

The new Kia

OPTIMA



The Power to Surprise

Prepare to be noticed

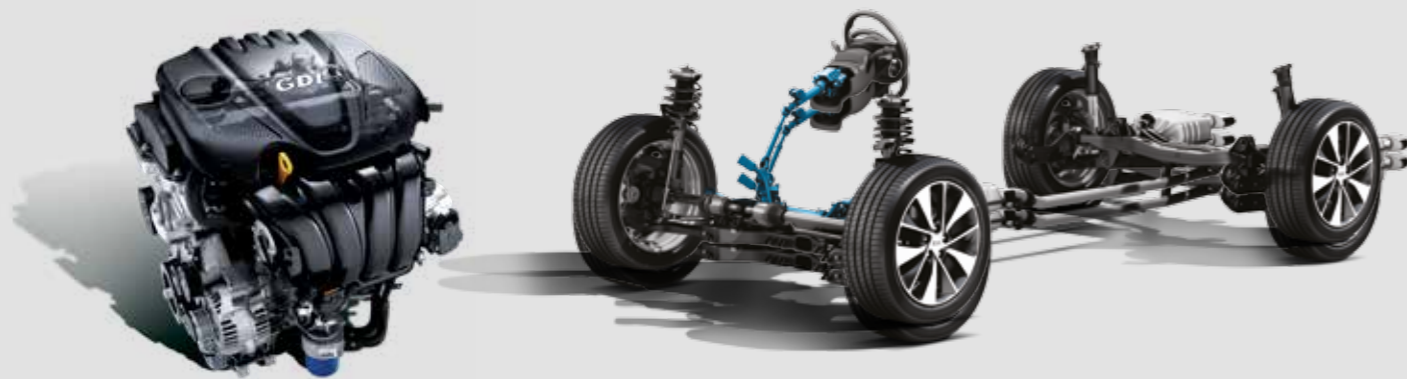
The new Optima will attract envious glances wherever it goes. With its balanced proportions, elongated contours and flowing lines, the new Optima is very much a classic in the making.

That said, this is not an understated vehicle. Its elegance is a statement in itself - one that never fails to catch and delight the eye.



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A new synergy between performance and efficiency



Kia's GDI technology culminates in this powerful yet quiet and fuel efficient four cylinder engine. Producing 138 kilowatts the 2.4L GDI delivers power, with an advanced six-speed automatic transmission.

Re-engineered for a smoother ride and more responsive manoeuvres, the chassis helps you stay in control through the bumps and twists. More robust front wheel bearings and larger, dual rear lower control arms help refine ride and handling.

Theta II 2.4L GDI Engine

Max. Power 138kW @ 6,000 rpm
Max. Torque 241Nm @ 4,000 rpm

The lightweight 2.4L GDI petrol engine delivers extra torque with quiet confidence and low emissions, while offering owners the benefit of a 12 months/15,000km (whichever comes first) service interval, reducing long-term maintenance costs.

Pre-loaded linear valve dampers

Pre-loaded linear dampers create driving comfort and reduce noise. Vehicle body vibrations are damped with finesse for driving comfort.

Drive mode select

Easily select Normal, Eco or Sport mode to suit your driving style using a button located on the centre console.

Normal: Comfortable riding with smooth acceleration.

Eco: Optimised for eco-friendly driving.

Sport: Dynamic driving with sporty acceleration.



Six-speed automatic transmission

Advanced software means gear shifts occur at the optimum point. The Sportshift™ allows you to take control manually either with the steering wheel mounted paddle shifters or with a flick of the gear stick.

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Methods and materials save the day



The body surrounds you with a vastly improved cage, thanks to smarter use of metals and adhesives at every critical point. The new Optima sets a new standard for occupant safety.

The power of advanced high strength steel

The Optima uses more than 50% advanced high strength steel. A new ring-shaped section, defining the boot opening behind the rear seats, substantially increases body rigidity.

Hot-stamped components in 16 core areas

The hot-stamping of components in 16 core stress areas results in an improvement to body structure that helps provide crash protection, better driving dynamics, and a quieter ride.

Smart adhesive adds structure without the weight

Using 119m of structural adhesive enhances structural rigidity and minimises noise, vibration and harshness.



Six airbag system

To help protect occupants and potentially reduce injuries in the event of a collision, the Optima offers dual front and side airbags for driver and front passenger, plus two side-curtain airbags.

