

Ahead of its time

OPTIMA

The Power to Surprise











Optima's state-of-the-art lighting systems have been upgraded with surface-emitting LED tail lights, jewel-like 4-point LED fog lamps and LED daytime running lights integrated into the headlamp housing for maximum dynamic appeal.









Technology

Treat yourself to a world of elegant functionality and convenience simply by taking the wheel of the Optima. Intuitively positioned controls allow you to get the most out of the latest in-vehicle technologies on the market.

Paddle shifters

Paddle shifters bring an exciting new dimension to driving, enabling you to make lightning-quick gear changes with the flick of a finger.

D-shaped steering wheel

The newly introduced D-shaped steering wheel with paddle shifters and Drive Mode Select enhances the Optima's sporty appeal.

1. Auto cruise control

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

2. 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

3. Supervision cluster with 4.3" TFT LCD

An all-new supervision cluster with enlarged LCD screen provides improved graphics for maximum visibility in the day or at night, along with a plethora of useful driver information including vehicle service reminders and much more.











We've taken occupant comfort to the next level by bolstering the support of all seats and adding an ample dose of high-tech features that allow you and your passengers to stay refreshed – even on the longest trips.





Both the driver and front passenger seats are ventilated for enhanced comfort. Warm or with 2-way adjustability at the touch of a cool air is blown through the seat and backrest button, allows optimum seating comfort. cushions, preventing perspiration build up on This is a feature that's indispensable on long 4-way adjustable passenger seat is also hot days and keeping you cozy in the winter. journeys.



2. Driver lumbar support



3. 8-way adjustable driver seat

Ideal for fine-tuning your driving position, the powered 8-way adjustable driver seat features IMS (integrated memory system), while the powered for maximum convenience.





Soothing sounds

Immerse yourself in concert hall quality sound reproduction from a variety of music sources. The premium Infinity audio system features 8-speakers, ensuring an unsurpassed listening experience, while intuitive, fingertip-sensitive controls bring out the true maestro in you.



Radio + CD + MP3

Enjoy your favorite music on the go thanks to a built-in CD player with MP3 playback capability.



Audio remote control

Adjust the volume, select tracks and change music sources thanks to a remote control on the steering wheel spoke.



Aux and ipod, USB input

USB connectivity lets you plug in an auxiliary mobile storage device, iPod, The optional 4.3-inch TFT LCD-equipped audio head unit also features iPhone or iPad and play tunes you've already downloaded.



Rear view camera

a rear view camera monitor for safe and convenient parking.



Your safety is our Optima's high-level of standard and optional safety equipment will give you the peace of mind that you and your loved ones are fully protected in any situation.

Because we at Kia know what really matters to you.





Larger disc brakes



Front, rear, side and curtain airbags

second row occupants.

An advanced 6-airbag system comprises

driver and passenger airbags at the front, front-

protection, plus curtain airbags to protect both front and

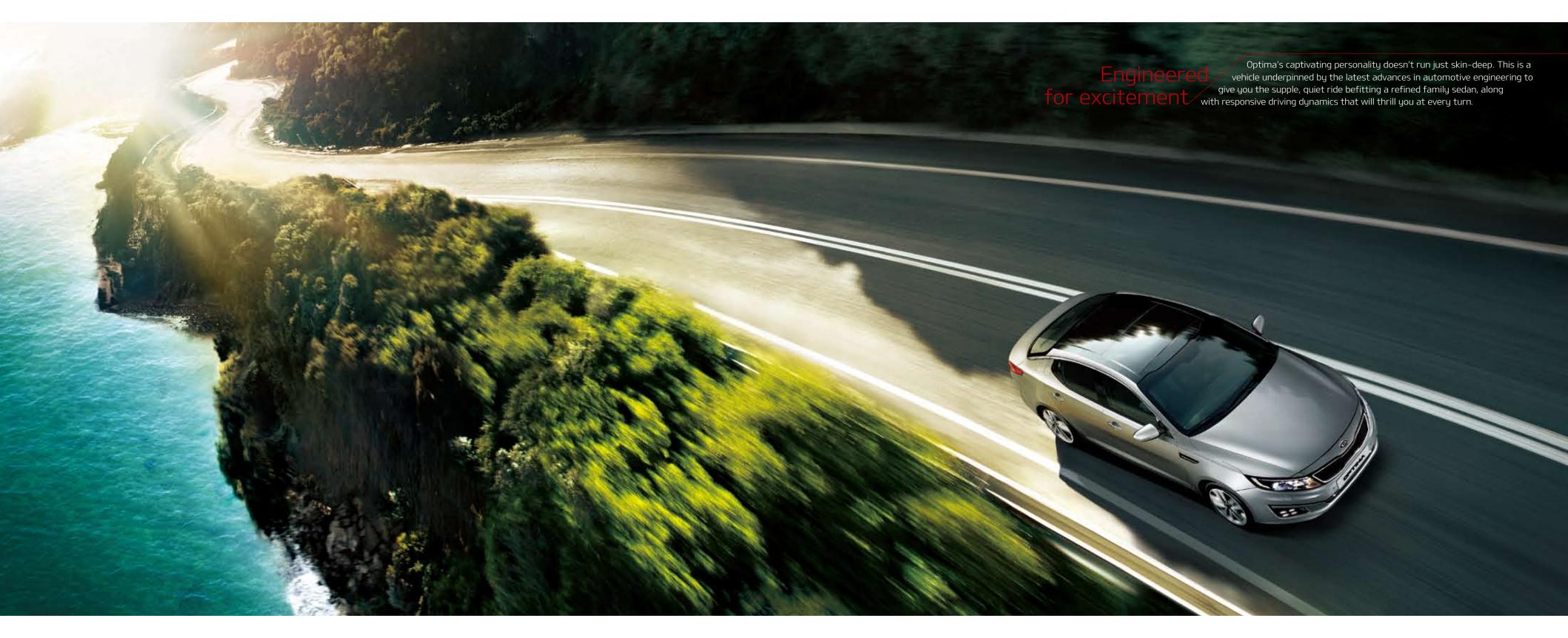
side airbags for additional driver and passenger

