



OPTIMA MY14

The Power to Surprise



We've improved
on a masterpiece

So how does one go about improving an award-winning car that set 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.

Ahead of its time

OPTIMA



Platinum model shown



Stand out in the hustle and bustle of urban life. Optima'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.

Turn
heads



Platinum model shown

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.

A family sedan
that doesn't look
like a family sedan

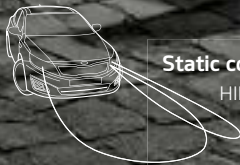


Platinum model shown



Character lines

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



Static cornering lamps

HID headlamps with static cornering lamps increase your visibility when cornering, synchronising with the turns of the steering wheel to light up more of the road. (SLI & Platinum)



Platinum model shown



HID projection headlights + static cornering lamps + LED daytime running lights (SLi & Platinum)

Time to shine

Optima'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.



LED rear combination lamps (SLi & Platinum)



LED front fog lamps (Platinum only)



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.

Prepare
for take-off



Platinum model shown

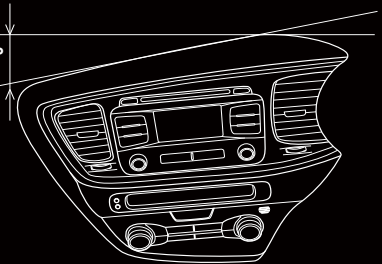


Platinum model shown

9.6°

Centre fascia

The centre 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.



Technology where it counts

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

1. Auto cruise control

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

2. Bluetooth® phone connection

Bluetooth® phone connection* allows you to receive calls using steering wheel controls and speak on the telephone hands free while focussing on driving.

*Bluetooth® is a registered trademark of Bluetooth SIG, Inc. Not all mobile phones will be compatible with the vehicle's Bluetooth® System.

3. Supervision cluster with 4.3" TFT LCD

An all-new supervision cluster with enlarged LCD screen provides improved graphics for maximum visibility in the day or at night, along with an abundance of useful driver information including vehicle service reminders and much more. (Platinum only)

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.



Platinum model shown



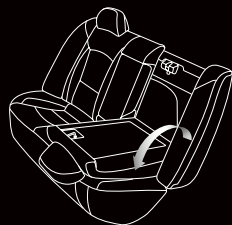
A car this stunning on the outside deserves a cabin ambience on par with the best luxury sedans. Black high-gloss trim with satin chrome accents give a modern, upscale feel while the efficient use of space ensures comfort for occupants of all sizes.

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. That's why our climate control divides into two individually adjustable zones for custom tailored comfort.



Platinum model shown

We've taken occupant comfort to the next level by bolstering the support of all seats and adding a wide array of high-tech features that allow you and your passengers to stay refreshed - even on the longest trips.

The sky's
the limit



1. Ventilated front seats

Both the driver and front passenger seats are ventilated for enhanced comfort. Cool air is blown through the seat and backrest cushions, preventing perspiration build up on hot days while the heater warms seats up keeping you cozy in winter. (Platinum only)



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.



