



The New Kia  
**OPTIMA**



The Power to Surprise

The Optima family

## Innovation in every shape.

Distinctive design. Innovative technology. Ample comfort. The New Kia Optima family is a range of stand-out models designed to help you get wherever you need to be. For business. For family. For fun. Whatever your choice of refined Saloon or spacious Sportswagon, the Optima's impeccable quality, unmistakable style and impressive comfort will make every journey all the more inspired.



Exterior design  
**Bold. And beautiful.**

With a dynamic profile and an impressively sporty side, the Optima is a truly fresh take on the category. Attractive LED rear lamps, bold spoilers and unique chrome accents around the exhaust and lower bumper highlight the natural good looks. And hard-to-miss 18" alloy wheels keep the style stakes high.

18" alloy wheels available on grade '3' upwards



Exterior design  
**A first impression designed to last.**

Sleek lines, refined styling and a confident stance give the New 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.





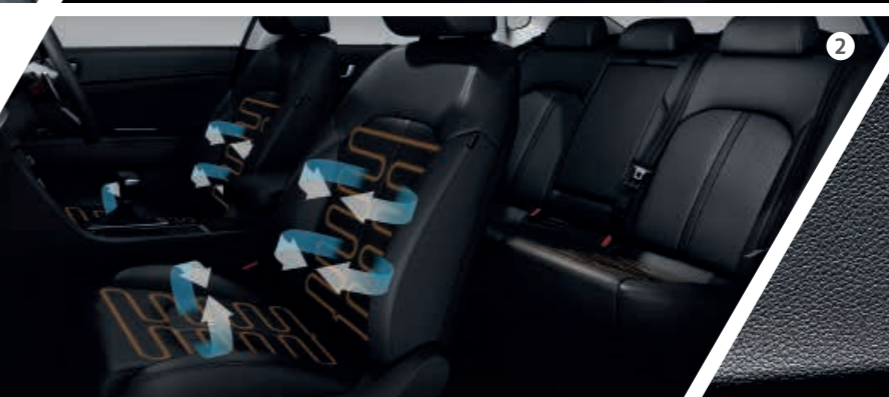
## Interior design Room to thrive.

The soft-touch Optima interior is designed to maximise your space – and your comfort. The generous dimensions offer you plenty of room to settle in and enjoy the ride. Ingenious ideas like ventilated seats (Grade dependent) with an integrated seat position memory system help keep you perfectly cool and comfortable. And finally, with optimised soundproofing things are always refreshingly calm inside the cabin.

- 1. 8-way power adjustable front seats include 4-way driver and 2-way front passenger lumbar support for ultimate comfort.
  - 2. Heated and ventilated seats keep you fresh in the summer and nice and cosy when it's chilly.
  - 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.
- Options described are grade dependent.



1



2



3

## Interior design Cool, calm and full of comfort.

Discover a whole new world of comfort in the New Optima interior. High-quality soft-touch materials take refinement to the next level, while gloss black highlights add an extra dose of style. Thanks to the cleverly designed driver-oriented cockpit, you'll always know that everything is right where you need it to be.

