

# OPTIMA

2.4L GDI PETROL | 6 SPEED AUTO



The Power to Surprise

Innovation, a sporty stance and style that conveys confidence. These are the characteristics you'd expect from progressive, modern car design. One glance at the 2014 Kia Optima will convince you that these qualities are effortlessly delivered.

## Progression at every level



NZ specifications may vary to that shown in picture.

Projection headlights and LED stop lights are just two of the defining features of the Optima. LED daytime running lights heighten the look and command attention, while sporty touches such as unique 18-inch alloy wheels add to the dynamic appeal.

## Specification that attracts attention



PANORAMIC SUNROOF WITH DUAL ELECTRIC SUNSHADES (LTD ONLY)



LED DAYTIME RUNNING LIGHTS (DRL)

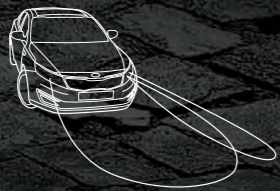


QUAD LED LAMPS (EX AND LTD ONLY)



LED REAR TAIL LIGHTS

Smart Cornering Lights provide light in the direction you are turning giving you better visibility at night.



NZ SPECIFICATIONS MAY VARY TO THAT SHOWN IN PICTURE.

The Optima's muscular appearance is carried through to the cabin. A cockpit area shaped around the driver combines with a sturdy 3-spoke steering wheel for complete control.

## A space where you're in charge



LTD MODEL SHOWN. NZ SPECIFICATIONS  
MAY VARY TO THAT SHOWN IN PICTURE.

## Embrace the technology, indulge in the design

Take your seat in the Optima and you'll notice an array of advanced technology at your disposal. From paddle shifters, auto cruise control, to a bright, easily-readable instrument display and the driver-oriented centre fascia. This is a car designed for the here and now, with one eye on the future.

### Paddle shifters

Paddle shifters bring an exciting new dimension to your driving giving you the ability to make lightning-quick gear changes. Positioned at the end of your fingertips, just behind the steering wheel, they do away with the need to take your hands off the wheel in order to shift gears.



### Engine start button

Fire up the Optima's engine with one touch of the engine start/stop button, and get a reminder of the car's sporty prowess.



### Bluetooth & audio hands-free

Bluetooth functionality lets you use your mobile phone and stream music, adjust audio volume, mode and skip tracks or channels without taking your hands off the steering wheel.



### Auto cruise control

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



### 4.3" TFT LCD supervision cluster

The high-tech instrument display emulates a classic sports car. Featuring a 4.3" colour TFT LCD that displays essential information such as average fuel economy, trip distance, distance to empty, open door warning and outside temperature.



EX AND LTD MODELS ONLY

EX AND LTD MODELS ONLY

As you would expect with a car of this calibre, the Optima features the latest technology. The 530-watt premium Infinity sound system features eight speakers in addition to the standard AUX-USB and iPod connectivity. An unsurpassed listening experience on the move and all of it operated via intuitive, steering wheel controls.

## The **ultimate** sound system for the **ultimate drive**

### Premium Infinity sound system

The precision-crafted Infinity audio system pumps out a maximum of 530 watts, letting you fill the cabin with sound.

**Infinity. 530 watts**



### AUX and iPod, USB input

USB connectivity lets you plug in an AUX or iPod mobile storage device and play tunes you've already downloaded.



### CD, MP3, Radio

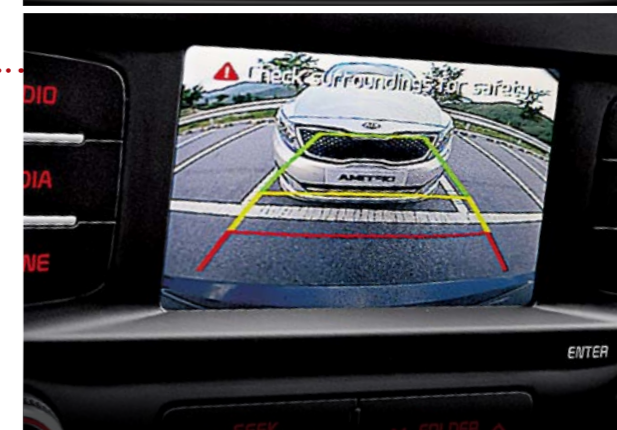
The completely integrated Infinity sound system means you can play CD, and MP3 files too.