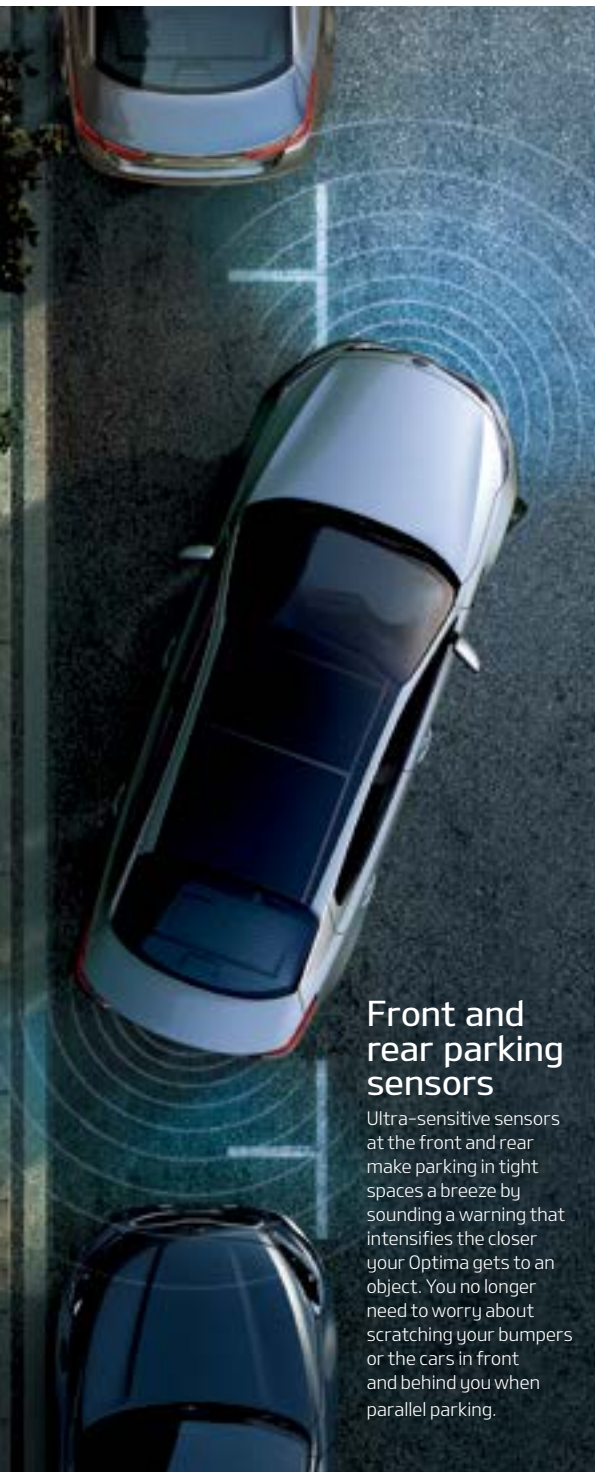
3. 8-way adjustable driver seat

Ideal for fine-tuning your driving position, the powered 8-way adjustable driver seat features IMS (integrated memory system)(SLI & Platinum), while the 4-way adjustable passenger seat is also powered for maximum convenience. (Platinum only)

Panoramic sunroof

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

Platinum model shown



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 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.



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'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. (Platinum)

'Intelligent'
peace of mind

While the era of self-driving cars is still years away, Optima features 'smart' systems that work in tandem with the world around you. Thanks to cutting-edge sensor technology, you can now take the guesswork out of parking and safeguard yourself against dangerous blind spot collisions.



Platinum model shown



 **Infinity**
by HARMAN

Infinity sound system

The precision-crafted Infinity audio system fills the Optima's cabin with rich and luxurious sound. (SLi & Platinum)

MP3



Soothing sounds at your fingertips

Immerse yourself in concert hall quality sound reproduction from a variety of music sources. The premium Infinity™ audio system* features 8-speakers, ensuring an unsurpassed listening experience, while intuitive, fingertip-sensitive controls bring out the true maestro in you. (SLi & Platinum)



SLi/Platinum model shown

Radio + CD + MP3

Enjoy your favorite music on the go thanks to a built-in CD player with MP3 playback capability.*

*The integration of the multimedia system will reduce some of the functions of the Bluetooth phone system.



Audio remote control

Adjust the volume, select tracks and change music sources thanks to a remote control on the steering wheel spoke.



Aux and iPod, USB input

USB connectivity lets you plug in an auxiliary mobile storage device, or iPod and play tunes you've already downloaded. (Platinum shown)

iPod® is a registered trademark of Apple Computer Inc., registered in the U.S. and other countries.



Platinum model shown

Your safety is our priority

Optima'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.



Front, 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.



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.



