



The Power to Surprise

Game Changer

**OPTIMA K<sub>5</sub>**

The pursuit  
of perfection

So how does one go about improving an award-winning car that sets a new industry standard for stylish family sedans? Come see for yourself how a host of design refinements and technological upgrades has made a masterpiece even better.

Game Changer **OPTIMA K<sub>5</sub>**





Make time stand still in the hustle and bustle of urban life. Optima K5's dynamic on-road presence will captivate onlookers thanks to newly designed tail lights, trunk lid and bumpers that come together to create a more mature, upscale image.

Iconic  
in the city

This is a car that has shattered the conventions of dreary family sedans. Clean lines and perfectly balanced proportions work in harmony to create a sporty, dynamic sedan that has made true believers out of even the most hard-to-please enthusiasts.

Timeless beauty  
from every angle



**Character lines**

A vehicle's outline is what defines its character. The Optima K5's coupe-like roofline, flowing smoothly into the high rear deck, merges uninterrupted with the strong C-pillar.



## Let your style shine bright

Optima K5'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.



### Static bending lights

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.



### 1. Radiator grille + Front air intake hole

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. Dual mufflers

The stylish diffuser not only adds an athletic look to the rear view but serves a functional purpose of improving aerodynamic performance (available in 2.4L).



### 3. 18-inch alloy wheels

Large machine-finished alloy wheels inspired by classic racing designs give your Optima K5 a truly sporty mystique on the road.



### 4. HID projection headlights + static bending lights + LED daytime running lights

Designed to light up any road, the bright and distinctive blue beam improves your visibility and enhances your safety as you negotiate around the bends.



### 5. LED rear combination lamps

Stylishly designed to ensure you remain visible to drivers at the back.



### 6. 4-point LED front fog lamps

Provides better illumination for enhanced clarity on the road.



Our designers and engineers understand that the driver's cockpit is where the magic happens. Generous use of soft-touch materials, refined interior fit-and-finish quality and a driver-centric main dash layout make it abundantly clear that this is a true driver's car.

A space to  
call your own

The interior colour is for illustration only.



## Technology where it counts

Treat yourself to a world of elegant functionality and convenience simply by taking the wheel of the Optima K5. Intuitively positioned controls allow you to get the most out of the latest in-vehicle technologies on the market.

### 1. 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.

### 2. Audio controls on steering wheel

Adjust the volume, select tracks and change music sources thanks to ergonomically placed buttons on the steering wheel spoke.

### 3. Bluetooth hands-free

Bluetooth functionality lets you stream music from your phone, make calls and more without taking your hands off the steering wheel (available in 2.4L).



### 4. Auto cruise control

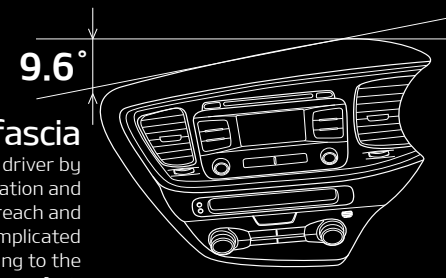
Ideal for highway cruising, auto cruise control lets you maintain a constant speed and enhances fuel economy.

### 5. Drive mode select

Choose from three modes - Normal, Eco and Sport - with a simple press of a button on the steering wheel to best suit your driving style.

### D-shaped steering wheel

The newly introduced D-shaped steering wheel with paddle shifters enhances the Optima K5's sporty appeal (available in 2.4L).



9.6°

### Center fascia

The center 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.



### 6. Supervision cluster with 4.3" TFT LCD

An all-new supervision cluster with an 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 more.

### 7. Aux, iPhone, iPod and USB input

USB connectivity lets you plug in an auxiliary mobile storage device, iPod, iPhone or iPad and play tunes you've already downloaded.

### 8. Rear view camera

The 4.3-inch TFT LCD-equipped audio head unit features a rear view camera monitor for safe and convenient parking (available in 2.4L).

### 9. Infinity audio system

The premium Infinity audio system ensures an unsurpassed listening experience, featuring 8 speakers that fill the cabin with rich and luxurious sound (available in 2.4L).



A car this stunning on the outside deserves a cabin ambience on par with the best luxury sedans. Black high-gloss trim with satin chrome accents give a modern, upscale feel while the efficient use of space ensures comfort for occupants of all sizes.

An oasis of  
space and comfort

#### 60:40 split folding rear seats

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



#### 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.





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.

## Liberate the senses

### Panoramic sunroof

The panoramic sunroof expands everything about the Optima K5 - visibility, feeling of spaciousness and sporty appeal. Open it up and let the light flood in with the simple press of a button (available in 2.4L).



**1. Ventilated front seats**  
Both the driver and front passenger seats are ventilated for enhanced comfort. Warm or cool air is blown through the seat and backrest cushions, preventing perspiration build up on hot days and keeping you cozy on cool days (available in 2.4L).



