

## 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 Sorento, 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](http://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 3 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 180 countries. Kia today has around 49,000 employees worldwide and annual revenues of over US\$45 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.



<http://www.facebook.com/Kiamotorsworldwide>



[http://twitter.com/Kia\\_Motors](http://twitter.com/Kia_Motors)



<http://www.youtube.com/KiaBUZZ>

**Kia BUZZ** <http://Kia-buzz.com>



Kia Motors Corporation  
12 Heolleung-ro, Seocho-gu, Seoul, 137-938, Korea

[www.kia.com](http://www.kia.com)  
1510-DC-KM/GE-LHD



Major Sponsor



Official Partner



Official Partner

All-New

# OPTIMA



The Power to Surprise



It draws you in...  
and wins you over.

A bold new shape. Appealing details. Exciting new technology. And an extended wheelbase for even better stability and comfort. The roomier all-new Kia Optima puts refinement into an irresistible package.



## A stunning silhouette

Side windows that gracefully stretch beyond the rear doors. A reshaped boot lid that acts as an aerodynamic spoiler. And a choice of new wheel designs. The all-new Kia Optima is a showstopper in the truest sense of the word.



Even from behind,  
it puts its best foot forward.

An arching aerodynamic stance. Prominent rear lamps. Clean, sculpted lines. And handsome tailpipe options. Any way you look at it, the all-new Kia Optima radiates luxury from any angle.



## A bolder way to travel through life

Aggressively styled yet refined, from its front air curtain ducts, new hot-stamped grille and high-tech headlamps to its alloy wheels and chrome accents, the Optima GT seamlessly integrates performance and luxury.



A dark blue car is shown from a low angle, split into two halves. The left half shows the rear of the car with its LED rear combination lamp glowing red. The right half shows the front of the car with its dual projection headlamps and fog lights illuminated. The background is a dark, textured surface, possibly asphalt, with a bright light source creating a lens flare effect in the upper center.

## Stylish and practical... just like you

The all-new Optima is designed around the way we live.  
How we commute. How we relax. How we connect with technology.  
Step into the intelligent new era of transportation.

### **LED Rear Combination Lamps**

Stylish LED rear lamps illuminate instantaneously  
with a bright, even glow.

### **Dual Projection Headlamps**

Dual projection headlamps offer sharp, focused  
illumination in both high and low beam modes.



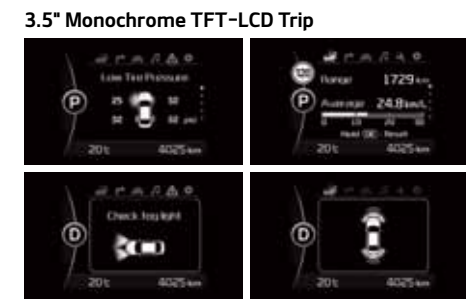
It's all in the details.

The The all-new Optima's interior layout helps the driver focus on what really matters. An instrument hood cuts glare. The center fascia panel is tilted 8.5° toward the driver. Center cup holders are ingeniously close, but out of the way. Immerse yourself in a space designed with you in mind.

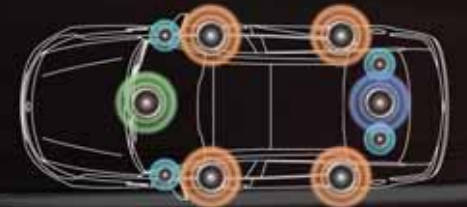
# Innovation without the distraction

As modern life becomes increasingly filled with data and mobile devices, the all-new Optima's interior is designed to set a new benchmark for the human-machine interface. The wraparound instrument panel presents you with all the information you need, while at the same time removing clutter and distraction everywhere you look.

**Supervision Cluster with 4.3" TFT-LCD** A striking tandem-cylinder supervision cluster with a 4.3" color TFT-LCD provides a customizable set of essential data such as average fuel economy, trip distance, distance to empty and outside temperature. LX models feature a 3.5" monochrome TFT-LCD.



**Wireless Smartphone Charger**  
Charge a compatible mobile phone wirelessly on the charging pad at the front of the center console. An orange display indicates charging in progress while green indicates a full charge.



**harman/kardon**

**Harman/Kardon Premium Sound System**  
A Harman/Kardon premium sound system powers 10 speakers and an 8" subwoofer with an external amplifier.

