



The Power to Surprise

All-New Kia  
**OPTIMA** range

Introducing the All-New Optima family.

## Innovation in every shape.

Refined proportions, sleek lines, a more swept back dynamic shape and precise attention to every angle – and every detail – gives the All-New Optima its impressive style. Whatever your choice – refined Saloon, spacious Sportswagon or eco-friendly Plug-in Hybrid – the All-New Optima's impeccable quality, unmistakable style and luxurious comfort will make every journey enjoyable.

The All-New Optima Saloon and Sportswagon ranges comprise of three stunning models – the '2', '3' and the range-topping 'GT-Line S' which are available in a choice of two powertrains – either the 1.7 litre CRDi (diesel) ISG 6-speed manual or a 7-speed Dual Clutch Transmission (model dependent). The All-New Optima Saloon 'PHEV' marks the introduction of our first Plug-in Hybrid. As an eco-friendly hybrid it's low on fuel and emissions but high on style. The 'PHEV' is available in a 2.0 litre Gasoline Direct Injection (GDi) petrol engine with a 6-speed automatic transmission which is mated to a 9.8 kWh battery. Like the rest of the Kia range, all Optima bodystyles boast our pioneering 7-year warranty.





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## Exterior design.

# A first impression designed to last.

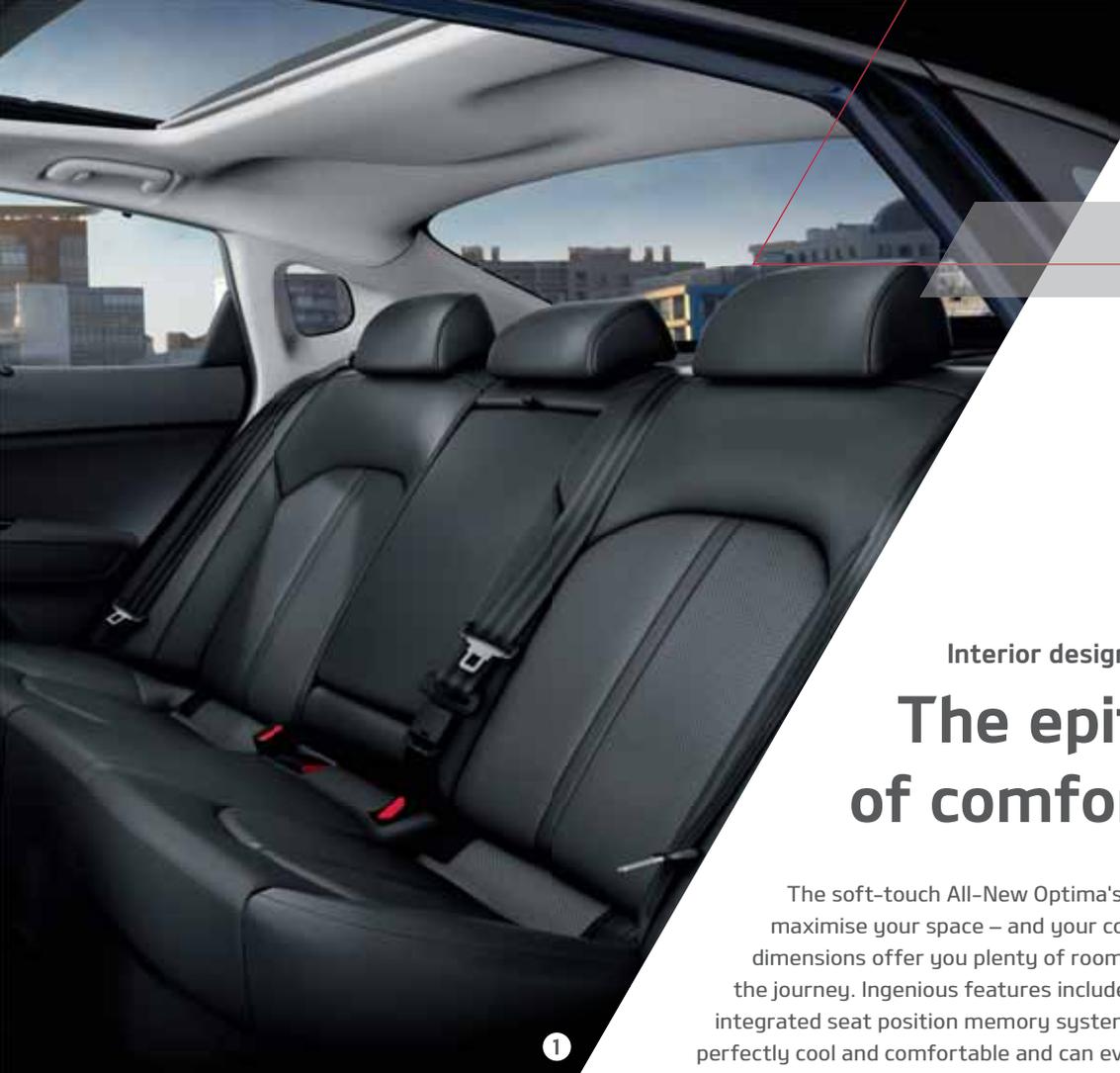
Sleek lines, refined styling and a confident stance gives the All-New Kia Optima Sportswagon its distinctive appearance. Look closer and you'll find even more innovative ideas designed to impress. The extended wheelbase offers improved stability, comfort, handling and cavernous space. In fact the All-New Optima Sportswagon boasts a luggage compartment capacity of 552 litres (with the rear seats upright) and a massive 1,686 litres with the rear seats flat. Notice Kia's signature 'Tiger-Nose' grille and a striking headlight design together with eye-catching chrome touches to the windows which complete the bold looks of the exterior.