**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 (available in 2.4L).



**3. 8-way power assisted driver's seat**  
Ideal for fine-tuning your driving position, the electronically-powered 8-way adjustable driver's seat features IMS (integrated memory system), while the 4-way adjustable passenger seat is also powered for maximum convenience (available in 2.4L).





### Blind spot detection (BSD)

One of the most common causes of collision is the failure to see other vehicles in your car's blind spot. Optima K5's BSD system features both LCA (lane change assist) which elongates the area of detection and RCTA (rear cross traffic alert) which warns you of crossing traffic behind you when backing out of parking spaces (available in 2.4L).

## Your safety is our foremost concern

Optima K5's high-level of standard 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.



### 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.



### Front, rear, side and curtain airbags

An advanced 6-airbag system comprises driver and 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.

### 1. Larger disc brakes

The Optima K5's 18" alloy wheels are fitted with 320x28mm large disc brakes, providing powerful braking and a racy sporting appearance.

### 2. Front safety power windows

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

### 3. Front active headrests

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

### 4. Vehicle stability management (VSM)

VSM controls brake force, engine torque and steering torque to provide improved vehicle stability when simultaneously braking and cornering – especially on wet, slippery and rough road surfaces.

### 5. Front and rear parking sensors

Ultra-sensitive sensors at the front and rear make parking in tight spaces a breeze by sounding a warning that intensifies the closer your Optima K5 gets to an object. You no longer need to worry about scratching your bumpers or the cars in front and behind you when parallel parking.



The state-of-the-art multi-port injection gasoline engine is mated to a 6-speed automatic transmission for the perfect blend of on-road performance and penny-pinching savings at the fuel pump.

## A balance of power & efficiency



### Theta II 2.4 MPI Engine

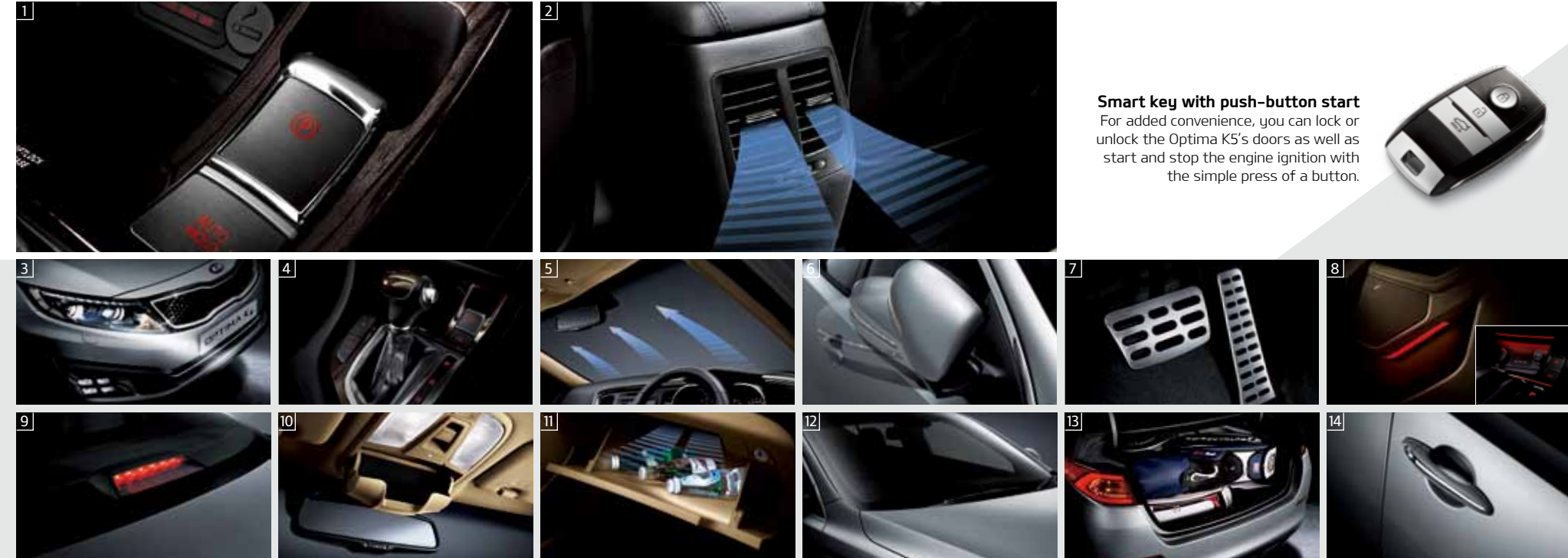
Displacement (cc)	2,359
Max. Power (ps / kW)	180ps @ 6,000rpm
Max. Torque (Nm)	231Nm @ 4,000rpm
0 - 100 kph (sec.)	9.5

### Nu 2.0 MPI Engine

Displacement (cc)	1,999
Max. Power (ps / kW)	165ps @ 6,500rpm
Max. Torque (Nm)	196Nm @ 4,800rpm
0 - 100 kph (sec.)	10.6

## No detail left unturned

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 scrutinised so that Optima K5 provides an unparalleled level of safety, convenience and comfort in its class.