OPTIMA

Smart technologies can be your eyes and ears on the road



Autonomous Emergency Braking

Using radar and camera data, the Optima senses the potential for a collision with a pedestrian, car, or object ahead and applies emergency braking to avoid or reduce the effects of a collision.



Adaptive Smart Cruise Control

Lets you maintain a pre-set speed and distance from the car ahead using radar sensors. Even from a stop, there's no need to use the brake or accelerator if the car ahead moves within three seconds. After longer pauses, tap the accelerator or Set/Resume button to resume speed.



Blind Spot Detection with Lane Change Assist

The system can detect approaching vehicles within a distance of 70 metres. A visual and/or audible warning will alert you when they enter your blind spot zone, if you're indicating to change lanes.



Rear Cross Traffic Alert

Activated when you put the Optima into reverse, the system will warn you if it detects any traffic approaching within 20 metres of the rear of the vehicle, which can help avoid accidents when reversing out of a parking space or driveway.



Lane Departure Warning System

The system detects the lane using the onboard camera in the ECU to inform the driver with a visual cue and warning sound when the vehicle begins to drift outside of its lane, without the driver indicating, alerting a possibly distracted driver.



Forward Collision Warning System

To help keep you at a safe driving distance from the vehicle in front, an alarm sounds if it estimates that you are too close.



An obsession with quality

The mandate for our designers was clear. Let quality drive every design and specification decision. Be uncompromising, right down to the smallest detail. Superior engineering, enhanced driving dynamics, unrivalled comfort... They all come from an obsession with quality.

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Innovation that adds to the drive without distraction



Smart key

With the smart key in your pocket or bag, you can unlock or lock the doors with the simple press of a button on the door handle, and start or stop the Optima with push button start.



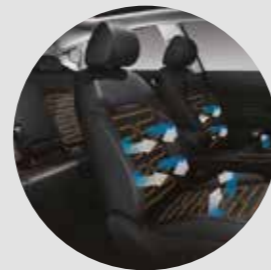
Power adjustable front seats

Find your ultimate driving position with eight-way power adjustable front seats, plus four-way driver and two-way front passenger lumbar support.



Integrated memory system

Store customised seat and side mirror positions for two drivers, removing the hassle of repositioning the driver's seat each time.



Heated and ventilated seats

Three-stage heated seats ensure that both the driver and front seat passenger are snug and warm even on the coldest days. The seats also feature the additional benefit of a three-stage ventilation system to provide different levels of comfort during the summer.



Satellite navigation

The quintessential travel companion combining navigation, trip information and digital entertainment to make even the shortest trips easier and more enjoyable.



Reversing camera

Be fully aware of the space behind you by using either the 7" or 8" full-colour, rear view camera display as your trusted guide, along with front and rear parking sensors.



Wireless smartphone charger

Easily charge a compatible smartphone while you're on the go using the wireless charging pad at the front of the center console.



Heated steering wheel

A heated steering wheel makes it much more enjoyable to grip the wheel firmly on cold winter days.



Supervision cluster with 4.3" TFT-LCD

A striking tandem-cylinder supervision cluster with a 4.3" colour TFT LCD provides a customisable set of essential data such as average fuel economy, trip distance, distance to empty and outside temperature.



Harman/Kardon premium sound system

Listen to music the way it's meant to be heard, through Harman/Kardon's premium sound system. The USB and AUX ports let you play your music through the 10 speakers and an 8" subwoofer with an external amplifier. Bluetooth hands-free lets you stream music and talk on the phone without taking your hands from the wheel.



A new standard of refinement

The interior of the new Optima boasts new levels of refinement, with greater space and superior ergonomics ensuring that every driver's comfort needs are met. Every little detail has been thought through, so the whole driving experience is more intuitive, easier and a pleasure from key turn.



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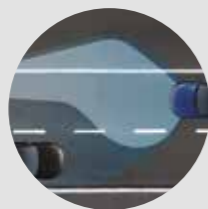
Features that heighten satisfaction



Smart boot
The boot opens automatically when the smart key is detected within range for three seconds or more.



Smart welcome lighting system
An array of exterior and interior lights synchronise with the smart key to light up and welcome you to the car.



High beam assist
The onboard camera detects both oncoming vehicles and vehicles ahead, switching the headlamps to low beam if required to reduce the blinding effects on other drivers.



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



Electronic parking brake
Activate the parking brake simply by lifting the button.
Automatic vehicle hold
Holds the Optima at a standstill without having to keep your foot on the brake.



