arresting silhouette. The striking front end is refined by the sharply contrasting black of the signature Kia radiator grille, bezel frame headlights and lower air dam. High-tech LED rear lights and reflectors make sure the front doesn’t get all the admiring glances by emphasising an elegant visual flow. The coupe-like roofline, flowing smoothly into the high rear deck, merges uninterrupted with the strong roof pillar.









The inner sanctum

The Optima's muscular athleticism is carried through to the cabin. The cockpit area is shaped around the driver with a **4-spoke multi function steering wheel** for complete control. You also have an array of technologically advanced features at your disposal. The 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 driver information at the touch of a button.

Paddle shifters bring an exciting new dimension to your driving through their ability to make lightning-quick gear changes. **Bluetooth** lets you use your mobile phone without taking your hands off the steering wheel while the centre fascia is angled towards the driver, putting the audio system and climate control system within easy reach and making control and operation as simple as possible.

Your eyes will appreciate the sleek roofline and profile, the rest of you will appreciate the generous legroom in both the front and rear. Driver comfort has received particular attention, with the driver's seat incorporating **IMS (Integrated Memory System)** that remembers the settings for two drivers. Both the driver and front passenger seats are **ventilated** for enhanced comfort - warm or cool air is blown through the seat and backrest cushions.

You'll also appreciate the use of luxury materials and the emphasis on texture - the finishing of the seats blends seamlessly with the trim detailing. The **climate control** divides into two individually adjustable zones for custom tailored comfort. But, of course, nothing beats fresh air and sunshine. The Optima's optional **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.

All of this sounds good, but not as good as the 530-watt, eight-speaker, **Infinity sound system**. This includes AUX/USB and iPod connectivity, resulting in an unsurpassed listening experience, fully operated via intuitive, finger-sensitive controls.



Faster, Further, Fewer Emissions

The Optima's revolutionary new GDi engine improves power, performance and environmental friendliness.

Go faster: highly pressurised fuel is injected directly into the engine's cylinders, improving combustion.

Go further: reduced internal friction has led to better fuel economy.

Go green: Dual Continuously Variable Valve Timing (DCVVT), which improves engine breathing for lower emissions.

The **Active ECO system** optimises all the drive train elements to deliver significant fuel savings. It does so while you accelerate in comfort. The organ-type accelerator pedal lets your foot experience luxury too by allowing your foot and ankle to travel in the same trajectory as the pedal itself.

The **six-speed transmission** incorporates advanced software and a unique 'flat' torque converter ensuring ultra-fast, smooth and precise gearshifts throughout the engine speed range.









Safety is not a luxury

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

Electronic Stability Control (ESC) deploys in sudden braking situations, regulating engine torque and applying braking force to each of the four wheels to slow you down safely.

Hill-start Assist Control (HAC) stops you rolling backwards when you have to pull away from a standstill on an incline. The two front active headrests move forward and up in the event of a rear-end collision to protect the head and neck.



The Optima's all-inclusive features

Auto defogging system

When condensation forms on the windscreen, sensors automatically begin the demisting process, doing away with the need to operate the controls manually, and providing optimum visibility for safe driving.

Rear parking assist system

The rear parking assist system uses sensors to warn you if you get too close to an object when parking.

Escort and welcome home lights

The Optima's headlights will remain lit for 15 seconds to show you the way as you approach or leave the vehicle.

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 when reversing.

Electric folding mirrors

Powered 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.

UV-cut windscreen glass

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

HID Xenon headlights

Projection headlights and LED Daytime Running Lights heighten the specification even more. The longer-lasting, High Intensity Discharge (HID) Xenon lights come with headlight washers plus new 'static' bending lights that provides additional illumination of the nearside road and verge during cornering.

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.





Panoramic sunroof

The panoramic sunroof expands everything about the Optima – visibility, styling and sporty appeal. Open it and enjoy the view.

Cooling glove box

A lit, cooling glove box is ideal for keeping drinks and snacks chilled on your journey.