1. **Stylish LED daytime running lights** feature a bold design with **full LED headlights** to keep the road ahead crystal-clear and **Dynamic Cornering lights** ('GT-Line S' and 'PHEV') maximise visibility by adapting the light to the direction of the turn.
2. **Metallic-effect stamped grille** ('3' upwards) - the 'Tiger-Nose' grille sets off the stylish look of the exterior of the model.



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1

Interior design.

## The epitome of comfort.

The soft-touch All-New Optima's interior is designed to maximise your space – and your comfort. The generous dimensions offer you plenty of room to settle in and enjoy the journey. Ingenious features include ventilated seats with an integrated seat position memory system which help to keep you perfectly cool and comfortable and can even remember your preferred settings. And, with optimised soundproofing things are always refreshingly calm inside the cabin.

3

- 1. 8-way power adjustable driver's memory seat (sliding, reclining and height adjustment) – '3' upwards and 'PHEV'.** Plus an **8-way power adjustable passenger's seat** (sliding, reclining and height adjustment) – is a standard feature on the 'GT-Line S'. In addition for further comfort the driver's seat offers up to a 4-way power lumbar support (model dependent).
- 2. Front heated seats ('3' upwards and 'PHEV') and front air ventilated seats ('GT-Line S')** keep you fresh in the summer and nice and cosy when it's chilly.
- 3. The Integrated Memory System ('3' upwards and 'PHEV')** helps make you even more comfortable by remembering your preferred settings for both the driver seat adjustments and the exterior mirrors.



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**'GT-Line S' exterior design.**

## Sporty in all the right places.

The Optima 'GT-Line S' isn't shy to show off its sporty side, with no shortage of stand-out details to catch your eye. Bold LED headlights and rear lights with black bezels, stylish side sills, a dual exhaust and sporty bumpers add to its distinctive look. Notice the imposing grille and 18" alloy wheels which deliver some serious flair. The Sportswagon 'GT-Line S' also boasts the convenience of a smart powered tailgate which is ideal when you have your hands full as the tailgate opens automatically when the smart entry system key is detected behind the back of the car for three seconds and closes with a simple push of a button.

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'GT-Line S' interior design.

## Sporty and spacious.

1. **Alloy pedals:** stylish touches like this add to the appeal of the model.
2. **The distinctive leather trimmed D-shape steering wheel** with red stitching is a stand-out feature, with three spokes, perforated leather detailing and 'GT-Line' logo. The stylish black leather upholstery\* with red stitching gives the 'GT-Line S' a sporty look.
3. You'll never need to hunt for your keys again as the **smart key** gives you easy, keyless access to every journey and the start/stop button lets you turn the engine on and off with a simple press.



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Versatility and spaciousness.

## Flexible. Adaptable. Spacious.

In the All-New Optima Sportswagon, space and flexibility are ample, thanks to a generous luggage compartment, versatile one-touch flat folding seats and clever interior dimensions that maximise spaciousness and comfort. Additional touches make things even more convenient – such as underfloor storage spaces, a handy adjustable luggage rail system and a smart powered tailgate ('GT-Line S') for hands-free boot opening.

**1. Spacious boot with 40:20:40 split folding 2nd row seats** – With rear seats that split and fold flat for maximum capacity, you'll have no problem finding extra space.

**2. Luggage area rail system ('3' upwards)** – The flexible aluminium bars system can be adjusted to prevent items moving around in the boot. Handy luggage hooks and belts for round items help keep these items in place.



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Powertrains.

ECO dynamics

## Efficient & smooth engines.

The All-New Optima Saloon and Sportswagon models boast a choice of either a sophisticated **1.7 litre 6-speed manual transmission** or for even faster gear shifting, a **1.7 litre 7-speed auto dual clutch transmission (DCT)** is available. This dual clutch transmission offers the best of both worlds combining a more agile and comfortable driving style.

**Energy Regeneration System.** The All-New Optima's EcoDynamics technology consists of the Energy Regeneration System and Intelligent Stop & Go. Good for the environment – and for your wallet – the fuel-saving, CO<sub>2</sub>-reducing ISG technology saves energy by turning off the engine when you take your foot off the clutch (except for DCT models) and have the gears in neutral. The Energy Regeneration System activates when you take your foot off the accelerator – re-capturing kinetic energy that would normally be lost and using it to recharge the battery.

The All-New Optima 'PHEV' has a 2.0 litre GDi (Gasoline Direct Injection) petrol engine and comes in a 6-speed automatic transmission. The engine is mated to a 9.8 kWh Li-ion polymer battery which means the 'PHEV' boasts CO<sub>2</sub> emissions as low as 37 g/km.

ECO plug-in



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# Always stay in control.