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.

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Body colours



Snow White Pearl



Silky Silver



Platinum Graphite



Aurora Black Pearl



Temptation Red

Wheels



18" Alloy wheel
Machine finish

OPTIMA

Specifications

MECHANICAL	2.4 GDI EX PETROL	2.4 GDI LTD PETROL
Engine type	2.4L DOHC GDI D-CVVT	
Displacement (cc)	2,359cc	
Compression ratio	11.3:1	
Maximum power	138kW @ 6,000rpm	
Maximum torque	241Nm @ 4,000rpm	
Fuel economy (combined cycle)*	8.3L/100km	
CO ₂ emissions (g/km)	194	
TRANSMISSION		
Gearbox	6 speed automatic with sequential sport shift	
Drivetrain	Front wheel drive	
Hill-start Assist Control (HAC)	X	X
SUSPENSION		
Front suspension	MacPherson struts with high performance shock absorbers coupled to hydraulic rebound spring	
Rear suspension	Multi-link with gas shock absorbers	
WHEELS		
Tyres/ Wheels	235/45 R18 Machine finish	
Braking system	Ventilated 320mm front discs, solid 284mm rear discs with ABS, ESC, VSM and HAC	
Spare wheel type	Full size alloy	
STEERING		
Steering system	Motor driven power steering (MDPS)	
Minimum turning radius (m)	5.45	
Steering wheel adjustment	Tilt and telescopic	
SAFETY FEATURES		
ANCAP Safety Rating	5 Stars (2015 standard)	
ABS with Vehicle Stability Management	X	X
Autonomous Emergency Braking System (AEB)	X	X
Electric Park Brake + Auto vehicle hold (EBP)	X	X
Dual front and side airbags	X	X
Dual side curtain airbags (Full length)	X	X
Front seatbelt pretensioners/load limiters	X	X
Seatbelt reminder for all seats	X	X
Speed sensing auto lock	X	X
Impact sensing auto door unlock	X	X
Child safety rear door locks	X	X
ISO fix child seat anchors	X	X
All seats ELR 3-point diagonal seatbelts	X	X
Engine immobiliser	X	X
Remote keyless entry with alarm	X	X
Parking sensors (front & rear)	X	X
Reverse camera + dynamic guidelines	X	X
Electrochromic rear view mirror	X	X
LED daytime running lights	X	X
Height adjustable headrests (all seats)	X	X
Tyre pressure monitoring (Individual)		X
Blind Spot Detection (BSD)		X
Lane Change Assist (LCA)		X
Rear Cross Traffic Alert (RCTA)		X
Advanced Smart Cruise Control (ASCC)	X	X
High Beam Assist (HBA)	X	X
Lane Departure Warning System (LDWS)	X	X
Forward Collision Warning System (FCWS)	X	X

EXTERIOR FEATURES	2.4 GDI EX PETROL	2.4 GDI LTD PETROL
HID (Xenon) headlights with static bending lights	X	X
Headlight washer	X	X
LED side indicators	X	X
LED rear combination lamps	X	X
LED front fog lights (Tri-sector)	X	X
Front and rear mud flaps	X	X
Chrome line side sill moulding	X	X
Solar glass	X	X
Dual rear mufflers	X	X
High glossy black door frames		X
INTERIOR FEATURES		
Seating configuration	5 seats	
Interior trim	Cloth	Leather
Leather steering wheel and gearshift knob	X	X
Height adjustable driver's seat	X	X
Height adjustable front passenger's seat	X	X
Driver's memory seat (2 settings)		X
Electric driver's seat		10-way
Electric front passenger's seat		8-way
Electric lumbar support driver's seat	2-way	4-way
Electric lumbar support front passenger's seat		2-way
Ventilated front seats (high/med/low)		X
Heated front seats (high/med/low)		X
Heated steering wheel		X
60:40 split folding rear seat	X	X
COMFORT AND CONVENIENCE		
Audio system	7" Colour touch screen, Radio + MP3 + Rear view camera, 6 speakers	8" Colour touch screen system, Radio + MP3 + Rear view camera, Harman Kardon Premium sound system, 10 speakers, 12 channel amplifier
Satellite navigation + Live traffic congestion avoidance (SUNA)	X	X
Bluetooth streaming hands-free**	X	X
Shark fin antenna	X	X
Aux input & multi USB capability	2 x USB connectors + 2 x 12V power supplies	
Steering wheel mounted audio controls	X	X
Paddle shifters	X	X
Dual zone climate air conditioning with auto defog	X	X
Wireless phone charger**		X
Remote central locking	X	X
Smart proximity key with engine start/stop button	X	X
Electric outside rear-view mirror (heated/automatic folding)	X	X
Auto light control	X	X
Auto welcome lighting	X	X
Auto door lock system	Speed sensing lock & impact sensing unlock	
Rain sensing wipers	X	X
Instrument cluster	3.5" Mono TFT LCD	Supervision 4.3" Colour TFT LCD
Multi-function trip computer with user settings	X	X
Rear door sunshade blinds		X
Drive mode (Sport/Normal/Eco)	X	X
Alloy scuff plates		X
Panoramic sunroof		X
Smart (hands-free) boot release	X	X
DIMENSIONS		
Overall length	4,855mm	
Overall width	1,860mm	
Overall height	1,465mm	
Wheelbase	2,805mm	
Minimum ground clearance	135mm	
Towing capacity - unbraked / braked	750kg/1,700kg	
Kerb weight minimum/maximum	1,495kg/1,585kg	
Luggage space (VDA)	510L	
Fuel capacity	70L	