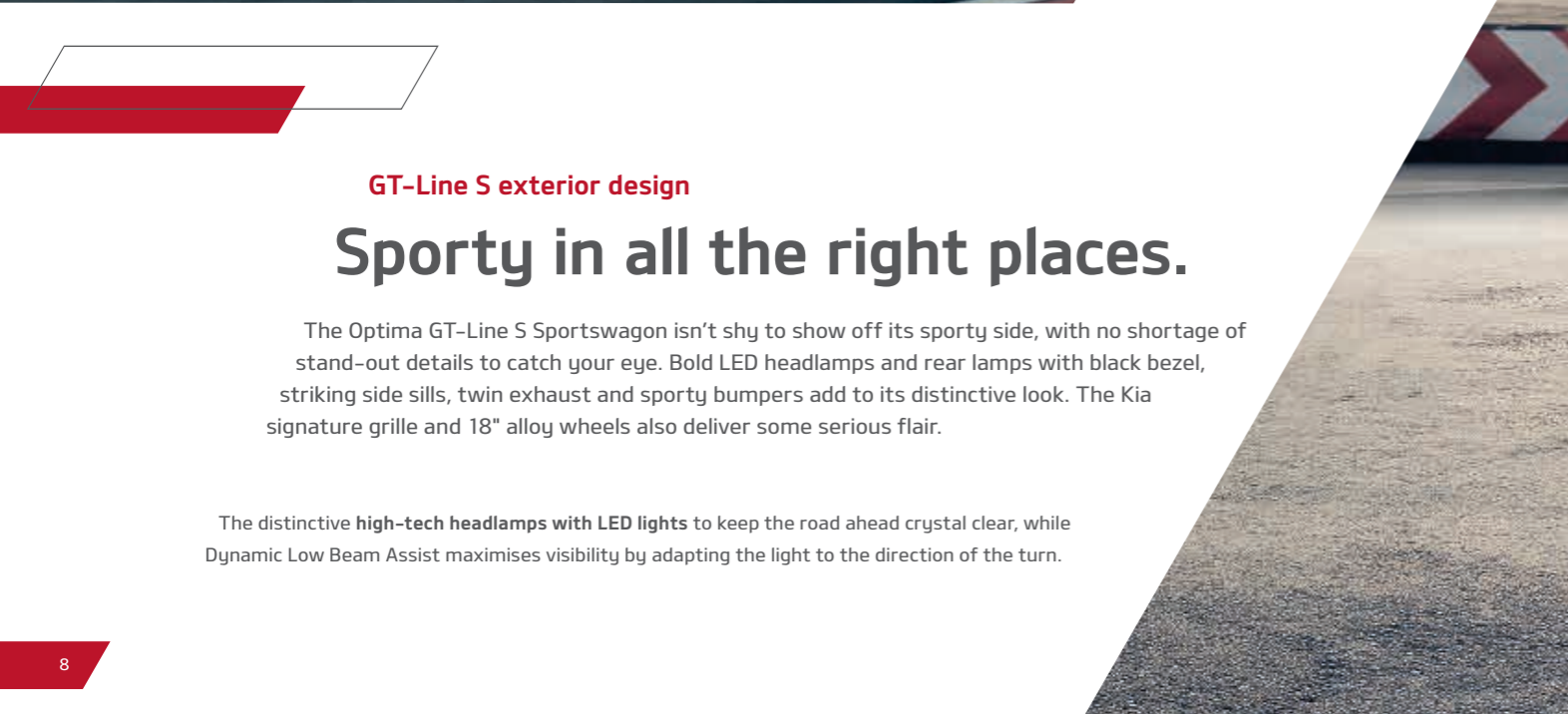


### GT exterior design



## Built to thrill.

There's sporty – and then there's the new Optima GT Sportswagon. Designed to impress from every angle, the GT boasts sharp contours, athletic appeal and a host of sublime details – like 18" alloy wheels with red calipers, eye-catching side sills and twin exhaust. A 2.0 T-GDi petrol engine with 235 bhp completes the package – making the Optima GT a winning combination of serious performance and pure refinement.



### GT-Line S exterior design

## Sporty in all the right places.

The Optima GT-Line S Sportswagon isn't shy to show off its sporty side, with no shortage of stand-out details to catch your eye. Bold LED headlamps and rear lamps with black bezel, striking side sills, twin exhaust and sporty bumpers add to its distinctive look. The Kia signature grille and 18" alloy wheels also deliver some serious flair.

The distinctive **high-tech headlamps with LED lights** to keep the road ahead crystal clear, while Dynamic Low Beam Assist maximises visibility by adapting the light to the direction of the turn.





1



2



### GT & GT-Line S interior design

## Sporty, spacious and irresistible.

It's hard to resist the Optima GT and GT-Line S's sleek interiors. The incredibly stylish soft-touch materials and soothing ambient light enhance your comfort, while on the GT the handy sports mode on the cluster keeps you informed of speed, torque and turbo pressure. And of course, there's plenty of style amongst all the comfort: the D-shaped steering wheel, aluminium pedals and distinctly sporty seats are just some of the features that add to the thrills. Grade dependent.

- 1. Aluminium pedals: stylish finishes keep things refined from top to bottom.
- 2. Cluster with GT mode screen: the 4.3" trip computer screen displays speed, torque and turbo levels to keep the important information close at hand. Dashboard shown is GT in performance mode.
- 3. Black leather upholstery with red stitching seats (GT-Line S only). GT offers red leather upholstery with black bolsters and red stitching.



3



### GT engine.

The impressively responsive 2.0 T-GDi petrol engine delivers 235 bhp for high performance, and a dynamic drive.

**6-speed automatic transmission**  
Enjoy smooth acceleration and agile gear shifts with 6-speed automatic transmission.

### Versatility & spaciousness

## Flexible. Adaptable. Spacious.

Life is so much more rewarding when you have full freedom to make the most of it. In the New Optima Sportswagon, space and flexibility are always on your side, 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 – like underfloor storage spaces, a handy adjustable luggage rail system and a Smart Power Tailgate for hands-free boot opening. Grade dependent.