Re-engineered for an even smoother ride and more responsive manoeuvring, the chassis allows you to maintain full control. At the same time, robust front wheel bearings and larger, dual rear lower control arms help deliver a truly refined ride and handling.

## Rack-type Motor-Driven Power Steering (R-MDPS on the Saloon & Sportswagon and C-MDPS on the 'PHEV')

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.



# Full-force protection.

When it comes to the safety of you and your passengers, the All-New Optima sets a new standard. The improvements to the cabin include a smarter use of metals and adhesives and even more attention to every critical detail.

## Smart adhesive

Thanks to the use of 119 metres of structural adhesive the All-New Optima has increased structural rigidity and minimised noise, vibration and harshness levels.

## 6 Airbags

To help protect occupants and potentially reduce injuries in the event of a collision, the All-New Optima has driver, front passenger, two front-side and two side-curtain airbags.



## Advanced High-Strength Steel

The All-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 Saloon the new 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.



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### Plug-in Hybrid exterior design.

## Sustainability has a new-look.

The All-New Kia Optima Plug-in Hybrid is set to make a real splash. As an eco-friendly hybrid, it's low on fuel and emissions – but high on style. Dynamic lines and sporty dimensions set the tone, and attention to every eye-catching detail ensures that it impresses from all angles. The All-New Kia Optima Plug-in Hybrid boasts: low running costs and minimal environmental impact and it achieves up to 33 miles on a single charge, re-charging when in petrol mode. It is also easy to charge at home or at any public charging stations.

1. **Charging socket** with a standard EU charging socket, the All-New Optima Plug-in Hybrid can be charged with a 220 V household socket or at a public charging station.
2. **Stylish LED headlights with automatic levelling** – the latter acts as an additional active safety feature by automatically adjusting the positioning of the headlight.

Plug-in Hybrid features.

# Next-level hybrid performance.

The thoroughly impressive All-New Optima Plug-in Hybrid proves that you can cut back on emissions – and still deliver on performance. Thanks to its advanced powertrain, it manages to balance efficiency with dynamics, providing a fast and smooth transition from electric mode to hybrid (petrol/electric) operation.

1. 8" Touchscreen sat nav with European mapping shows information such as energy flow, driving style and efficiency.
2. Black cloth/faux leather upholstery adds to the stylish interior.
3. 4.3" Supervision cluster with LCD TFT colour display offers useful information on current mode (hybrid mode, electric mode) and energy flow.

ECO plug-in





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## Connectivity

# Switched on. Plugged in. Always in touch.

The driver-oriented interior of the All-New Kia Optima keeps you connected with plenty of hassle-free – and hands-free – features. The Wireless Phone Charger keeps you switched on at all times, while the Harman/Kardon™ sound system delivers premium-quality sound.

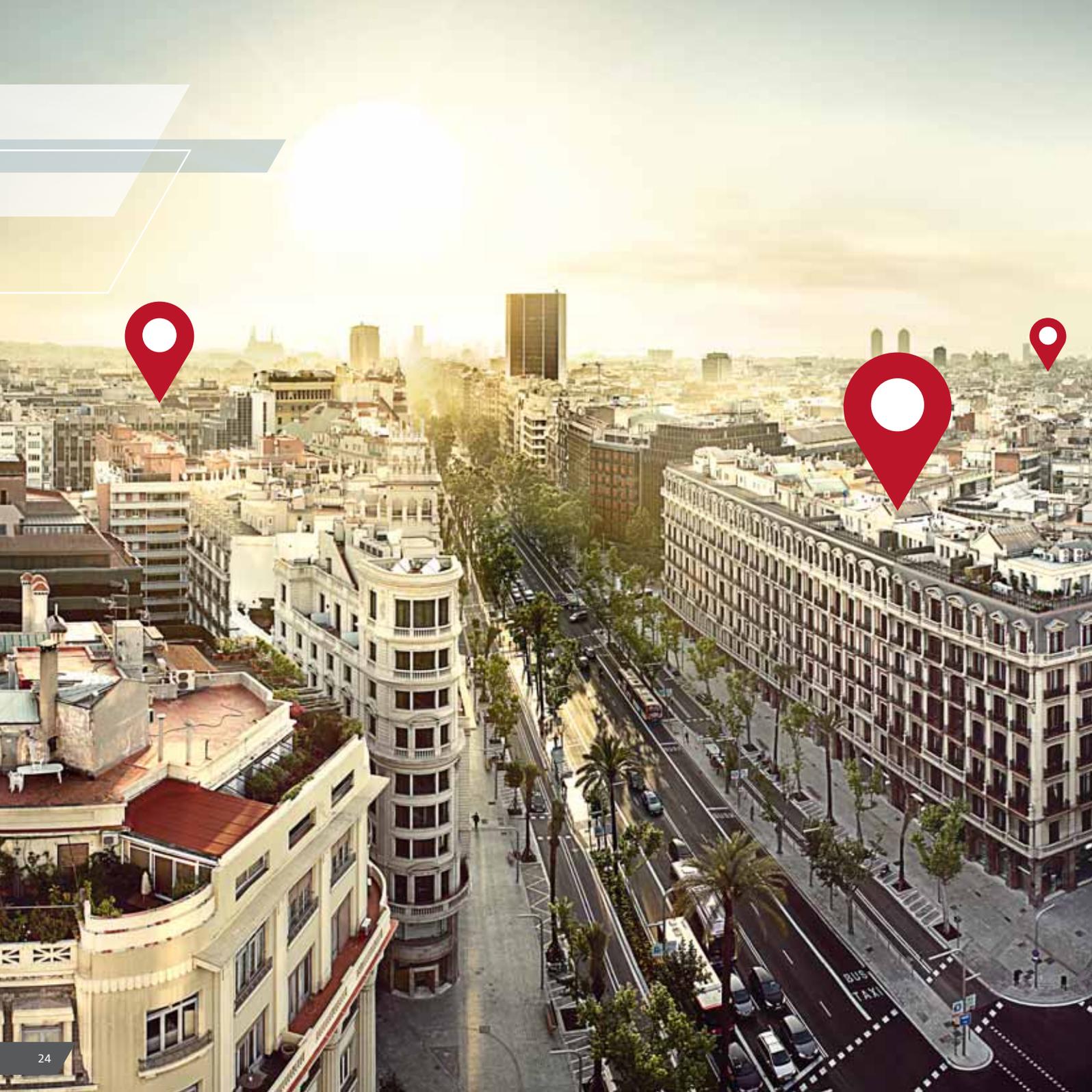
1. **Bluetooth® & Music Streaming. Voice recognition via connectivity\*** Built-in Bluetooth® connects paired, compatible mobile devices for music streaming and hands-free mobile communication including voice recognition.
2. **Wireless Mobile Phone Charger ('GT-Line S' and 'PHEV')** Enjoy the convenience of wireless charging. Simply place phones with Qi technology or suitable cases directly onto the centre console and charge without a cable.