Larger disc brakes

The Optima's 18" alloy wheels are fitted with large, 320mm front disc brakes, providing powerful braking and a racy, sporty appearance. (SLi & Platinum)



Front safety power windows

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



Front active headrests

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

Optima's captivating personality doesn't run just skin-deep. This is a vehicle underpinned by the latest advances in automotive engineering to give you the supple, quiet ride befitting a refined family sedan, along with responsive driving dynamics that will thrill you at every turn.

Engineered
for excitement

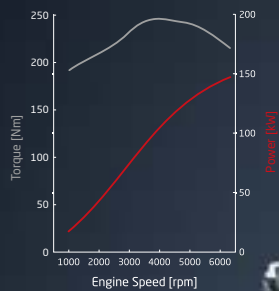




Platinum model shown

Theta II 2.4 GDI Engine

Type	D-CVVT
Displacement (cc)	2,359
Max. Power (kW)	148
Max. Torque (Nm)	250
0 - 100km/h (sec)	9.0
60 - 100km/h (sec)	5.0



A balance of power & efficiency

The Optima comes standard with a state-of-the-art gasoline direct injection 2.4-litre engine with 6-speed automatic transmission for the perfect blend of on-road performance and penny-pinching savings at the fuel pump.



Active ECO System

The standard Active ECO System automatically optimizes the engine and transmission control systems to reduce fuel consumption.



Alloy pedals

Stylish alloy pedals add a sporty, high-tech feel to the interior and accentuate Optima's dynamic overall design elements. (SLi & Platinum)



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. (Platinum model shown)

Platinum model

Add an extra splash of character to your Optima for maximum dynamic appeal with sporty exterior upgrades only available on the Platinum model.



1. Radiator grille + Front air intake hole

The black high-gloss honeycomb grille and stylish chrome trim of the air intake add a touch of distinctiveness to the front view.

2. Rear air diffuser

The stylish diffuser not only adds an athletic look to the rear view but serves a functional purpose of improving aerodynamic performance.

3. 18-inch alloy wheels

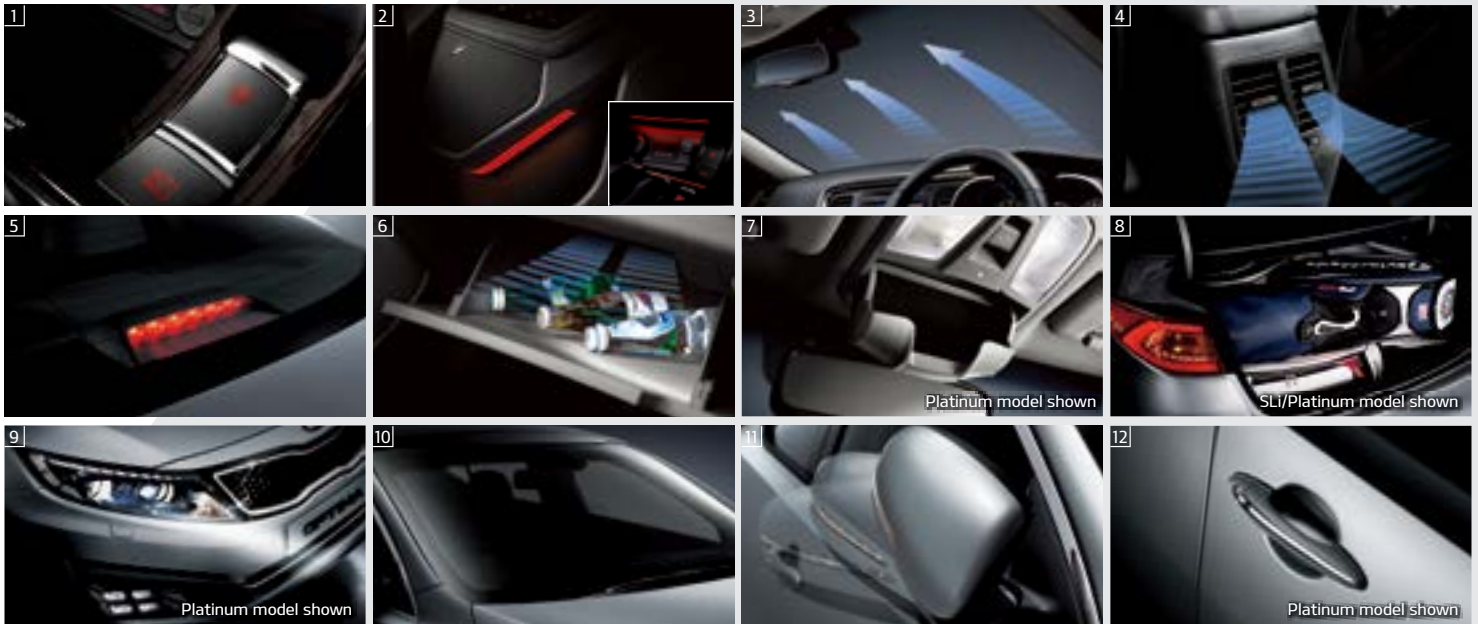
Large machine-finished alloy wheels inspired by classic racing designs give your Optima a truly sporty mystique on the road.