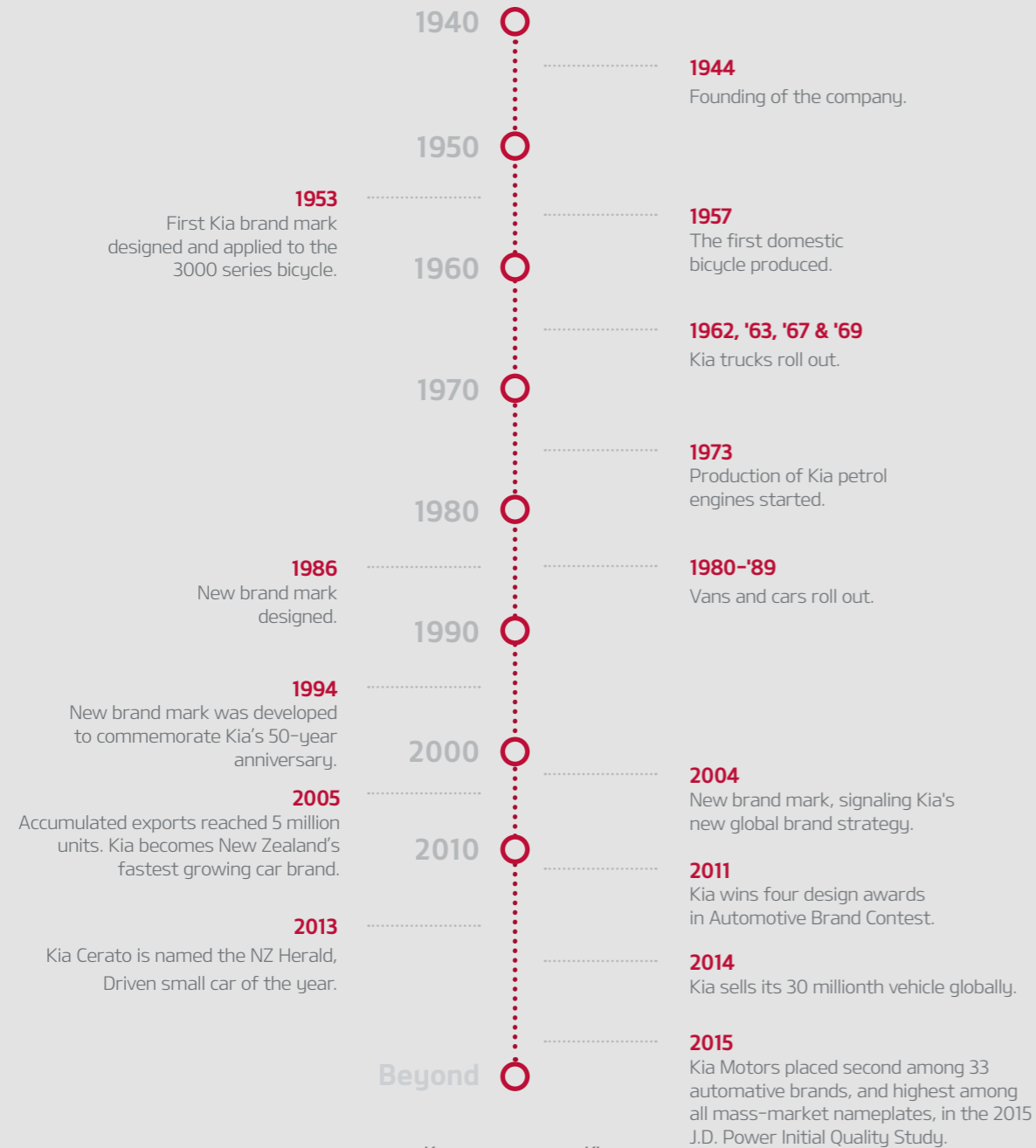
Specifications, equipment and colours shown in this brochure are subject to change without notice or obligation.