\* Please check with your dealer for mobile phone compatibility. May not feature on some Saloon models depending on stock. Please check with your dealership. Details within this brochure are not intended to be a description of the vehicle but are simply a general overview. For a more detailed description please speak to your Kia dealer. If a particular item is important to you, please make sure it is mentioned, in writing, when ordering your car. This disclaimer does not affect your statutory rights. Images shown are for illustrative purposes only and not to UK specification. Features shown are not necessarily standard across the range.

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## Kia's Connected Services

# Where? When? How? The answer is here.

Our new navigation system with Kia's Connected Services powered by TomTom takes reliable route guidance to the next level of accuracy and excellence. It keeps you in touch with the outside world and offers more handy information than ever. At the heart is a WiFi unit that enables the All-New Optima's navigation system to connect to the Internet through your smartphone.\*

Kia's innovative hotspot app uses your Android phone's Bluetooth to detect when a Kia navigation system is in range. It then switches on the hotspot to connect to the navigation's Wi-Fi, and turns it off again when the communication with the car is interrupted or stopped – making it even more convenient to use Kia's Connected Services.

### 1. Live traffic\*:

The navigation system delivers highly accurate live traffic information that is updated every two minutes, so you know exactly where traffic is running smoothly, or which areas to avoid. When things get busy, the system lets you know and suggests alternative routes.

### 2. Speed cameras\*:

You'll also be alerted to a whole range of speed cameras, including fixed and stationary ones, as well as restricted access zones. The system can even take into account areas where accidents are particularly common, and warn you about these accident black spots.

### 3. Local search:

If you're looking for a sushi restaurant, a supermarket or a particular place to meet, simply select Local Search. The database contains 500 searchable categories, 25,000 keywords and 250,000 locations to ensure you find what you need. Plus, the system allows you to search in ten languages, even while abroad.

### 4. Weather forecast:

Is your weekend away going to be sunny or a washout? Better check the weather forecast. Just type in your destination to view a four-day summary, complete with minimum and maximum temperatures, wind speed and chances of sun or rain.



Kia's Connected Services powered by: **TOMTOM**

\* Please check with your dealer for mobile phone compatibility.

# Intuitive intelligence.

In the All-New Kia Optima, you can be sure that you're covered every step of the way. From innovative technology that assists you on the road, to active safety features that protect both passengers and pedestrians – the All-New Optima is geared to giving you utmost peace-of-mind.



## 1. Autonomous Emergency Braking – AEB ('GT-Line S')

Kia's Autonomous Emergency Braking (AEB) technology is dedicated to delivering driving pleasure and the utmost in passenger and pedestrian safety, by taking over the tedious and complex tasks traditionally left to drivers. Using a radar sensor and a camera to monitor the proximity and velocity of vehicles, it warns the driver in the event of any potential collision risk. If there's no driver reaction, the car brakes automatically to avoid or mitigate an accident.



### Safety

Watches out for hazards, alerts you and intervenes when necessary



### Convenience

Helps reduce stress and increases the pleasure of driving

## 2. Advanced Smart Cruise Control – ASCC ('GT-Line S')

Using a radar sensor, Adaptive Smart Cruise Control maintains the distance to the preceding vehicle, by automatically modulating the All-New Optima's speed. If the vehicle ahead speeds up, the Optima accelerates up to the set speed. If the vehicle in front slows down and the predetermined safe distance cannot be maintained, the system will reduce the speed, or even stop the car.

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### 3. Lane Keep Assist System – 'LKAS' ('3' upwards)

No need to worry about drifting out of your lane. The Lane Keep Assist System alerts you and even steers you back into place to keep you exactly where you need to be.