**MP3**



### Rear view camera and display

**Peace of mind when you're reversing.** The rear view camera gives you clear sight of any obstructions behind the vehicle to make parking and reversing both safe and easy. You'll be totally aware of your surroundings with the images (incorporating distance lines) relayed via the rear view camera onto the audio system's LCD screen.



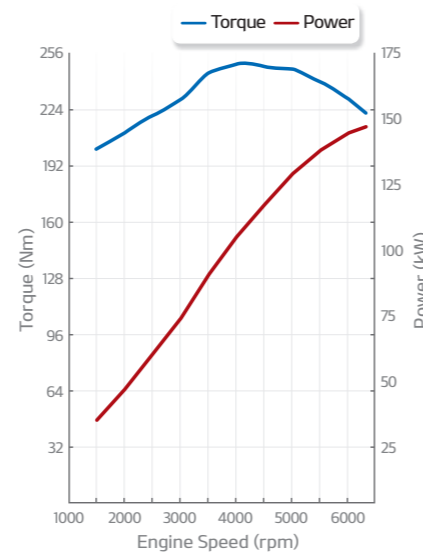
## GDI – Gasoline Direct Injection

Kia's GDI technology culminates in this powerful yet quiet and fuel-efficient four-cylinder engine. Producing 148 kilowatts the 2.4 GDI delivers V6-type power, with an advanced 6 speed automatic transmission.



### Theta II 2.4 GDI Engine

Type	CVVT
Displacement (cc)	2,359
Maximum Power (Kw)	148
Maximum Torque (Nm)	250
0 - 100km/h (sec)	9.0
Litres per 100km (Combined)*	7.9

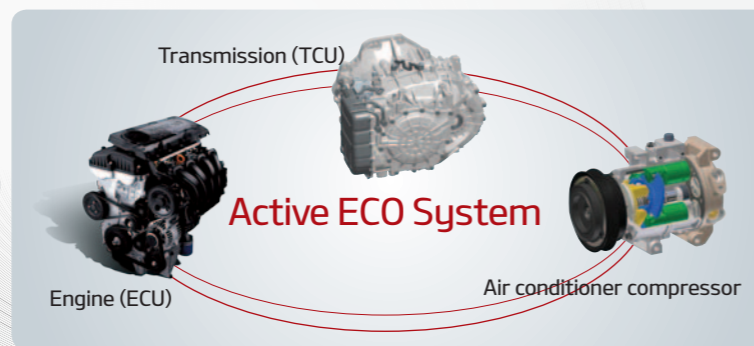


## ACTIVE ECO SYSTEM

Optimises the drive train operation for best fuel economy. Simply push the ECO button for optimal adjustment of the ECU, TCU, and air conditioner compressor, resulting in improved fuel economy.



Active ECO switch on



Active Eco system controls ECU, TCU, and air conditioner compressor

## Higher performance with lower emissions

The Optima packs power and performance into a class-leading, environmentally-friendly powertrain. With the lightweight 2.4 GDI petrol engine, extra torque is delivered thanks to a straightened air intake system that allows the inhalation of a greater volume of air.

### Active ECO system

Standard on Optima, the Active ECO system optimises all the drive train elements to deliver significant fuel savings.