**Bluetooth Hands-Free**  
A built-in microphone connects to your Bluetooth compatible.



**5" Color LCD Touchscreen Audio**  
The 5" TFT-LCD touchscreen audio system - a GT, GT Line and EX option - adds to the standard system's capabilities with a larger color touchscreen, an integrated backup camera display.

**Standard 3.8" Mono TFT-LCD Audio**  
A 3.8" Mono TFT-LCD audio system offers MP3 and portable audio compatibility via available auxiliary and USB charging ports as well as radio and CD player control.



## Even bigger on the inside

More headroom. More legroom. More front-seat shoulder room. And firm, supportive seats. From the moment you get in, the all-new Optima makes you feel like you've arrived.



**Integrated Memory System (IMS)**  
IMS allows you to store seat, steering wheel and side mirror position preferences for two drivers.



**Power-adjustable Front Seats**  
8-way power-adjustable front seats include 4-way driver and 2-way front-passenger lumbar support.



**Heated and Ventilated Seats**  
Heated front and rear seats provide adjustable warmth while ventilated front seat cushions and seat backs provide soothing airflow to keep you cool on hot days.

Stay aware and informed  
in any situation.

Using the latest sensing technology and intelligent processing, the all-new Optima helps you stay aware of your position on the road and the movement of vehicles around you. It can even apply the brakes automatically to avoid collisions.



**Blind Spot Detection (BSD)**

BSD uses radar sensors to monitor the blind spot and alert the driver if a vehicle is detected there.

**Lane Change Assist (LCA)**

LCA issues visual alerts on the side mirrors if a vehicle approaches rapidly from behind.



**Auto Cruise Control (ACC)**

For comfort and improved fuel economy, the cruise control system lets you set and maintain a speed above 40 km/h. If you accelerate, it will return to your set speed once you take your foot from the pedal. To disable cruise control, turn the steering-wheel-mounted switch off, or simply tap the brake pedal.

**Dynamic Bending Light (DBL)**

The headlamps' swivel angle adapts depending on the vehicle's speed and turning angle to provide enhanced visibility in dark driving conditions. (Bi-function headlamp only)

**Automatic Leveling Device (ALD)**

Available only with optional Xenon High-Intensity Discharge (HID) headlamps, ALD automatically adjusts the vertical aim of the HID headlamp beams according to vehicle speed and weight load.

It's not just a car.  
It's your eyes and ears.

Modern urban life is more hectic than ever before. The all-new Optima boasts advanced features that give new meaning to safety and convenience so that you can drive with true peace of mind.



**Around View Monitor (AVM)**

This intuitive system combines four wide-angle images from cameras at the front, rear and sides of the vehicle to give you a comprehensive bird's eye view of the space around the vehicle while parking or moving at speeds below 20 km/h.



**Parking Assist System (PAS)**

This system uses ultrasonic sensors mounted on the front and rear bumpers to warn of any obstacles when maneuvering into tight spaces for safe and confident parking.



**Rear Cross Traffic Alert (RCTA)**

This system warns the driver when parking out of a parking spot or driveway if it detects any cross traffic in the lane the vehicle is entering. Available only with Blind Spot Detection option.



**Nu 2.0 MPI**

Max. power 154 PS @ 6,200rpm  
(EURO-3/4/5)  
Max. power 157 PS @ 6,200rpm  
(EURO-2)



**Theta 2.4 MPI**

Max. power 171 PS @ 6,000rpm  
(EURO-5)  
Max. power 178 PS @ 6,000rpm  
(EURO-2/3/4)



**Theta 2.4 GDI**

Max. power 188 ps @ 6,000 rpm  
(EURO-5)

Amazingly efficient yet  
powerful when it counts

Select from three drive modes for the 6-speed automatic transmission. Normal, Eco and Sport settings adjust shift points to fit your preferences for economy and performance.

# Lightning-quick reflexes

The chassis of the all new Optima has been reengineered for a smoother ride and more responsive handling through the road's twists and turns. More robust front wheel bearings and larger, dual rear lower control arms help further refine its ride and handling characteristics.

## Rack-mounted Motor-Driven Power Steering (R-MDPS)

The innovative rack-mounted motor-driven power steering (R-MDPS) system, available on models with the 2.0 GDI engine, helps achieve a firm, centered feel and unprecedented steering response.



## 4-wheel Independent Suspension

The 4-wheel independent suspension employs a stabilizer bar and McPherson struts in front and multi-link suspension geometry in the rear, allowing all four wheels to travel in a controlled manner while maximizing stability and ride comfort.