### 4. Blind Spot Detection (BSD) with Rear-Cross Traffic Alert (RCTA) – 'GT-Line S'

BSD alerts the driver if a vehicle is in their blind spot when changing lanes. Radar sensors in the rear bumper monitor the areas behind the All-New Optima which are difficult to see. A warning symbol at the rear mirror then appears. If this warning is ignored and the driver changes lanes, the symbol starts to flash and a warning sound is emitted. RCTA makes reversing out of parking spaces perfectly safe by warning you of traffic crossing behind you.

### 5. Speed Limit Information Function 'SLIF' ('3' upwards)

The Speed Limit Information Function gives you all the necessary information to help you stay within the speed limits. Using the camera on the windscreen, it reads speed limits and overtaking restrictions, and displays the information clearly on the navigation screen and cluster.



### 1. 360° Around View Monitor ('GT-Line S')

At speeds below 20 km/h, the Around View Monitor combines four wide-angle images (taken from cameras on the front, rear and sides of the vehicle) to give you a bird's eye view of the space around you.

### 2. Smart Parking Assist System – 'SPAS' ('GT-Line S' and 'PHEV')

The Smart Parking Assist System makes parking a breeze. It uses side-mounted sensors to help steer you into parallel and perpendicular spaces. All you need to do is handle the brake, accelerator and gears – the system takes care of the manoeuvres. Plus, with the manoeuvring-out function, you'll even get help pulling out of parallel parking spots.

# Innovative ideas and smart support.

You'll never be caught unaware, with innovative features that assist you on the road. The All-New Optima is full of ways to keep you informed – and optimise your safety.



### 3. Dynamic cornering lights ('GT-Line S' and 'PHEV')

There's no such thing as being left in the dark. The dynamic cornering lights direct the low beam to follow the curve as the vehicle turns, improving night-time visibility. It adapts in proportion to vehicle speed, weight and the angle of turning.

### 4. High Beam Assist – 'HBA' ('GT-Line S')

A camera in the windscreen detects the cars ahead, and the High Beam Assist system automatically switches to high or low beam in order to match the right driving conditions.



**Panoramic sunroof with tilting and sliding function and automatic electric roll blinds ('GT-Line S')** The broad, three-piece panoramic sunroof adds a breezy and bright dimension to your journeys. Electric controls allow you to open and close it easily.



**Rear power socket**  
With USB and 12 V sockets mounted on the rear centre console, your passengers will have no trouble charging their devices.



**Smart Key with illuminated start/stop ignition button ('GT-Line S' and 'PHEV')**  
Enjoy keyless access to your car with the smart key, and a start/stop button that lets you switch the engine on and off with a simple touch.



**Electronic Parking Brake (EPB)**  
Park at the touch of a button with the handy electronic parking brake.



**Dual automatic air conditioning with ioniser**  
To keep everybody comfortable, the standard dual-zone fully automatic temperature control system offers separate controls for both driver and passengers.



**Heated steering wheel ('3' upwards and 'PHEV')**  
Take the bite out of cold winter days with the heated steering wheel.



**60:40 split folding 2nd row seats (All-New Optima Saloon and 'PHEV')**  
For maximum capacity, the rear seats in the Saloon split and fold flat or there is a 40:20:40 seating configuration in the Sportswagon).

## Attention to detail.

Designed with the utmost attention to every detail and every finish, the All-New Optima is full of ingenious features.



**Alloy pedals ('GT-Line S')**  
A must for the sporty driver.



**LED front fog lights ('3' grade)**  
Stylish and practical, the LED front fog lights illuminate the road ahead when visibility is limited.



**Tyre pressure monitoring system (TPMS)**  
Keeps track of the pressure inside each of the tyres. It tells you which tyre is reporting under-inflation by displaying its pressure on the cluster screen.



**Paddle shift transmission (Sportswagon '3' DCT and 'GT-Line S' and Optima Saloon '3' DCT only).** With paddle shifters at your fingertips, gear changes are guaranteed to be lightning-quick. **Steering wheel mounted controls.** Adjust the volume, change stations – and keep your hands on the wheel with the handy steering-wheel audio remote control.



**Automatic defog system**  
Clear windows quickly in cold or humid climates to make sure your view is never obstructed.

Accessories.

## Finish with a flourish.

The All-New Optima is an impressive package – but there's always room to add a few extra touches. With a range of high quality, genuine accessories that have been designed and engineered to enhance the looks and capabilities of the model, you have everything you need to make your car even more suited to your tastes. Just speak to your Kia dealer about the range of accessories available or log onto [www.kia.co.uk](http://www.kia.co.uk) for information.

**1. Boot mat & rear bumper protection foil.** A high-quality velour mat keeps the trunk area looking clean, new and stylish. Tailored to fit the load area precisely. The rear bumper protection foil, helps prevent damage to the paint while loading and unloading the bonnet. Available in black and transparent.



**2. Mudguard kit.** Protect the car's underbody from excessive dirt and mud spray.

**3. Door mirror caps.** High-gloss stainless steel door mirror caps add even more style to the All-New Optima's exterior.