### 6 speed automatic transmission

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



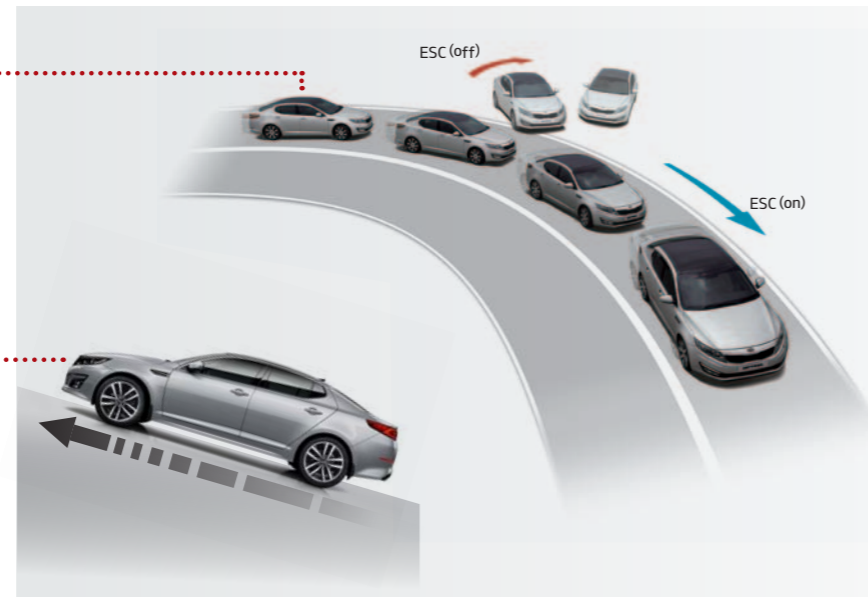
\* Fuel consumption figures shown are from standard Australia Design Rules tests and are stated for the purpose of comparison. Actual results achieved will differ according to operating conditions and driving style.

## Safety delivered, reassurance built in

Safety is up there with style, dynamics and performance when it comes to car design. The Optima incorporates a whole range of state-of-the-art features to provide you and your passengers with safety of the highest order. These include Electronic Stability Control for when you have to brake suddenly, all-around disc brakes for smooth, controlled braking, and a host of safety and parking aids.

### 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.



### Hill Start Assist Control

This useful system senses when you are stopped on an incline, it will stop you rolling backwards when you have to pull away from a standstill.



### Blind Spot Detection (BSD)

Two radar scanners located in the outer corners of the rear bumper are capable of detecting objects up to 70m from the rear, and 4m from each side. Activated at vehicle speeds above 30 kph, BSD gives you a warning when an approaching vehicle enters into your blind spot zone.



### Cross Traffic Sensors

The Cross Traffic Sensors activate when reversing and use radar sensors to help detect traffic or other objects.



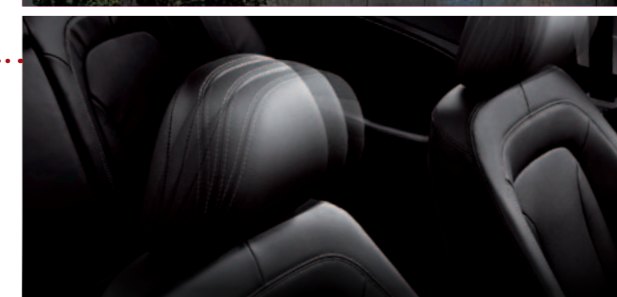
### Front & rear parking sensor

The front and rear parking assist system makes tight parking spots easy. The audible alerts are combined with distance guides in the rear view camera.



### Front active headrests

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



### Front, side and curtain airbags

An advanced 6-airbag system comprises driver/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.



