



The Power to Surprise

The new Kia  
**OPTIMA**



## Exterior design

# A first impression designed to last.

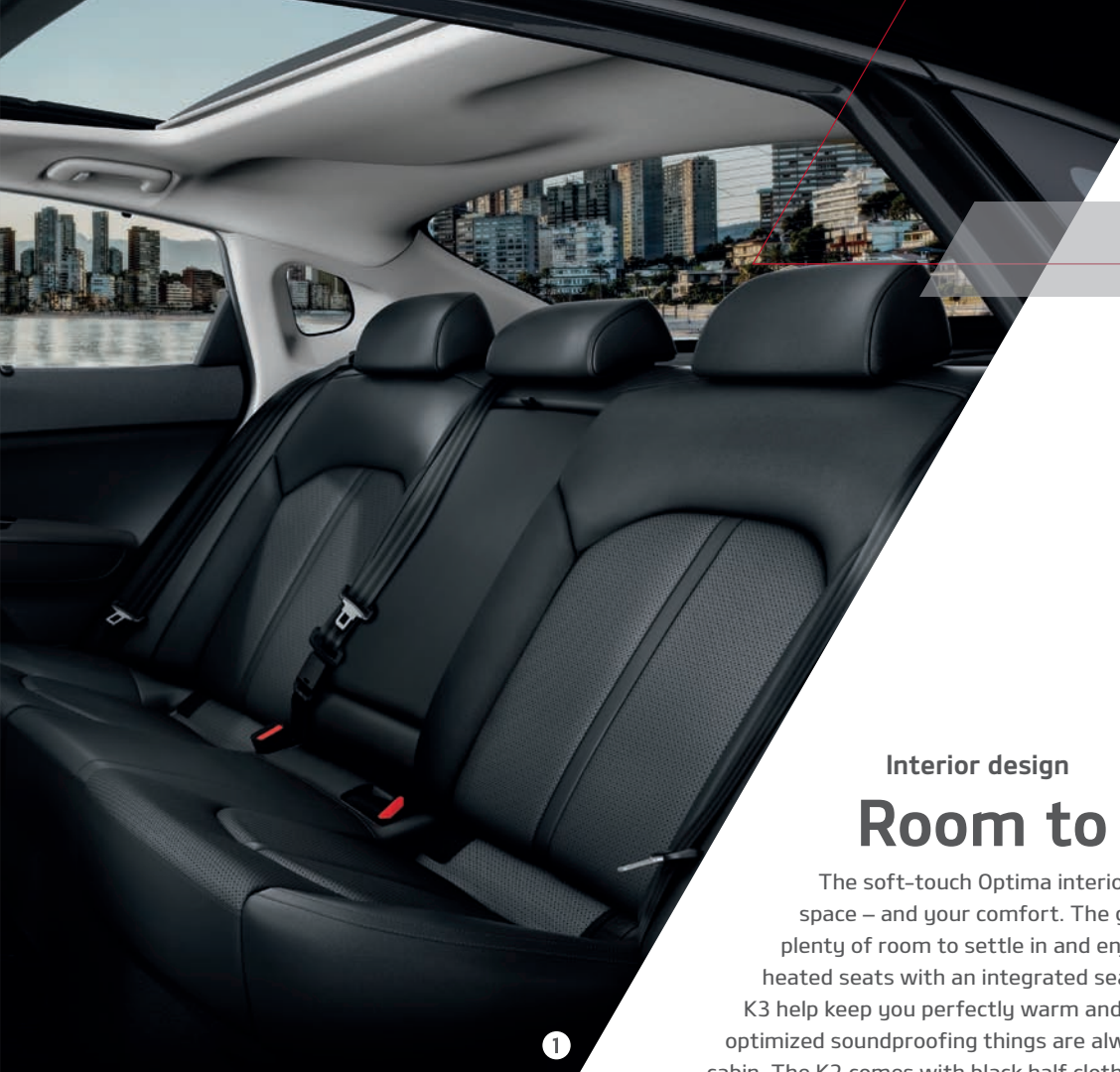
Sleek lines, refined styling and a confident stance give the Kia Optima its distinctive appearance. The spacious dimensions ensure excellent stability, comfort, handling and roominess. Look closer and you'll find even more innovative ideas to impress. The Kia signature grille adds an unmistakable edge, while the striking headlamp design and eye-catching chrome accents on the windows complete this bold style statement.