Front safety power windows The front driver and passenger windows automatically stop closing and then reopen whenever an obstacle in their path is sensed.



Front active headrests Front active headrests move forwards and up in the event of a rear-end collision to protect the head and neck.

The Optima's 18" alloy wheels are fitted with large, 17-inch disc brakes, providing powerful braking and a racy, sporty appearance.



Theta II 2.4 MPI Engine Displacement (cc) Max. Power (ps / kW) Max. Torque (kg·m / Nm) 23.6 / 231 9.5 5.4 0 - 100 kph (sec.) 60 - 100 kph (sec.)

A balance of Choose from state-of-the-art multi-port injection gasoline engines in either 2.4-liter or 2.0-liter displacements. Both powerplants are mated to either 6-speed manual or 6-speed automatic transmissions for the perfect blend of on-road performance and penny-pinching savings at the fuel pump.



6-speed manual transmission

The 6-speed manual transmission, in addition to being durable and offering improved fuel economy, features a redesigned reverse gear release button for easy operation.



Drive mode select

Choose from three modes – Normal, Eco and Sport – with a simple press Stylish alloy pedals add a sporty, high-tech feel to the interior and of a button on the steering wheel to best suit your driving style.



Nu 2.0 MPI Engine Displacement (cc) 1,999 Max. Power (ps / kW) 162 / 119

Max. Torque (kg·m / Nm) 19.8 / 194 0 - 100 kph (sec.) 11 60 - 100 kph (sec.) 6.2

Alloy pedals

accentuate Optima's dynamic overall design elements.



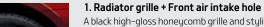
6-speed automatic transmission

While advanced software means gear shifts occur at the optimum point, the manual gate is positioned on the driver's side for effortless gear changes on demand.









A black high-gloss honeycomb grille and stylish chrome trim of the air intake hole add a touch of distinctiveness to the front view.

2. Rear air diffuser

The stylish diffuser not only adds an athletic look to the rear view but serves a functional purpose of improving aerodynamic performance.

3. 18-inch alloy wheels

Large machine-finished allow wheels inspired by classic racing designs give your Optima a truly sporty mystique on the road.

Our designers and engineers take pride in thinking from your point of view when creating a car. This means that even the finest of details were scrutinized so that Optima provides an unparalleled level of safety, convenience and comfort in its class.



For added convenience, you can lock or unlock the Optima's doors as well as start and stop the engine ignition with the simple press of a button.