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 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's doors as well as start and stop the engine ignition with the simple press of a button. (Platinum)



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. (Platinum)

5. 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.

9. 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.

2. Interior mood lamps

With a distinctive red hue, the cabin mood lighting creates a soothing and modern ambience at night. (Platinum)

6. 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.

10. Solar 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. (SLi & Platinum)

3. Auto defogging system When condensation forms on the windscreen, sensors automatically begin the de-misting process. This removes the need to operate controls manually, providing optimum visibility for safe driving. (Platinum)

7. 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. 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.

4. Rear air ventilation

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

8. Luggage compartment

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

12. Chrome outside door handles

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

Interior colour

Choose an interior colour scheme for your Optima to match your personality and mood.



Artificial leather/cloth seats with metal paint highlights (Si).



Leather seats* with metal paint highlights (SLi).



Leather seats* with wood look highlights (Platinum).

*Leather trim includes some leather-like material on selected high impact surfaces.

Wheels

Three different sizes, three different designs.



17-inch Alloy Wheel (Si)



18-inch Alloy Wheel (SLi)



18-inch Alloy Wheel (Platinum)

Body colors

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



Snow White Pearl* [SWP]



Bright Silver* [3D]



Satin Metal* [STM]



Golden Beat* [K3N]



Temptation Red* [K3R]



Abyss Blue [K3U]



Smoky Blue* [B3U]



Platinum Graphite* [ABT]

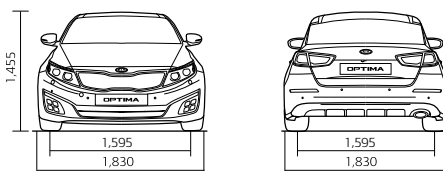
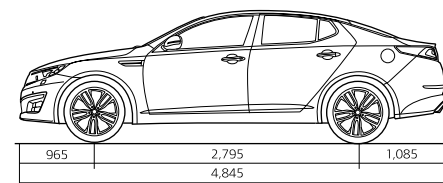


Aurora Black* [ABP]

*Premium paint

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 (17" / 18")	1,595 / 1,591
Overhang (Front / Rear)	965 / 1,085
Headroom (Front / Rear)	1,028 / 965
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

All information and illustrations contained in this brochure are based on data available at the time of publication and are subject to change without notice. Some product features are optional items that may not be available on the base model. Contact your local Kia dealer for the most current information.

As eco-conscious as you are

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.



Platinum model shown



The Power to Surprise

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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 Rio to the Sorento, 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.au) -- 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 2 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 44,000 employees worldwide and annual revenues of over US\$20 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.

Kia's unlimited km 7 year warranty. Note: 7 year/150,000km warranty for vehicles used for the following: rental vehicles, hire cars, taxis, courier vehicles, driving school vehicles, security vehicles, bus and tour vehicles. For full details, visit www.kia.com.au



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