**Smart key with push-button start**  
For added convenience, you can lock or unlock the Optima K5'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 parking brake prevents the car from rolling away when at a standstill and automatically releases as soon as you depress the accelerator pedal.

**2. Rear air ventilation** Adjustable dual rear air vents situated at the back of the center console allow rear seat passengers to remain comfortable in both hot and cold weather.

**3. Escort lights** For added security and convenience at 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.

**4. 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.

**5. 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.

**6. Electric folding outside mirrors** Stylish gull-wing type power mirrors with LED side repeaters fold up and inward for convenience and protection from scratches when parking in tight spaces.

**7. Alloy pedals with organ-type accelerator pedal** Stylish pedals add a sporty, high-tech feel to the interior, while the organ-type accelerator pedal moves along the same natural plane as your foot for maximum comfort.

**8. Interior mood lamps** With a distinctive red hue, the cabin mood lighting creates a soothing and modern ambience at night.

**9. High-mounted LED stop lamp** Positioned high in the rear window, the brake lamp provides maximum visibility of your intention to slow down or stop to other drivers on the road.

**10. Sunglass storage with dual map lamps** A pair of sunglasses can be stored away within easy reach while both driver and front seat passenger can enjoy conveniently located map-reading lamps.

**11. Cooling glove box** The well-lit, cooling glove box is ideal for keeping drinks and snacks chilled on your journeys.

**12. UV cut windscreen glass** Specially treated glass 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.

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

**14. Chrome outside door handles** The sleek door handles are an upscale touch to the exterior styling and are also highly practical and durable.

## Body colours

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



Snow White Pearl [SWP]



Satin Metal [STM]



Golden Beat Metallic [K3N]



Temptation Red [K3R]



Abyss Blue [K3U]



Smoky Blue [B3U]



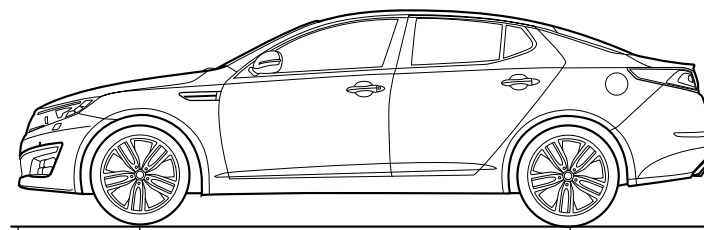
Platinum Graphite [ABT]



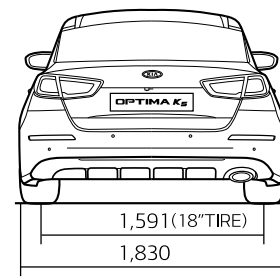
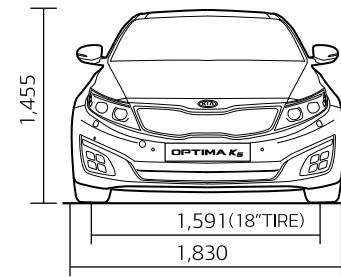
Aurora Black [ABP]

## Dimensions and specifications

With class-leading proportions, see how the Optima K5 measures up.



965	2,795	1,085
4,845		



### Specifications

Overall length (mm)		4,845
Overall width (mm)		1,830
Overall height (mm)		1,455
Wheelbase (mm)		2,795
Wheeltrack (mm)	(Front / Rear)	1,591 / 1,591
Overhang (mm)	(Front / Rear)	965 / 1,085
Headroom (mm)	(Front / Rear)	1,028 / 965
Legroom (mm)	(Front / Rear)	1,155 / 880
Shoulder room (mm)	(Front / Rear)	1,455 / 1,415
Hip room (mm)	(Front / Rear)	1,388 / 1,384
Fuel tank (ℓ)		70
Fuel consumption	(L/100km)	
2.0L		7.6
2.4L		8.5
CO <sub>2</sub> emission	(g/km)	
2.0L		177
2.4L		197

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



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 as a whole.

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 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.

We are also building a clean production system, raising the resource recovery rate, designing vehicles with the disposal phase in mind, increasing energy efficiency, and adopting low-carbon fuels. 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 guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

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.





The Power to Surprise

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 10 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 around 48,000 employees worldwide and annual revenues of over US\$43 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.



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All information and illustrations are subject to change without notice. Specifications may vary. Please contact Cycle & Carriage Kia Pte Ltd for current information. Body colours shown are only indicative.

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209 Pandan Gardens Tel: 6568 4567  
330 Ubi Road 3 Tel: 6746 1000