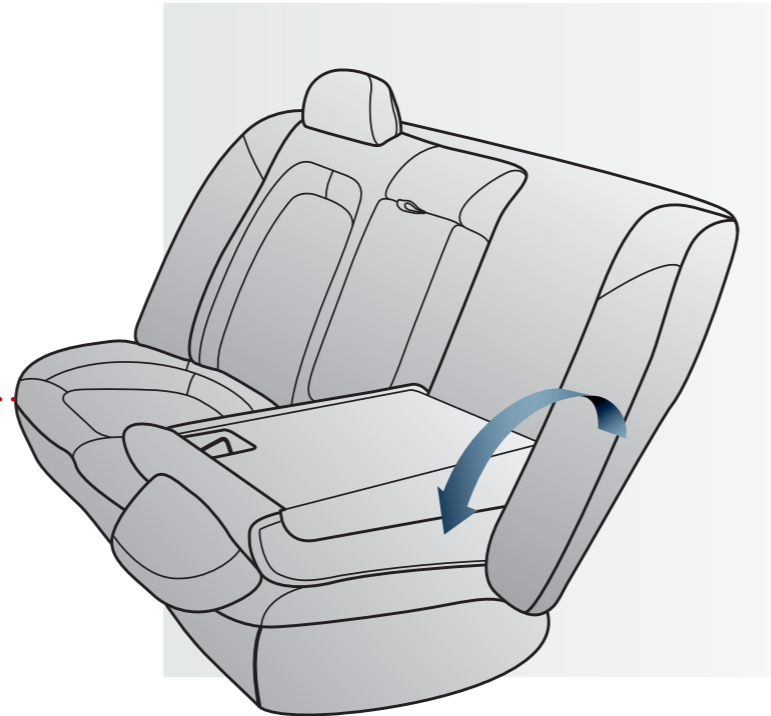


## Quality is all in the details

Every part of the Optima has been considered from your point of view. This means features that don't just work smoothly and logically, but play a key role in driving enjoyment.

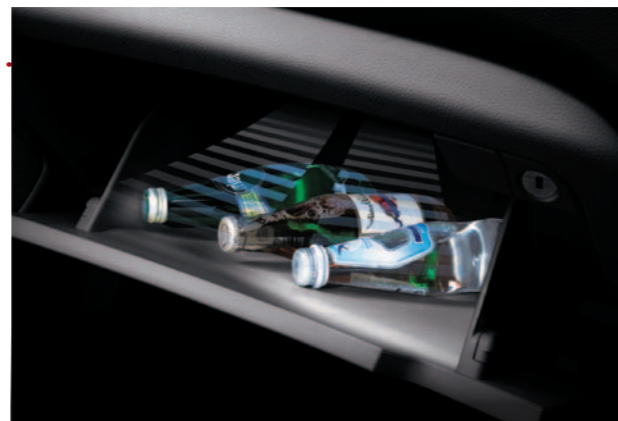
### 60:40 split fold down rear seats

The 60:40 folding rear seats offer plenty of flexibility when it comes to hauling luggage, and are particularly suited to carrying longer and unusual-shaped cargo.



### Cooling glove box

The traditional glove box has become a cooling box, ideal for keeping drinks and snacks chilled on your journeys.



### Interior mood lights

Recessed ambient lighting, with a distinctive illumination at night, creates an inviting interior environment.



### 10-way power assisted driver seat

Comfort that fits. The 10-way power assisted driver seat with lumbar support smoothly adjusts so that you can easily find your ideal driving position. There's also two memory settings that will reset the seat to your preferences.



### Bio care heated front seats

Stay snug in your seat. 2 stage heated seats ensure that both driver and front seat passenger are snug and warm even on the coldest days



### Air ventilated front seats

The front seats also features the additional benefit of a 2 stage ventilation system to provide different levels of comfort during the summer.



### Rear air ventilation

Rear air ventilation means passengers in the back seats are assured of a comfortable indoor environment. The angle of the air stream can be adjusted to suit their wishes.



### Auto defogging windscreen system

When condensation forms on the windscreen, sensors automatically begin the de-misting process, doing away with the need to operate the controls manually, and providing optimum visibility for safe driving. Once the window is de-misted, the climate system will return to the previous setting.