**4. Wind deflectors.** Aerodynamic deflectors help reduce turbulence when driving with the front window slightly open.



**5. + 6. LED footwell illumination & textile floor mats, velour.** Footwell illumination welcomes you to your car when the doors are unlocked and then fades back out when the engine starts. Available in stylish red and classic white. High-quality velour mats are tailor-made to fit the footwells perfectly. Held in place by the standard fixing points, they offer floor protection to keep the interior looking clean and fresh.

**7. Business suit hanger.** For maximum convenience, the suit hanger is easy to attach, detach – and even use elsewhere.

### OPTIMA '2'



17" Alloys

'2' 1.7 CRDi 139bhp  
6-speed manual ISG (110 g/km)



### OPTIMA '3'



18" Alloys - A Type

'3' 1.7 CRDi 139bhp  
6-speed manual ISG (110 g/km)



'3' 1.7 CRDi 139bhp  
7-speed auto DCT ISG (116 g/km)



### OPTIMA 'GT-Line S'



18" Alloys - B Type

'GT-Line S' 1.7 CRDi 139bhp  
7-speed auto DCT ISG (116 g/km)



## STANDARD SPECIFICATION

## PAINT COLOURS

### STANDARD '2' FEATURES

- 17" Alloy Wheels
- Body Coloured Exterior Door Handles
- Body Coloured Door Mirrors
- Body Coloured Side Sill Mouldings
- Dual Projection Headlights
- Static Cornering Lights
- LED Daytime Running Lights
- Welcome and Follow-me-home Light Functionality
- Rear Fog Lights
- Electrically heated Folding Mirrors with LED Side Repeater
- Black Cloth Upholstery
- Driver's Seat 2-way Power Lumbar Support
- Front & Rear Electric Windows Auto Up & Down Safety Function
- 7" Touchscreen Satellite Navigation with European Mapping
- Android Auto Connectivity\*
- 6-speaker System
- DAB Radio with MP3 Compatibility
- Front & Rear USB & Front AUX Port
- Bluetooth® & Music Streaming\* (may not feature on some Saloon models depending on stock. Please check with your dealership).
- Voice Recognition via Connectivity\*
- Front & Rear Parking Sensors\*\*
- Reversing Camera System
- Dual Automatic Air Conditioning with Ioniser
- Cruise Control & Speed Limiter
- Leather Trimmed Steering Wheel & Gearshift
- Steering Wheel Mounted Controls
- Trip Computer
- Remote Central Door Locking with Fold-away Key
- Glovebox with Lock & Illumination
- Electronic Parking Brake
- Electronic Stability Control (ESC) and Vehicle Stability Management (VSM)
- Hill-start Assist Control (HAC)
- Tyre Pressure Monitoring System (TPMS)
- Rack-Mounted Motor Driven Power Steering (R-MDPS)
- Temporary Spare Wheel

Satin Silver (metallic)

Midnight Black

Temptation Red (metallic)

### '3' (ADDS OVER '2')

- 18" Alloy Wheels - A Type
- Chrome & Body Coloured Exterior Door Handles
- Chrome Trimmed Side Sill Mouldings
- LED Front Fog Lights
- LED Rear Combination Lights
- Black cloth with faux Leather Upholstery
- 8-way Power Adjustable Driver's Memory Seat (Sliding, Reclining, Height Adjustment)
- Driver's Seat 4-way Power Lumbar Support
- Front Heated Seats
- Front & Rear Electric Windows Auto Up & Down Safety Function with Remote Window Control
- Gloss Black Finish Electric Window Switch Panels
- 8" Touchscreen Satellite Navigation with European Mapping
- Touchscreen Satin Chrome Bezel Trim
- harman/kardon Premium Sound System with 10 Speakers & 590w External Amp
- Heated Steering Wheel
- Premium Vision Instrument Colour Cluster
- Satin Chrome Finish Interior Door Handles
- Rear Reading Lights
- Paddle Shift Transmission (DCT only)
- Drive Mode Select (DCT only)
- Lane Keep Assist System (LKAS)
- Speed Limit Information Function (SLIF)
- Tyre Mobility Kit (in lieu of Temporary Spare Wheel)
- Gloss Black Finish Centre Console Trim

Satin Silver (metallic)

Gravity Blue (metallic)

Midnight Black

White Pearl (metallic)

Temptation Red (metallic)

### 'GT-LINE S' (ADDS OVER '3') deletes LED Front Fog Lights

- 18" Alloy Wheels - B Type
- Satin Chrome & Body Coloured Exterior Door Handles
- Silver Metallic Trimmed Side Sill Mouldings
- Rear Bumper with Diffuser and Dual Exhaust
- LED Headlights with Automatic Levelling and Headlight Washers
- Dynamic Cornering Lights
- LED Rear Combination Lights with Black Bezel
- Panoramic Sunroof with Tilting & Sliding Function & Automatic Electric Roll Blinds
- Black Leather Upholstery with Red Stitching\*\*\*
- 8-way Power Adjustable Passenger Seat (Sliding, Reclining, Height Adjustment)
- Front Passenger's Seat 2-way Power Lumbar Support
- Front Air Ventilated Seats
- Outer Rear Heated Seats
- 360° Around View Monitor
- Smart Park Assist System (SPAS)
- Wireless Mobile Phone Charger\*
- Adaptive Smart Cruise Control Function (ASCC) (in lieu of Cruise Control & Speed Limiter)
- Leather Trimmed D-Shape Steering Wheel with Red Stitching
- Smart Key with Illuminated Start/Stop Ignition Button
- Alloy Pedals
- Stainless Steel Door Scuff Plates
- Front Cabin LED Map Lights with Sunglasses Holder
- Rear Door Window Blinds
- Rear LED Reading Lights
- Blind Spot Detection (BSD) with Rear-Cross Traffic Alert (RCTA)
- High Beam Assist (HBA)
- Autonomous Emergency Braking (AEB)
- Black Headlining
- Aluminium Finish Centre Console Trim

Satin Silver (metallic)

Gravity Blue (metallic)

Midnight Black

White Pearl (metallic)

Temptation Red (metallic)

\* Please check with your dealer for mobile phone compatibility.

