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1009-JS-SW/GE-LHD

## The Power to Surprise<sup>™</sup>

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\$15 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.





















# SPECIFICATION THAT ATTRACTS ATTENTION

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.









#### **Bluetooth**





Optional Bluetooth functionality\* lets you Ideal for motorway cruising, auto cruise hands off the steering wheel. \*Not available in some countries



#### Auto cruise control

use your mobile phone without taking your control lets you maintain a constant speed and enhances fuel economy.

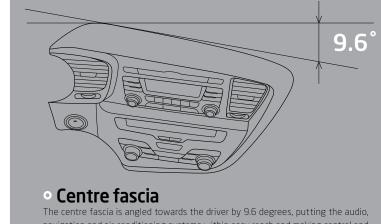


#### Paddle shifters

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.



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.





# 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.







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.



# 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.



O 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.



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.

• 6-CD changer audio system









# STYLED AROUND THE WAY YOU LIVE YOUR LIFE

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.







# Theta II 2.4 MPI Engine Max. Power (ps) Max. Torque (kg·m) 0 - 100km/h (sec) 80 - 120km/h (sec) Engine Speed [rpm]



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

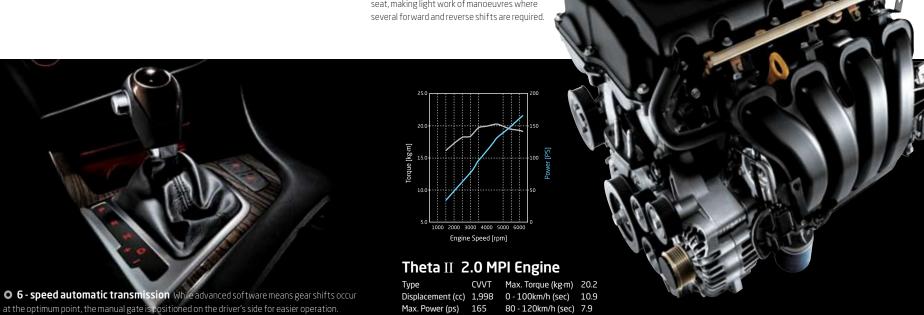
## HIGHER PERFORMANCE WITH LOWER EMISSIONS

The Optima packs power and performance into a class-leading, environmentally-friendly powertrains. With the lightweight Theta II 2.0 or 2.4 MPI petrol engines, extra torque is delivered thanks to a straightened air intake system that allows the inhalation of a greater volume of air.

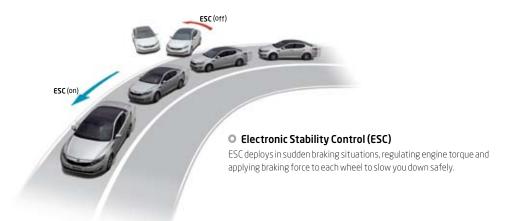


#### • 6-speed manual transmission

Reverse gear is positioned close to the driver's seat, making light work of manoeuvres where







## SAFETY DELIVERED, REASSURANCE BUILT IN

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.



O Hill - start Assist Control (HAC) This useful system stops you rolling backwards when you have to pull away





#### Front active headrests

the event of a rear-end collision to protect the head

#### 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, frontside airbags for additional driver and passenger protection, plus curtain airbags to protect both front and second row occupants.

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



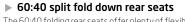


### QUALITY IS ALL IN THE DETAILS

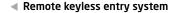
Every part of the Optima has been considered from your point of view. This means features that don't just work smoothly and logically, but play a key role in driving enjoyment. From a heated steering wheel that makes driving on cold winter days a pleasure not a chore, to aero blade wipers that keep your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







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.



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



















- **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 eve-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. Sunglass 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.





#### **INTERIOR COLOURS** Choose an interior colour for your Optima to match your personality and mood.







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.











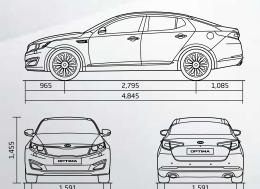








#### **DIMENSIONS AND SPECIFICATIONS** With class-leading proportions, see how the Optima measures up.



Specifications (mm)		
Overall length		4,845
Overall width		1,830
Overall height		1,455
Wheelbase		2,795
Wheeltread	(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 create innovative products, ensuring state-of-the-art Design for pride in rising to meet the expectations and challenges of the 21st Recycling (DfR) guidelines. Wherever possible, recycled and century while making tangible contributions to the preservation of recyclable materials are being used in the production of every Kia. the environment and sustainable development of society.

We set up an environmental research centre to spearhead our drive operating a rigid process, we guarantee environmental protection for the production of clean hybrid and fuel-cell vehicles to lead the in the treatment of harmful waste substances. These are then way to eco-friendly cars for a greener tomorrow for you, your recycled or recovered, ensuring the highest level of environmental children and all of us.

cycles of a vehicle's life. From design through to recycling, we refuse, we at Kia Motors do on a large scale.

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