## Functionality and style at every touch point

Everything about the Optima is designed with you in mind.

### Smart key entry system

From your pocket or purse, the smart key unlocks the doors the moment you touch the door handle, so that you never have to worry about fumbling around for keys.



EX AND LTD MODELS ONLY

### Escort lights

See in the dark. Headlights and taillights stay illuminated for 30 seconds when you get out of the car before switching off automatically. This way, the car's lights help to illuminate the way to and from your front door.



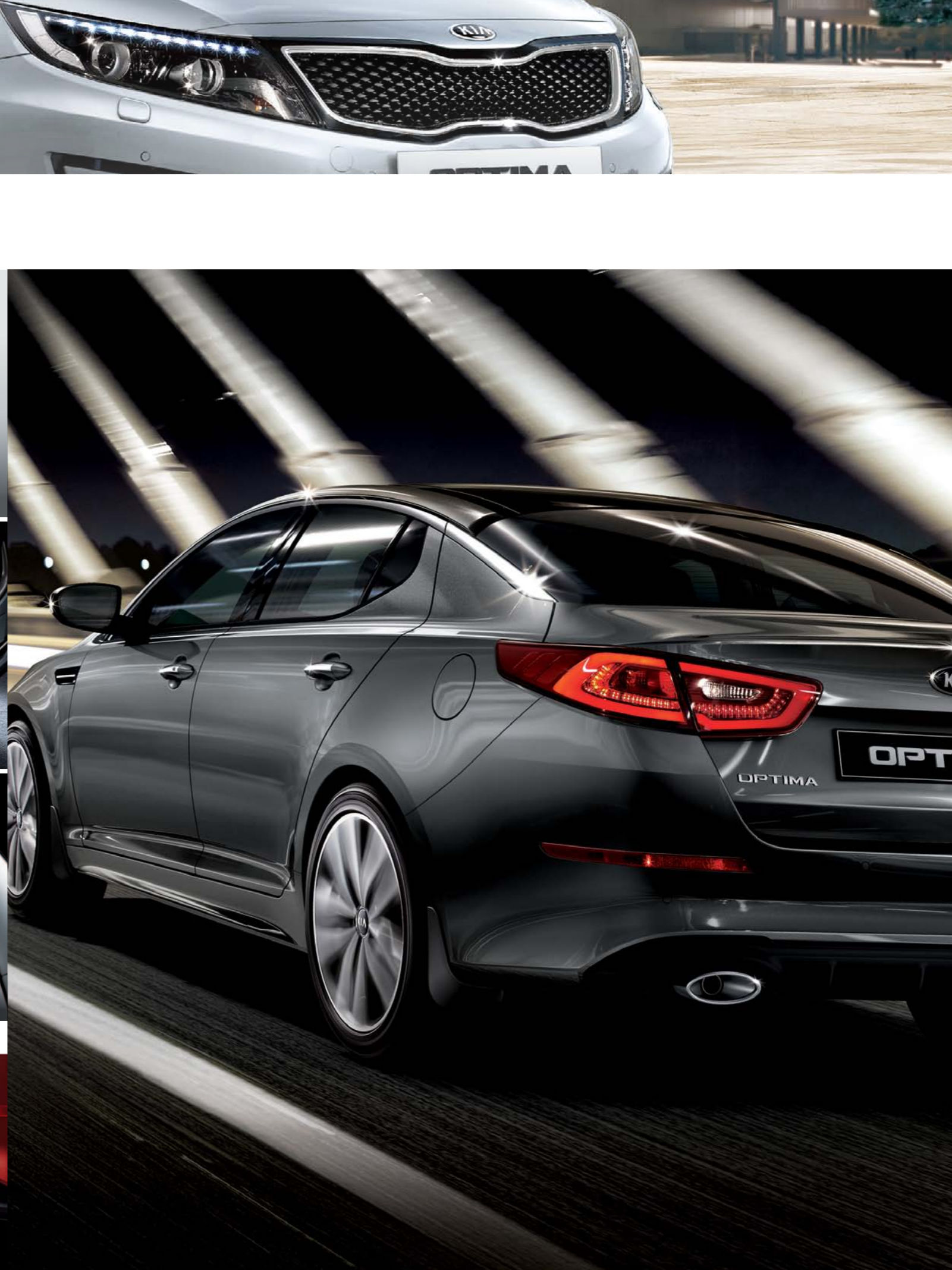
### Gull wing folding side mirrors

Power side mirrors fold up and away for convenience when you park. Their aerodynamics also contribute to better fuel economy, while the gull-wing folding style echoes the classic sports car era.



### Dual muffler

Dual oval-shaped exhaust tips have an unmistakable sporty resonance, adding to the overall dynamic look of the car.



# OPTIMA

LTD models include this great range of sporty features.



## Sports Brake Package

The Optima's 18" sport alloy wheels are fitted with large, (Ø320/28t) front disc brakes and (Ø284) rear disc brakes. Providing powerful braking and an aggressive, sporty appearance.

Braking distance 100-0km is 42.7m.



**SPORTY FRONT RADIATOR GRILLE**  
Provide real presence with an assertive, stand-out design.



**ALLOY PEDALS**  
Put a real touch of sportyness at your feet.