* Fuel consumption figures shown are from standard Australia Design Rules tests and are stated for the purpose of comparison. Actual results achieved will differ according to operating conditions and driving style.

** Not all handsets may be compatible.



A brief history



Keep your eyes on Kia because the best is yet to come.



The stats



- South Korea
- Slovakia
- Vietnam
- United States
- China



The environment



ECO-CONSCIOUS

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.

Our environmental research centre spearheads our drive for the production of clean hybrid and fuel-cell vehicles to lead the way to eco-friendly cars for a greener tomorrow for you, your children and all of us.

From design through to recycling, we create innovative products, adhering to state-of-the-art Design for Recycling (DfR) guidelines. Even at the end of your car's life, we aim for eco-friendly return and treatment.

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.

As you can see, what you do on a small scale with your household refuse, we at Kia Motors do on a large scale.



Services



5 YEAR Warranty Programme (UP TO 100,000 KM)

All new Kia Passenger Vehicles come with an impressive 5-Year/100,000 km (whichever comes first) Warranty Programme covering against manufacturing or assembly defects. This warranty programme is transferable between owners and emphasises our commitment to our customers.



5 YEAR Roadside Assist

A Roadside Assistance Programme for the duration of the Warranty Period is also offered on every new Kia at no cost. In the unlikely event that your Kia has broken down, help is only a call away and trained staff will be despatched to your location. If a repair cannot be conducted on the spot, the vehicle will be towed free of charge to the nearest Kia dealer.



INCIDENT CARE

If you and your new Kia were unfortunately involved in an incident or crash that requires body repairs to your Kia, Kia Incident Care is here to help you, and is free for the first five years.

Visit Kia.com/NZ for full details and terms & conditions.



Sponsorship



Australian Open

Kia has been the major sponsor of the Australian Open every year since 2002, when Thomas Johansson and Jennifer Capriati were crowned champions. And with our new agreement through to 2018, we're set to become the longest running major sponsor in the event's history. Every year we supply Tennis Australia with more than 100 Kia cars to ensure the memorable and comfortable participation of the world's top tennis players, VIPs, officials and media.



FIFA World Cup

Kia Motors Corporation, in conjunction with its parent company, has extended its agreement with the world football governing body, FIFA. Kia now has an unprecedented long-term commitment for sponsoring the FIFA World Cup™ in 2018 and 2022 as Automotive Official Partner.

Part of this sponsorship is to supply senior FIFA officials with Kia vehicles to ensure a smooth running and enjoyable tournament, for players, officials and fans alike.



Halberg Disability Sport Foundation

At Kia we're committed to supporting worthy causes in our local community, including the Halberg Disability Sport Foundation.

Started by Olympic champion Sir Murray Halberg (ONZ) in 1963, the foundation aims to enhance the lives of physically disabled people, their families and communities, by enabling them to participate in sport. CEO Geoff Burgess says the Kia fleet plays an important role in enabling the foundation to move around the community and further its aims. "It's been an excellent partnership, especially at our grassroots level (in terms of) linking physically disabled young people to sporting opportunities."



NRL Auckland Nines

Kia is proud to be an official partner of the NRL Auckland Nines, as well as the official vehicle and automotive partner for the tournament. The NRL Auckland Nines event sits well with Kia's values, including its commitment in the creation of modern, high quality vehicles and the brand's youthful and dynamic values. The Auckland Nines are a perfect partner for Kia, helping to elevate the brand on a national level. It's all about the fans, we're a nation of sports fans and this tournament represents something fresh and thrilling with 'The Power to Surprise'. It breaks the mould and offers a unique experience that no other tournament can provide, just like our vehicles.

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