Auto cruise control

Ideal for the highway, auto cruise control lets you maintain a constant speed and enhances fuel economy.

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 unusually shaped cargo.

Start/stop 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.



Specifications

ENGINE

Type	In-line 4 cyl, DOHC GDI D-CVVT
Displacement (cc)	2 359
Fuel supply system	Gasoline Direct Injection (GDI)
Max power (kW/rpm)	148 / 6 300
Max torque (Nm/rpm)	250 / 4 250
Compression ratio	11.3 : 1
Bore x stroke (mm)	88.0 x 97.0
Fuel type	Unleaded petrol

TRANSMISSION

Transmission	6-Spd Automatic
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PERFORMANCE

Maximum speed (km/h)	210
CO ₂ emissions (g/km) - combined	195

DIMENSIONS

Overall length x width x height (mm)	4 845 x 1 830 x 1 455
Wheelbase (mm)	2 795
Wheel tread (front/rear) (mm)	1 591 / 1 591
Overhang (front/rear) (mm)	965 / 1 085
Minimum ground clearance (mm)	145

CAPACITIES

Curb weight (min-max kg)	1 542 - 1 619
Gross Vehicle Mass (GVM) (kg)	2 020
Tow mass (kg) - trailer with / without brakes (kg)	1 300 / 650
Fuel tank capacity (l)	70
Cargo area capacity (l) - VDA	505

STEERING

Type	Hydraulic Power Assisted, Rack & Pinion
Minimum turning radius (m)	5.45

BRAKES

Front brakes	Ventilated discs
Rear brakes	Solid discs

SUSPENSION

Front	MacPherson strut
Rear	Multi-link

WHEELS & TYRES

Wheels	18" Alloy
Tyres	225/45R18
Full size spare	X

SAFETY

ABS (Anti-lock Braking System)
EBD (Electronic Brake-force Distribution)
BAS (Brake Assist System)
ESC (Electronic Stability Control)
TCS (Traction Control System)
HAC (Hill-start Assist Control)
Driver, Passenger, Side and Curtain Airbags
Active headrests
Child seat anchors (ISOFIX)

FEATURES

Active ECO button
Auto-locking doors
Bluetooth
Cruise control
Climate Control - Dual zone full automatic
- Auto defog system
- Rear air ventilation vent
Electric chromic mirror
Fog lights
Infinity sound system: Radio/6 CD Changer + MP3 and iPod/USB connectivity
Lights - Xenon (HID) headlights with static bending lights
- LED Daytime Running Lights & rear combination lights
- Auto light control
- Automatic headlight levelling
- Headlight washers
Paddle Shifter for automatic transmission
Panoramic sunroof
Rain-sensing wipers
Rear parking assist system
Rear view camera
Remote steering controls
Seats - Heated and cooled ventilation (driver + passenger)
- Sports seats (leather and woven cloth)
- Memory function (driver)
- Power driver (8 way) + passenger (4 way) seat
- Power 2-way lumbar support (driver)
- 60:40 split rear seats
Start/Stop button with Smart Key
Supervision Cluster
Trip computer with LCD colour display

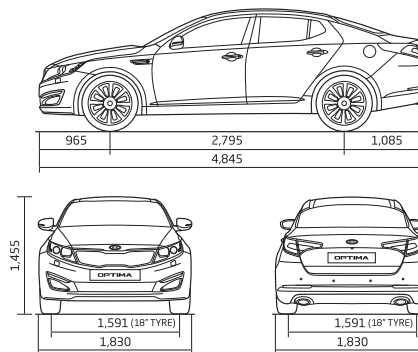
OPTIONAL

Metallic paint

WARRANTY, SERVICE & ROADSIDE ASSISTANCE

5-year/100 000 km Warranty
5-year/90 000 km Service Plan
3-year/unlimited km Roadside Assistance

Optima exterior dimensions (mm)



Body colours



Clear white



Snow white pearl



Bright silver



Platinum graphite



Satin metal



Golden beat



Abyss blue



Temptation red



Aurora black



18-inch alloy wheel



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