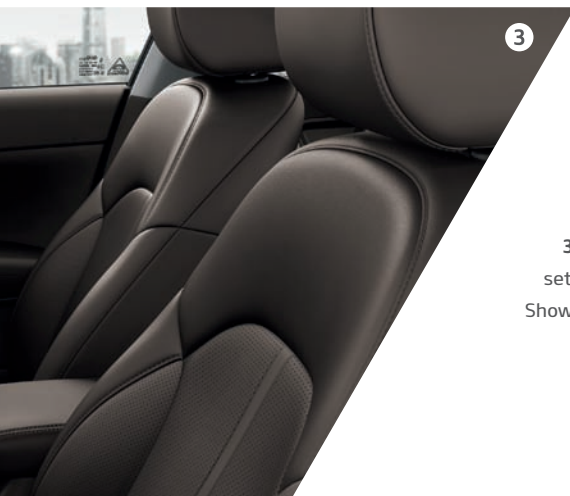




## Interior design

# Room to thrive.

The soft-touch Optima interior is designed to maximize your space – and your comfort. The generous dimensions offer you plenty of room to settle in and enjoy the ride. Ingenious ideas like heated seats with an integrated seat position memory system in the K3 help keep you perfectly warm and comfortable. And finally, with optimized soundproofing things are always refreshingly calm inside the cabin. The K2 comes with black half cloth and half leather, while the K3 is equipped with a dark brown leather interior.




1. K3 features 8-way power adjustable driver's seat, while the K2 features 2-way front lumbar support for ultimate comfort for the driver.

2. Dual zone air conditioning with anti de-fog system.

3. Integrated Memory System helps make you even more comfy by remembering your preferred settings for both the driver seat adjustments and the exterior mirrors (K3 only).  
Shown here is the K3 dark brown interior.







## Connectivity

# Switched on. Plugged in. Always in touch.

The driver-oriented interior of the new Kia Optima keeps you connected with plenty of hassle-free – and hands-free – features. The Wireless Phone Charger in the DCT model keeps you switched on at all times. With a 7" navigation screen, your routes will be crystal-clear – and thanks to seven years of free map updates\*, you'll always have the right information at hand.

**1. Supervision cluster with 4.3" TFT-LCD** The bold, tandem cylinder supervision cluster boasts a 4.3" colour TFT-LCD which provides customizable data essentials – from average fuel economy to turn-by-turn navigation information.

**2. Wireless Phone Charger** Enjoy the convenience of wireless charging. Simply place phones with Qi technology or suitable cases directly onto the centre console and charge without a cable. (DCT model only).



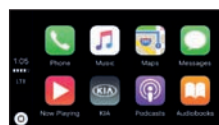
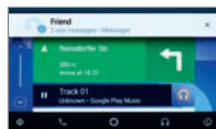
### 7 Year Map Update

As part of our extensive quality promise, all new Kia vehicles factory-fitted with an LG navigation device are entitled to 6 free annual map updates at the service point. This unique programme ensures your navigation system is always up to date.



## androidauto

Android Auto™ is designed to keep you perfectly connected to your phone – while minimizing distractions so you stay safe on the road. The simple, intuitive interface lets you access features like Google Maps, apps, music, and voice control, and automatically organizes info into simple cards that appear just when they're needed.



Apple CarPlay™ is a smart, safe way to use your iPhone while driving. It takes all the things you might want to do, and puts them into your Optima's display, so you can get directions, make a call and listen to music – all while staying focused on the road.

## Control

# Always in control.

Settle in for a beautifully smooth ride. The Optima's chassis allows for even more responsive manoeuvres and even more control – regardless of the conditions on the road. And, thanks to robust front wheel bearings and larger, dual rear lower control arms, the Optima's ride and handling are more refined than ever.

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

Enjoy a firm, solid, centred feel and an unprecedented steering response with innovative Rack-type Motor-Driven Power Steering (R-MDPS).

### Pre-loaded Linear-valve Dampers (PLD)

For increased driving comfort, the standard Pre-loaded Linear-valve Dampers allow very rapid valve opening and closing for better wheel damping. Innovative piston geometries reduce noise, and vehicle body vibrations are damped for even more comfort on the road.





