



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 3 million Kia vehicles a year are produced at 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 over 50,000 employees worldwide and annual revenues of nearly US\$44 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.



Kia Worldwide

facebook.com/Kiamotorsworldwide

twitter.com/Kia_Motors

Kia BUZZ Kia buzz http://Kia-buzz.com

Kia Singapore

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instagram.com/kia_sg

http://www.kia.com

All information and illustrations are subject to change without notice. Specifications may vary. Equipment shown may not be standard for Singapore specification. Please contact Cycle & Carriage Kia Pte Ltd for current information. Body colours shown are only indicative. Visuals shown are for illustration purpose only.

Kia Showrooms

239 Alexandra Road Tel: 6427 8888
22 Ubi Road 4 Fulco Building Tel: 6746 2000

Kia Service Centres

241 Alexandra Road Tel: 6427 8800
209 Pandan Gardens Tel: 6568 4555
330 Ubi Road 3 Tel: 6746 1000

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WE DR|VE FIRST CLASS

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 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 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 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 seamlessly integrates performance and luxury.



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.

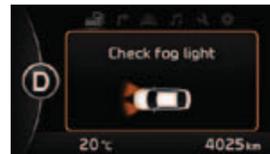
It's all in the details

The 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.

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



4.3" Color TFT-LED Trip



Interior is available in black tone only



Even bigger on the inside



Power-adjustable Driver's Seat
8-way power-adjustable with 4-way driver lumbar support.



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

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.

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

Amazingly efficient yet powerful when it counts



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 off the pedal. To disable cruise control, turn the steering-wheel-mounted switch off, or simply tap the brake pedal.

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.



Nu 2.0 CVVL

Max. power: 163ps @ 6,500rpm
Max. torque: 196nm @ 4,800rpm

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.

Column mounted Motor-Driven Power Steering

The innovative column mounted motor-driven power steering system helps achieve a firm, centered feel and unprecedented steering response.



4-wheel Independent Suspension

The 4-wheel independent suspension employs a stabilizer bar and MacPherson 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 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

6 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.



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 Optima is equipped with the smart key feature that allows the trunk to automatically open, provided that the key is in the detection area for at least three seconds.



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.



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.



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 3.5mm (analog) and USB ports.



Auto Defog System

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



Electronic Parking Brake (EPB)

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



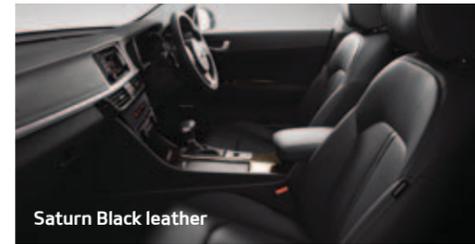
6-speed Automatic Transmission

An electronically controlled automatic transmission offers smooth, seamless shifting.

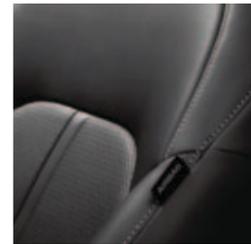
Interior colors

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.

Black One-tone Interior



Saturn Black leather



Exterior colors

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

Exterior Colors



Snow White Pearl [SWP]



Moss Gray [M5G]



Temptation Red [K3R]



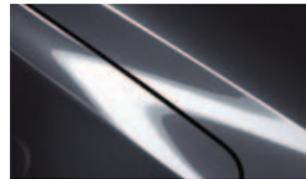
Gravity Blue [B4U]



Aurora Black Pearl [ABP]



Pluto Brown [G4N]



Platinum Graphite [ABT]

Radiator Grille



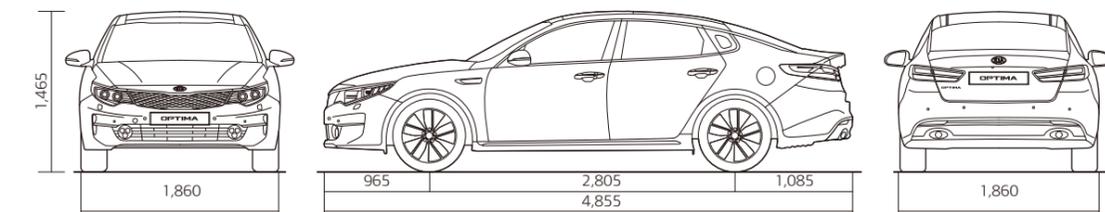
The grille is hot-stamped for a sportier look.

Wheels



215/55R 17"
Silver Alloy Wheel

Dimensions (mm)



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
Fuel Consumption (L/100km)	7.8
CO ₂ Emission (g/km)	182

Cycle & Carriage After-sales Service keeps your car in its prime

We care for you the same way we care for our family. Experience the Cycle & Carriage Kia Service spirit as we welcome you at our Kia Service Centres.

With more than a century in the automotive industry, we can assure you that you will enjoy the most comprehensive customer support and first-class service by well-trained professionals, using state-of-the-art technologies, diagnostic tools and grade A genuine parts to keep your Kia vehicle running in peak condition. All Kia genuine parts come with 1 year or 20,000km (whichever comes first) warranty.

This is our commitment to you.



Industry-leading warranty

We are confident of the quality and durability of every Kia vehicle, having undergone stringent pre-delivery processes and checks before being delivered in pristine condition. So confident are we that your new Kia car will enjoy a 5-year unlimited mileage warranty and a 10-year engine warranty.

From the date of registration, your new Kia car is covered against defects in materials and workmanship for a period of 5 years of factory unlimited mileage. On top of that, starting from 1 June 2014, your Kia car will come with a 10-year engine warranty, subject to a maximum mileage of 200,000km or 10 years, whichever is earlier. This engine warranty from Cycle & Carriage will take effect immediately after the expiry of the manufacturer's.

5 YEAR
UNLIMITED
MILEAGE WARRANTY

10 YEAR
ENGINE
WARRANTY