**UNIQUE 18" SPORT ALLOY WHEELS**  
Large and contemporary design with extra large brake discs to match.



**STYLISH SIDE SKIRTS**  
Sculpted into the bodywork for an aggressive, purposeful appearance.



**HIGH PERFORMANCE SUSPENSION**  
The sport suspension has been optimised for New Zealand conditions. The ride is dynamic, without sacrificing comfort or ease of driving.

## Designed to inspire

Kia's unmistakable design is distinguished by our unique tiger nose grille, reflecting the 'less is more' philosophy of award-winning President and Chief Design Officer, Peter Schreyer. A design feature he believes evokes passion through purity and honesty.



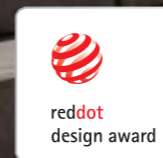
**Peter Schreyer,  
President and Chief  
Design Officer (CDO)**

"Our new cars are fresh and bold and could not be mistaken for anything other than a Kia."



Kia Niro

Kia Motors is one of the main winners in the first-ever Automotive Brand Contest. In the Brand Design category, where strategy and focus of the brand's overall design is rated, Kia was ranked 'Best of Best'.



EUROPEAN DESIGN CENTRE



NAMYANG (KOREAN) DESIGN CENTRE



AMERICAN DESIGN CENTRE

Kia's Namyang Design Centre is supported by satellite design centres in the USA, Europe and Japan. Under Chief Designer Peter Schreyer's leadership, we are creating new customer experiences through research in industrial/visual design, aesthetics, philosophy, liberal arts, psychology, history, and artificial intelligence.