## Protection

# Full-force protection.

It's safety first in the new Optima, which sets new standards when it comes to protective materials and features. An innovative use of metals and structural adhesives improves the cage, while attention to every detail takes driver and passenger protection to the next level.

### Smart adhesive

Thanks to the use of 119 metres of structural adhesive the new Optima has increased structural rigidity and minimized noise, vibration and harshness levels.

### 7 Airbags

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



### Advanced High-Strength Steel

The new Optima uses more than 50% Advanced High-Strength Steel (AHSS). The rigid bodyshell means even more protection for both driver and passengers. Plus, on the sedan the ring-shaped section defines the boot opening behind the rear seats below the shelf – and substantially increases body rigidity for further safety and support.

### Hot-stamped components

The hot-stamping of components in 16 core stress areas significantly boosts body structure and provides improved crash protection, better driving dynamics and a quieter ride.





# Peace of mind

## All the peace of mind you'll need.

### 7-year vehicle warranty

Every Kia benefits from a 7-year/150,000 km new car warranty. This bumper-to-bumper warranty is free and transferable to subsequent owners, provided the car is regularly maintained in accordance with the servicing schedule.

### 5-year paint warranty & 12-year anti-perforation warranty

High-quality body paint ensures long-lasting protection and shine for your new Kia. It also comes with superior corrosion protection and a 12-year warranty against rust from the inside out.

### Stay in touch with Kia

Visit [www.kia.com](http://www.kia.com) for all the latest news. Find out more about Kia and our exciting new car range. Get updates on achievements in alternative fuel development, like liquid gas, hybrid and fuel cell technology. Or discover what our Environment Research Centre is working on.

We're also involved in major sporting events: Kia is an official partner of both UEFA and FIFA. We sponsor the Australian Open and the tennis star Rafael Nadal. Here in Ireland, Kia is a proud sponsor of Community Games and The Kia Race Series.

### Financing

Your local Kia dealer can help you with a financing plan that's best suited to your needs. Please ask for details.



### The Kia 7-year warranty

Max. 150,000 km vehicle warranty. Valid in all EU member states (plus Norway, Switzerland, Iceland and Gibraltar). Deviations according to the valid guarantee conditions, e.g. for paint and equipment, subject to local terms and conditions.



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[www.kia.com](http://www.kia.com)

## Rims

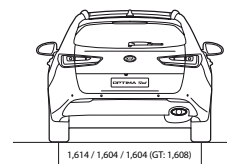
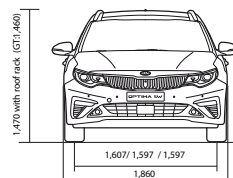
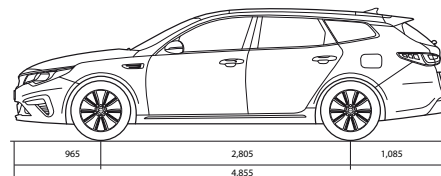


17" hyper metallic silver alloy wheel (K2 only)

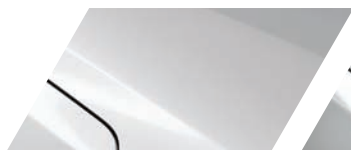


GT Line 18" alloy wheel (K3 only)

## Dimensions (mm)



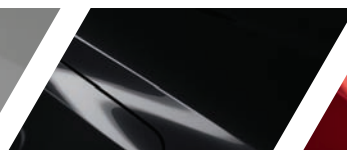
## Colours



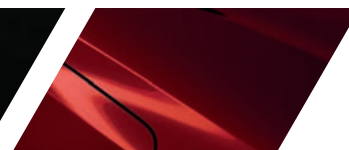
Snow White Pearl [SWP]  
(K3 only)



Silky Silver [4SS]



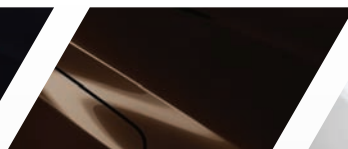
Aurora Black [ABP]



Runway Red [CR5]



Gravity Blue [B4U]



Pluto Brown [G4N]



Clear White [UD]  
(K2 only)

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Dublin 12,  
Ireland

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