Thanks to smarter use of cutting-edge metals and adhesives at critical points of the vehicle chassis, the all-new Kia Optima surrounds you with a lightweight yet strengthened cage—setting a new standard for occupant safety.

## Advanced High Strength Steel

The all-new Optima uses more than 51% Advanced High Strength Steel (AHSS), a 150% increase over the previous model. A new ring-shaped section, defining the boot opening behind the rear seats and below the shelf substantially increases body rigidity.

## Hot-stamped Components

The all-new Optima features hot-stamped components in 16 core stress areas, a 350% increase over the previous model. The strengthened body structure helps provide improved crash protection, better driving dynamics, and a quieter ride.



## Advanced Adhesives

The application of 119 meters of structural adhesive, 450% more than in the previous generation model, enhances structural rigidity and minimizes noise, vibration and harshness.

# Advanced materials for your peace of mind



## 7 Airbags

To help protect occupants and potentially reduce injuries in the event of a collision, the all-new Optima offers driver, front passenger, two front-side, and two side-curtain airbags, as well as a driver's knee airbag.



EX Optional

## Introducing the more dashing and outspoken member of the family

The Optima GT comes with exterior styling cues that distinguish it from its stable mates. Dedicated performance enthusiasts will be drawn to the sport-oriented details evident in the headlamps, grille, air dam, alloy wheels, side sills, rear lamps and exhaust tips. The GT can be further customized with optional details that express the passion of the purist.



## Striking details that set an iconic performer apart

From the first glance it's clear the Optima GT is a different breed. Its 18" machine-finished 5-spoke alloy wheels ooze athletic brawn. Black high-gloss molding graces the sills below the doors. At the front, a hot-stamped grille between Bi-Xenon HID headlamps, and side intakes on the lower air dam, heighten its sporty image. From behind, the rear lamps are ringed with black bezels, while below, the chrome muffler tips of the dual exhaust announce that it's a serious performer.





Black Leather Suede 'GT'-emblazoned Sport Seats with Red Stitching



Black Leather Sport Seats with Red Stitching



Red Leather Suede 'GT'-emblazoned Sport Seats with Dark Gray Stitching



Red Leather Sport Seats with Dark Gray Stitching



Black-colored Head Lining

## Designed for total immersion in the driving experience

The premium sport styling of the Optima GT and GT Line cockpits keep the virtuosity of the machinery under the bonnet top of mind. Contoured seats brace the driver and passengers through the turns. Rich colors and materials hint at an immersive, invigorating experience on the road. An exclusive sport steering wheel features paddle shifters for fingertip gear shifts, and red stitching around the cabin sets a drumbeat of anticipation from the moment the seatbelts are fastened.



### Exhilarating even at rest

The GT Line interiors will immerse you in high-performance motoring with eye-catching charm. GT models include a stitched 'GT' logo while suede seat inserts add a soft, welcoming touch.



Bi-Xenon Headlamps with DBL



LED-type Black-bezelled Rear Lamps



Alloy Wheels (GT only)



Front Bumper and Air Curtain Intakes



Black High-gloss Side Sill Molding (GT only)



Rear Diffuser and Exhaust Tail Trim



## Advanced materials and aggressive style inspire raw excitement.

The all-new Optima is all about details, and the Optima GT is the ultimate expression of the power of details to enhance the automotive experience. Aggressive styling and exciting features inside and out make driving the GT an experience not to be missed. The front air curtain ducts and lower rear bumper diffuser emphasize its athletic stance. The elaborate dot pattern of the hot-stamped grille sets it apart from its siblings, and chrome accents all around establish the GT's luxury sport credentials.



Real Aluminum Floor Console Cover



Black High-gloss Power Window Switch Pads



Dashboard Stitching



Turbo GDI Engine (GT only) (Max. power 245 ps @ 6,000 rpm)

**Bi-Xenon Headlamps with DBL** Bright, precise illumination with dynamic bending lights to lead you through turns. **Black-bezelled Rear Lamps** Black edging helps the lenses visually pop for added style and character. **Alloy Wheels** Stylish lightweight wheels with wide openings help cool the brake discs for better stopping performance. **Air Curtain Intakes** Air curtain intakes offer an aggressive styling touch and performance benefit. **Front Bumper** An exclusive, less-obstructive lower intake helps cool the engine. **Black High-gloss Side Sill Molding** This appealing design accent below the doors adds a sporty look to

the side profile. **Rear Diffuser and Exhaust Tail Trim** Styling touches add a hint of the exotic while lowering wind resistance. **Real Aluminum Floor Console Cover** An aluminum finish on the center console panel keeps performance front-of-mind. **Black High-gloss Power Window Switch Pads** Feel the GT difference each time you open or close the windows.