\*\* Parking sensors may not match exterior body colour.

\*\*\* Some parts of the leather upholstery contain faux leather.

### OPTIMA '2'



17" Alloys

'2' 1.7 CRDi 139bhp  
6-speed manual ISG (113 g/km)



### OPTIMA '3'



18" Alloys - A Type

'3' 1.7 CRDi 139bhp  
6-speed manual ISG (113 g/km)



'3' 1.7 CRDi 139bhp  
7-speed auto DCT ISG (120 g/km)



### OPTIMA 'GT-Line S'



18" Alloys - B Type

'GT-Line S' 1.7 CRDi ISG 139bhp  
7-speed auto DCT ISG (120 g/km)



## All-New Optima Plug-in Hybrid Electric Vehicle

### OPTIMA 'PHEV'



17" Alloys

'PHEV' 2.0 GDi 202bhp  
6-speed auto (37 g/km)



## STANDARD '2' FEATURES

- 17" Alloy Wheels
- Body Coloured Exterior Door Handles
- Body Coloured Door Mirrors
- Body Coloured Side Sill Mouldings
- Dual Projection Headlights
- Static Cornering Lights
- LED Daytime Running Lights
- Welcome and Follow-me-home Light Functionality
- Rear Fog Lights
- Electrically heated Folding Mirrors with LED Side Repeater
- Black Cloth Upholstery
- Driver's Seat 2-way Power Lumbar Support
- Front & Rear Electric Windows Auto Up & Down Safety Function
- 7" Touchscreen Satellite Navigation with European Mapping
- Android Auto Connectivity\*
- 6-speaker System
- DAB Radio with MP3 Compatibility
- Front & Rear USB & Front AUX Port
- Bluetooth® & Music Streaming\*
- Voice Recognition via Connectivity\*
- Front & Rear Parking Sensors\*\*
- Reversing Camera System
- Dual Automatic Air Conditioning with Ioniser
- Cruise Control & Speed Limiter
- Leather Trimmed Steering Wheel & Gearshift
- Steering Wheel Mounted Controls
- Trip Computer
- Remote Central Door Locking with Fold-away Key
- Glovebox with Lock & Illumination
- Electronic Parking Brake
- Electronic Stability Control (ESC) and Vehicle Stability Management (VSM)
- Hill-start Assist Control (HAC)
- Tyre Pressure Monitoring System (TPMS)
- Rack-Mounted Motor Driven Power Steering (R-MDPS)
- Roof Rails
- Temporary Spare Wheel
- Metal 3Paint Finish Centre Console Trim

Satin Silver (metallic)

Midnight Black

Temptation Red (metallic)

## '3' (ADDS OVER '2')

- 18" Alloy Wheels - A Type
- Chrome & Body Coloured Exterior Door Handles
- Chrome Trimmed Side Sill Mouldings
- LED Front Fog Lights
- LED Rear Combination Lights
- Privacy Glass (Rear windows and tailgate)
- Black cloth with faux Leather Upholstery
- 8-way Power Adjustable Driver's Memory Seat (Sliding, Reclining, Height Adjustment)
- Driver's Seat 4-way Power Lumbar Support
- Front Heated Seats
- Front & Rear Electric Windows Auto Up & Down Safety Function with Remote Window Control
- Gloss Black Finish Electric Window Switch Panels
- 8" Touchscreen Satellite Navigation with European Mapping
- Touchscreen Satin Chrome Bezel Trim
- harman/kardon Premium Sound System with 8 Speakers & 490W External Amp
- Heated Steering Wheel
- Premium Vision Instrument Colour Cluster
- Satin Chrome Finish Interior Door Handles
- Rear Reading Lights
- Paddle Shift Transmission (DCT only)
- Drive Mode Select (DCT only)
- Lane Keep Assist System (LKAS)
- Speed Limit Information Function (SLIF)
- Luggage Area Rail System
- Tyre Mobility Kit (in lieu of Temporary Spare Wheel)
- Boot Lip Trim
- Gloss Black Finish Centre Console Trim

Satin Silver (metallic)

Gravity Blue (metallic)

Midnight Black

White Pearl (metallic)

Temptation Red (metallic)