# SPECIFICATIONS

KIA OPTIMA	2.4 LX	2.4 EX	2.4 LTD
<b>MECHANICAL</b>			
Engine type	2.4L GDI DOHC CVVT petrol engine		
Displacement (cc)	2359cc		
Compression ratio	11.3:1		
Maximum power	148kW @ 6300rpm		
Maximum torque	250Nm @ 4250rpm		
Fuel economy (combined cycle)	7.9L/100km		
CO <sub>2</sub> emissions (g/km)	189		
<b>TRANSMISSION</b>			
Gearbox	6 speed automatic with sequential sportshift		
Steering column mounted paddle shifters	•		
Hill start assist control	•		
<b>SUSPENSION</b>			
Front suspension	MacPherson struts with side load coil springs and high performance gas shock absorbers		
Rear suspension	Multi link type with coil springs and high performance gas shock absorbers		
<b>WHEELS</b>			
Tyres	225/55 R17	225/45 R18	
Braking system	Ventilated front discs, solid rear discs with ABS, BAS, EBD and ESP		
Alloy wheels	17"	18" luxury / 18" sport	
Full size spare wheel and tyre	•		
<b>STEERING</b>			
Steering system	Hydraulic power assisted rack and pinion		
Minimum turning radius kerb to kerb (m)	5.45		
Steering wheel adjustment	Tilt and telescopic		
<b>SAFETY FEATURES</b>			
ABS brakes with EBD and BAS	•	•	•
Electronic stability programme (ESP)	•	•	•
Dual front airbags with passenger isolating switch	•	•	•
Dual side airbags	•	•	•
Dual (front to rear) curtain airbags	•	•	•
Child safety rear door locks with key activation	•	•	•
Remote keyless entry with alarm	•	•	•
Engine immobiliser	•	•	•
Front seatbelt pre-tensioners/load limiters	•	•	•
3 x rear ELR diagonal belts	•	•	•
Active front headrests	•	•	•
Front and rear parking sensors with indash display	•	•	•
Reversing camera	•	•	•
Blind spot detection system			•
Cross traffic sensors			•
<b>EXTERIOR FEATURES</b>			
Main headlights (low beam)	Projector	Projector	Xenon HID
Daytime LED running lights (DRL)	•	•	•
Smart cornering lights			•
LED rear tail lights	•	•	•
Sport Package (Sports wheels, front & rear bumpers, grille)			•
Electrically adjustable heated mirrors	•	•	•
Front fog lights	Bulb type	QUAD LED type	QUAD LED type

KIA OPTIMA	2.4 LX	2.4 EX	2.4 LTD
<b>EXTERIOR FEATURES CONTINUED</b>			
Aero blade windscreen wipers	•	•	•
Solar glass	•	•	•
<b>INTERIOR FEATURES</b>			
Interior trim	Cloth with composite leather bolsters	Composite leather	
Interior trim garnish	Painted metal type	Painted metal type	Dark woodgrain type
Panoramic electric sunroof with power blinds			•
Electric driver's seat with 10 way adjustment		•	•
Driver's memory seat with 2 settings		•	•
Electric passenger seat with 4 way adjustment			•
2 Stage heated front seats			•
2 Stage ventilated front seats			•
Interior mood lighting		•	•
60:40 split folding rear seats	•	•	•
<b>COMFORT AND CONVENIENCE</b>			
Stereo system	Infinity radio/CDs/MP3 with 8 speakers including subwoofer		
AUX input with USB capability	•	•	•
Bluetooth hands-free**	•	•	•
Dual zone climate air conditioning	•	•	•
Auto defogging windscreen system	•	•	•
Proximity key with engine start stop button		•	•
Steering wheel mounted cruise and audio controls	•	•	•
Power windows with driver front passenger auto down	•	•	•
Remote central locking	•	•	•
Multifunction trip computer	Dot matrix display	4.3" TFT colour display	
Rain sensing wipers	•	•	•
Auto light control with escort function	•	•	•
Active eco function	•	•	•
Electrochromic rear view mirror	•	•	•
Dual map lights with sunglasses case	•	•	•
Cooling glovebox	•	•	•
Illuminated vanity mirrors in front sun visors	•	•	•
Second row armrest	•	•	•
<b>DIMENSIONS</b>			
Overall length	4845mm		
Overall width	1830mm		
Overall height	1455mm		
Wheelbase	2795mm		
Minimum ground clearance	135mm		
<b>WEIGHTS AND CAPACITIES</b>			
Kerb weight minimum/maximum	1478/1556kg		
Cargo capacity (VDA)	505 litres		
Fuel tank capacity	70 litres		
Towing capacity - unbraked (kg)	650		
Towing capacity - braked (kg)	1200		

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.