It's time to get personal.

The all-new Optima is packed with standard features while a wide selection of options allow you to make it your very own.



**Smart Trunk System**

The all-new Optimas equipped with the smart key feature boast the Smart Trunk System which automatically opens the trunk, provided that the key is in the detection area for at least three seconds.



**Fog Lamps**

LED front fog lamps help you see what's ahead even when visibility is limited.



**Smart Welcome Lighting System**

An array of exterior and interior lights synchronizes with the smart key to provide an inviting welcome to the car.



**Rear Power Outlet**

Rear passengers can charge their electrical devices via the USB port and 12V outlet mounted at the back of the rear center console.



**Rear Door Sunshade**

A retractable, rear-door window sunshade helps passengers and stowed cargo stay cool on sunny days.



**60:40 Split Folding Rear Seats**

To accommodate more combinations of passengers and cargo, the rear seatbacks split 60:40 and fold flat for maximum capacity.



**Paddle Shifters**

With paddle shifters at your fingertips, automatic-transmission gear changes are lightning-quick, just like in a racing car.

**Steering Wheel Audio Remote Control** Logically placed steering wheel-mounted controls let you adjust volume and change stations or tracks without taking your hands from the wheel.



**Panoramic Sunroof**

The electrically controlled three-piece panoramic sunroof adds an airy openness to the interior ambience.



**Dual-zone Full Auto Temperature Control (D-FATC)**

A standard dual-zone full auto temperature control system gives the driver and front passenger the flexibility of separate controls.



**Auxiliary / USB Connections**

Flash drives and other compatible audio devices can be connected via 3.5 mm (analog) and USB ports.



**Auto De-fog System**

A standard auto defogger system clears windows quickly in cold or humid climates.



**Heated Steering Wheel**

A heated steering wheel makes it easier to grip the wheel firmly on cold days.



**LED Map Lamps**

Bright, durable LED map lamps on the overhead console are included on models equipped with the panoramic sunroof.



**Front Door Mood Lamp**

Interior mood lighting glows from the edges of the front door trim.



**Electronic Parking Brake (EPB)**

Apply the parking brake simply by pulling a button and without worrying whether it's properly engaged or not.



**6-speed Automatic Transmission**

An electronically controlled automatic transmission offers smooth, seamless shifting.



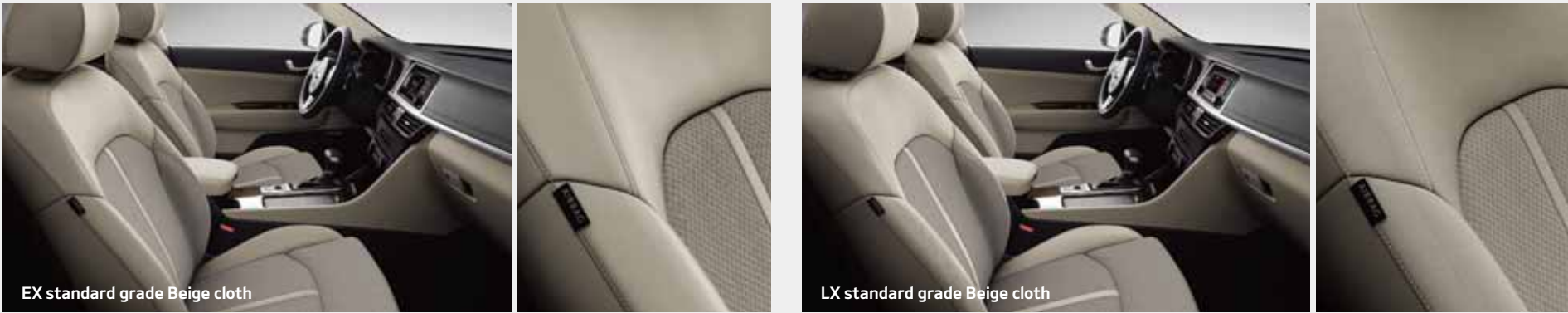
**Stainless Pedals**

Sturdy, lightweight stainless pedals heighten the sporty driving experience.