## 'GT-LINE S' (ADDS OVER '3') deletes LED Front Fog Lights

- 18" Alloy Wheels - B Type
- Satin Chrome & Body Coloured Exterior Door Handles
- Silver Metallic Trimmed Side Sill Mouldings
- Rear Bumper with Diffuser and Dual Exhaust
- Smart Powered Tailgate
- LED Headlights with Automatic Levelling
- Dynamic Cornering Lights
- LED Rear Combination Lights with Black Bezel
- Panoramic Sunroof with Tilting & Sliding Function & Automatic Electric Roll Blinds
- Black Leather Upholstery with Red Stitching\*\*\*
- 8-way Power Adjustable Passenger Seat (Sliding, Reclining, Height Adjustment)
- Front Passenger's Seat 2-way Power Lumbar Support
- Front Air Ventilated Seats
- Outer Rear Heated Seats
- 360° Around View Monitor
- Smart Park Assist System (SPAS)
- Wireless Mobile Phone Charger\*
- Adaptive Smart Cruise Control Function (ASCC) in lieu of Cruise Control & Speed Limiter
- Leather Trimmed D-Shape Steering Wheel with Red Stitching
- Smart Key with Illuminated Start/Stop Ignition Button
- Alloy Pedals
- Stainless Steel Door Scuff Plates
- Front Cabin LED Map Lights with Sunglasses Holder
- Rear Door Window Blinds
- Rear LED Reading Lights
- Blind Spot Detection (BSD) with Rear-Cross Traffic Alert (RCTA)
- High Beam Assist (HBA)
- Autonomous Emergency Braking (AEB)
- Black Headlining
- Aluminium Finish Centre Console Trim

Satin Silver (metallic)

Gravity Blue (metallic)

Midnight Black

White Pearl (metallic)

Temptation Red (metallic)

## SALOON 'PHEV'

- 17" Alloy Wheels
- Body Coloured Exterior Door Handles
- Body Coloured Door Mirrors
- LED Headlights with Automatic Levelling
- Dynamic Cornering Lights
- LED Daytime Running Lights
- Welcome and Follow-me-home Light Functionality
- Rear Fog Lights
- Black cloth with faux Leather Upholstery
- Driver's Seat 4-way Power Lumbar Support
- 8" Touchscreen Satellite Navigation with European Mapping
- Front & Rear Parking Sensors\*\*
- Reversing Camera System
- Leather Trimmed Steering Wheel & Gearshift
- Dual Automatic Air Conditioning with Ioniser
- Steering Wheel Mounted Controls
- Body Coloured Side Sill Mouldings with Blue Accent
- All-round Electric Windows
- Cruise Control & Speed Limiter
- Smart Key with Illuminated Start/Stop Ignition Button
- Glovebox with Lock & Illumination
- Tyre Repair Kit
- harman/kardon Premium Sound System with 10 Speakers & 590W External Amp
- DAB Radio with MP3 Compatibility
- Front & Rear USB & Front AUX Port
- Bluetooth® & Music Streaming\*
- Voice Recognition via Connectivity\*
- Trip Computer
- Electronic Stability Control (ESC) & Vehicle Stability Management (VSM)
- Hill-start Assist Control (HAC)
- Electrically Heated Folding Mirrors with LED Side Repeater
- Tyre Pressure Monitoring System (TPMS)
- Electronic Parking Brake
- Wireless Mobile Phone Charger\*

Aluminium Silver (metallic)

Gravity Blue (metallic)

Midnight Black

White Pearl (metallic)

\* Please check with your dealer for mobile phone compatibility.

\*\* Parking sensors may not match exterior body colour.

\*\*\* Some parts of the leather upholstery contain faux leather.



# COMPLETE PEACE-OF-MIND

## 7-year vehicle warranty

Every Kia benefits from a 7-year/100,000 miles 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.co.uk](http://www.kia.co.uk) for all the latest news and to find out more information about the All-New Optima range.



## Care-3

For complete peace-of-mind, Kia can offer you a great value fixed-price servicing package for your All-New Optima which is called Care-3. Please speak to your Kia dealer for more information and pricing. Terms and conditions apply. Log onto [www.kia.co.uk/care3](http://www.kia.co.uk/care3) for details.

## Financing

Your local Kia dealer can help you with a financing plan that's best suited to your needs. Log onto [www.kia.co.uk](http://www.kia.co.uk) for more details.

The official fuel consumption figures in mpg (l/100 km) for the All-New Optima range are:  
Urban: 0-55.4 (5.1). Extra-Urban: 53.3 (5.3)-76.3 (3.7). Combined: 61.4 (4.6)-176.6 (1.6).  
The official CO<sub>2</sub> emissions for the All-New Optima range are 37-120 g/km.



Fuel consumption figures are derived from testing in accordance with EU standard test procedures and regulations. These official figures are for comparative purposes only and may not reflect 'real world' fuel consumption. The figures do not constitute a guarantee or offer from Kia Motors. For more information visit <http://www.dft.gov.uk/vca/fcb/the-fuel-consumption-testing-scheme.asp>



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All information and illustrations are based on data available at the time of print (September 2016) and are subject to change without notice. The fuel figures quoted were obtained in accordance with the prescribed measuring process (Directive 80/1268/EEC within the currently applicable version). These figures are based on an individual vehicle and do not constitute part of the product offer; they are provided solely for the purposes of comparison between different vehicle models. Contact your local Kia dealer for current information and full warranty details including terms and conditions. Imagery shown throughout this brochure is for illustrative purposes only and not to UK specification. Features shown are not necessarily standard across All-New Optima range.



The Power to Surprise