\*\* For a full list of compatible handsets visit [kia.com/nz](http://kia.com/nz)

## COLOUR RANGE

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



Snow White Pearl



Bright Silver



Satin Metal



Platinum Graphite



Aurora Black Pearl



Golden Beat



Temptation Red



Abyss Blue



Smoky Blue  
(Indent order only)

## WHEELS



17-inch alloy  
(LX only)



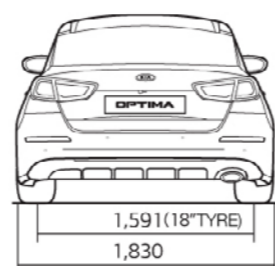
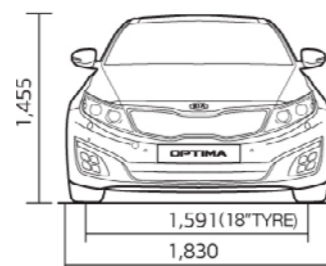
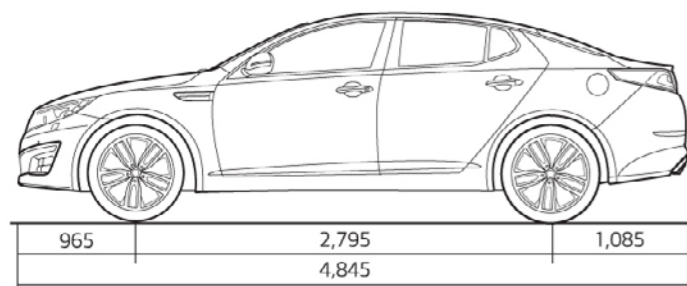
18-inch Luxury alloy  
(EX only)



18-inch Sports alloy  
(LTD only)

## DIMENSIONS (mm)

With class-leading proportions, see how the Optima measures up.



## 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 21<sup>st</sup> century while making tangible contributions to the preservation of the environment and sustainable development of society.

We set up an environmental research centre to spearhead 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.

The concept of eco-friendly cars is adhered to throughout all phases of a vehicle's life. From design through to recycling, we create innovative products, adhering to state-of-the-art Design for Recycling (DfR) guidelines. 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.

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



## 5-Year Warranty Programme\*



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 24/7 Roadside Assist\*



A Roadside Assistance Programme for the duration of the Warranty Period is also offered on all new Kias 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.

## Kia Incident Care\*



### What is Incident Care?

Put simply, 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.

Call 0800 800 542 and let the representative know that you have been involved in an incident and they will take over and help you through the entire process, arranging for your car to be repaired and back on the road. Kia Incident Care will even assist with completing claim forms, providing you with a courtesy car and making sure your Kia is repaired to exacting standards.

As with anything, there are conditions, the most relevant of which is that you have a current motor vehicle insurance policy which applies to you and your Kia.

Kia Incident Care is included with your new Kia and covers you for your first five years of ownership. At the end of five years, simply contact your Kia dealer to extend the coverage.

### Kia Incident Care benefits include:

- Complimentary late-model courtesy cars for the duration of the repair (in most locations)
- Recovery and delivery of the damaged vehicle at no cost to the driver
- Providing a claim form and liaising with your insurance broker or insurance company
- Stakeholder co-ordination and communications
- Repair progress tracking and proactive client communications including target completion dates
- Complimentary vehicle valet at completion
- Documented quality inspection
- Dispute resolution and/or co-ordination of fault rectification.

\*See [kia.com/nz](http://kia.com/nz) for full details and terms and conditions.

All information and illustrations are based on data available at the time of publication and are subject to change without notice. Contact your local Kia dealer for current information.

## 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 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 line-up of cars, SUVs and MPVs that are not only practical but downright exhilarating to drive. Keep your eyes on Kia because the best is yet to come.

### About Kia Motors Corporation

Kia Motors Corporation ([www.kiamotors.com](http://www.kiamotors.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 2.7 million Kia vehicles a year are produced in nine manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has over 47,000 employees worldwide and annual revenues of US\$42 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.

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