# Interior colors

A choice of sophisticated interior colors and materials help create a relaxing and luxurious escape from the world outside. Three premium two-tone interior design themes stake out new territory among today's family sedans.

## Beige Two-tone Interior



## Black One-tone Interior



## Gray Two-tone Interior



Exterior colors

The all-new Optima is available in a pleasing range of fresh and alluring exterior colors.

Exterior Colors



Snow White Pearl [SWP]



Clear White [UD]



Silky Silver [4SS]



Aurora Black Pearl [ABP]



Platinum Graphite [ABT]



Moss Gray [M5G]



Temptation Red [K3R]



Gravity Blue [B4U]



Pluto Brown [G4N]

The all-new Optima is available in a wide variety of exterior colors — one solid, two pearlescent, and six metallic — including three new metallic colors.

Radiator Grille



The LX grille features a refined, glossy black finish.



The EX grille is hot-stamped for a sportier look.

Lamps



Bi-function Headlamps with DBL



LED-type Black-bezelled Rear Lamps



Dual Projection-type Headlamps



LED-type Rear Combination Lamps



Single Projection-type Headlamps with LED DRLs (LX)



Bulb-type Rear Combination Lamps

Wheels



205/65R 16" Silver Plastic Cover



205/65R 16" Silver Alloy Wheel



215/55R 17" Silver Alloy Wheel



235/45R 18" Machine Finished Alloy Wheel



235/45R 18" Machine Finished Alloy Wheel

When you drive a Kia, you're part of a bigger movement to find more eco-friendly ways of preserving the planet we all share.

Vehicles in harmony with nature

ECO dynamics

Whether you love getting out into the great outdoors, or simply enjoy living in a more sustainable balance with the ecosystem, you have found a soul mate in Kia Motors.

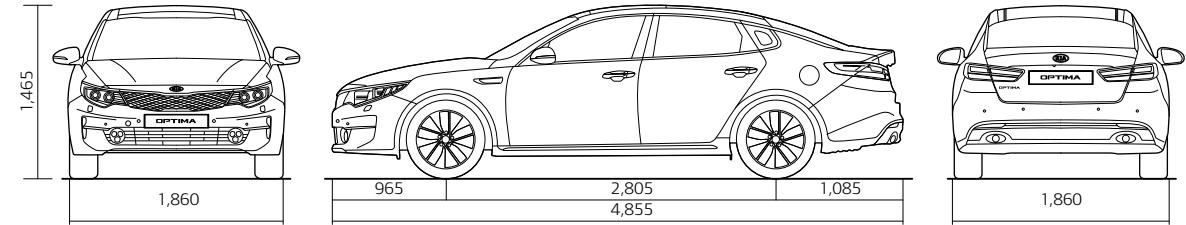
Environmental preservation and social responsibility are top priorities at Kia, and we back up our commitment with tangible action. Our EcoDynamics sub-brand, established in 2009, designates the most eco-friendly cars within each Kia model range that showcase our new fuel-stretching and emission-cutting technologies such as hybrid, electric and hydrogen fuel cell powertrains.

We are also building a clean production system, raising the resource recovery rate, designing vehicles with the disposal phase in mind, and increasing energy efficiency. Meanwhile, we are adopting more and more environmentally friendly materials in our cars, selected for their composition, biodegradability and bio-inspired technology. For example, to reduce our carbon footprint, we are replacing oil-based materials with plant-based materials wherever possible.

As you can see, we at Kia Motors are committed to finding fundamental solutions to cut energy consumption and combat climate change. If you feel the same way about preserving the environment and ensuring a brighter future for the younger generation, then we have just the vehicle for you.



Dimensions (mm) \_ Based on 18" wheels



All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors Corporation makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors Corporation may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown include optional equipment that may not be available in some regions. All video and camera screens shown are simulated. Kia Motors Corporation, by the publication and dissemination of this material, does not create any warranties, either express or implied, to any Kia products. Contact your local Kia dealer for the most current information. © 2015 Kia Motors Corporation. Reproduction of the contents of this material without the permission of Kia Motors Corporation is prohibited.

|                              |               |
|------------------------------|---------------|
| Overall length               | 4,855         |
| Overall width                | 1,860         |
| Overall height               | 1,465         |
| Wheelbase                    | 2,805         |
| Wheel tread (front / rear)   | 1,597 / 1,604 |
| Head room (front / rear)     | 1,020 / 970   |
| Leg room (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            |