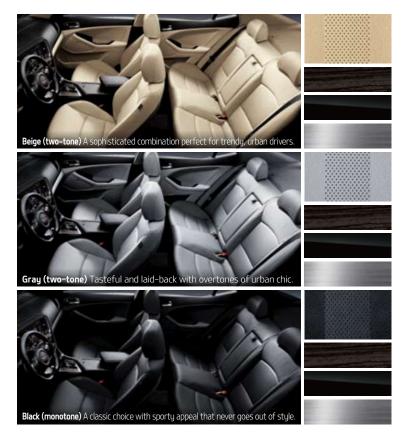




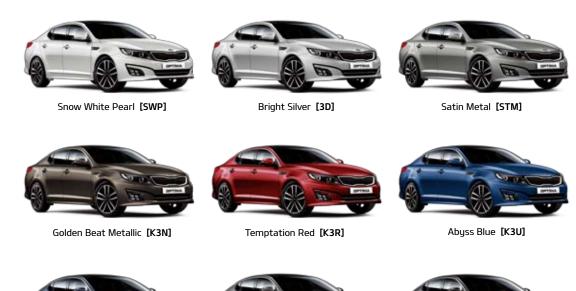
- 1. Electronic parking brake (EPB) The electronic 2. Interior mood lamps With a distinctive red hue, the 3. Auto defogging system When condensation forms on 4. Rear air ventilation Adjustable dual rear air vents parking brake prevents the car from rolling away when cabin mood lighting creates a soothing and modern at a standstill and automatically releases as soon as you ambience at night. depress the accelerator pedal.
- window, the brake lamp provides maximum visibility of your intention to slow down or stop to other drivers on the road.
- night, the headlamps and tail lights remain lit for 15 seconds after shutting off the ignition so that you have a visible path walking away from the car.
- light so that you can better see what you're doing.
- is employed for the windows to protect occupants from harmful ultra-violet rays while also preserving the interior and keeping the cabin cool in hot weather.
- manually and providing optimum visibility for safe driving. cold weather.
- **5. High-mounted LED stop lamp** Positioned high in the rear **6. Cooling glove box** A cooling glove box A cooling glove box is ideal for keeping **7. Sunglass storage with dual map lamps** A pair of sunglasses **8. Luggage compartment** A spacious luggage drinks and snacks chilled on your journeys. It also features a can be stored away within easy reach while both driver and front compartment, with one of the largest capacities in its seat passenger can enjoy conveniently located map-reading lamps. class, lets you carry all your gear with ease.
- 9. Escort lights For added security and convenience at 10. UV cut windscreen glass Specially treated glass 11. Electric folding outside mirrors Stylish gullwing type power mirrors with LED side repeaters fold up sleek door handles are an upscale touch to and inward for convenience and protection from scratches when parking in tight spaces.
- the windscreen, sensors automatically begin the de-misting situated at the back of the center console allow rear process, doing away with the need to operate the controls seat passengers to remain comfortable in both hot and

 - 12. Chrome outside door handles The the exterior styling and are also highly practical and durable.

Interior Choose an interior color scheme for your Optima to **colors** match your personality and mood.



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



Platinum Graphite [ABT]

Specifications (mm)

Overall length

Wheels Three different sizes, five different designs.

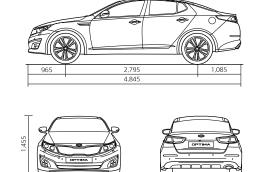


Dimensions and specifications With class-leading proportions, see how the Optima measures up.

Smoky Blue [B3U]

Aurora Black [ABP]

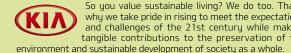
4.845



1,830 Overall width 1,455 Overall height 2,795 Wheelbase 1,591 / 1,591 Wheeltread 965 / 1,085 Overhang (Front / Rear) (Front / Rear) 1,028 / 965 Headroom Legroom 1,155 / 880 1,455 / 1,415 Shoulder room (Front / Rear) 1.388 / 1.384 (Front / Rear) Hip room Fuel tank (1)

As eco-conscious as you are **ECO** dynamics





So you value sustainable living? We do too. That's We are also building a clean production system, raising the resource

Kia Motors designated environmental management as one of the core objectives of our socially responsible management initiative launched in 2008 and has put the environment at the forefront of all our business activities. We aim to spearhead efforts to combat the the highest level of environmental protection. global challenges of natural resource depletion and climate change.

In 2009, Kia launched the 'EcoDynamics' sub-brand, which is being applied to the most eco-friendly cars within each Kia model range as innovative fuel-stretching and emissions-cutting technologies such as hybrid, electric and hydrogen fuel cell powertrains are progressively introduced.

why we take pride in rising to meet the expectations recovery rate, designing vehicles with the disposal phase in mind, and challenges of the 21st century while making increasing energy efficiency, and adopting low-carbon fuels. tangible contributions to the preservation of the 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. Operating a rigid process, we quarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring

> In short, we are committed to finding fundamental solutions to cut energy consumption and combat climate change. As you see, what you do on a small scale with your household refuse, we at Kia Motors do on a large scale around the world.







^{**} All information and illustrations contained in this brochure are based on data available at the time of publication and are subject to change without notice. Some product features are optional items that may not be available on the base model. Contact your local Kia dealer for the most current information.



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1308-JS-SW/GE-LHD

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 and dynamic 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 and stylish 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. Over 2.7 million Kia vehicles a year are produced in 9 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$42 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 surprise the world by providing exciting and inspiring experiences that go beyond expectations.