- 1. Spacious boot with 40:20:40 flat folding seats** With rear seats that split and fold flat for maximum capacity, you'll have no problem finding extra space.
- 2. Adjustable luggage rail system** The vertical rails prevent items from moving around in the boot. They can be fitted with flexible aluminium bars and adjusted individually to suit different sizes and requirements. They also come with luggage hooks and handy belts for round items. (Grade dependent)

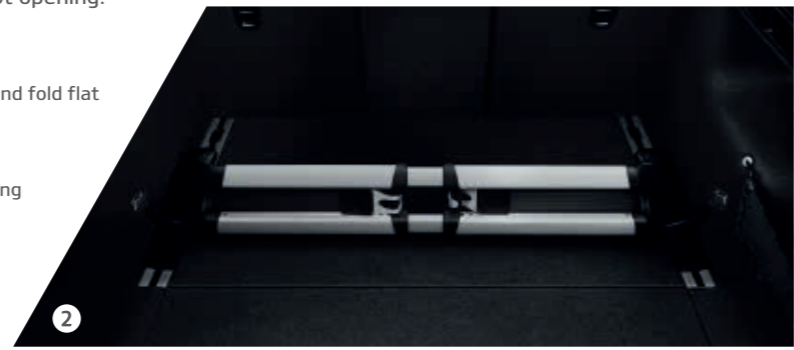


### Powertrain

## Smart & smooth engines.

The New Kia Optima keeps your options open when it comes to powertrains. You can choose between a refined petrol or diesel engine – with a 2.0 turbo-charged petrol engine 235 bhp or a 1.6 diesel engine with 134 bhp. Whatever your choice, you'll enjoy a wonderfully smooth, quiet and fuel-efficient ride.

- 1. 7-speed dual-clutch transmission (DCT)** The diesel engine is available with a 7-speed dual-clutch transmission for an even sportier – and more thrilling – ride. Grade dependent.
- 2. 6-speed manual transmission** Faster, better and smoother, 6-speed manual transmission will make your ride an even greater pleasure. Grade dependent.
- 3. Energy Regeneration System** The Optima's Energy Regeneration System is paired with Idle 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 and have the gears in neutral. The Energy Regeneration System activates when you take your foot off the accelerator – recapturing kinetic energy that would normally be lost and using it to recharge the battery. Available on 1.6 diesel engine only.



## Connectivity

# Switched on. Always in touch.

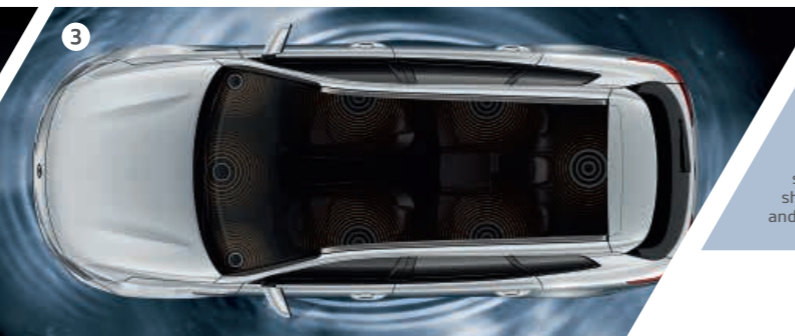
The driver-oriented interior of the New Kia Optima keeps you connected with plenty of hassle-free – and hands-free – features. The Wireless Phone Charger keeps you switched on at all times, while the Harman/Kardon™ sound system delivers premium-quality sound. With a choice of 7" or 8" navigation screens, your routes will be crystal-clear.



**1. Supervision cluster with 4.3" TFT-LCD** The bold, tandem-cylinder supervision cluster boasts a 4.3" colour TFT-LCD which provides customisable 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.

**3. Harman/Kardon™ sound system** Enjoy world-class sound with this advanced system with Clarify™ technology. The saloon offers a ten-speaker, 8" subwoofer system, while the Sportswagon features an eight-speaker and 8" subwoofer system. All features are grade dependent.



## Control

# Always in control.

Settle in for a beautifully smooth ride. The New 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).

### Electronic Controlled Suspension (ECS)

The Electronic Controlled Suspension system adapts in real time to driving conditions, and modulates damping characteristics for optimum handling and ride quality. Standard on GT.

### 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.

### 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.

### Smart adhesive

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



### 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 saloon 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.

### 6 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.





Plug-in Hybrid exterior design

## The new look in eco-friendly.

The new Optima Sportswagon Plug-in Hybrid is set to make a real splash. As eco-friendly hybrid it is 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 this striking model impresses from all angles.

## Plug-in Hybrid features

# Next-level hybrid performance.

The thoroughly impressive Optima Sportswagon 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 – in both city traffic and on the motorway.

1. Navigation display shows information such as energy flow, driving style, and efficiency.

2. White leather seat pack adds to the stylish interior and enhances the sense of relaxation and calm.

3. Cluster offers useful information on current mode (hybrid mode, electric mode) and energy flow.

ECO-DAS (Driver Assistance System) features Coasting Guide (CG) and Predictive Energy Control (PEC) working with Optima's navigation system to anticipate road conditions and identifying opportunities to use energy more efficiently.

4. Spacious trunk with 40:20:40 flat-folding seats. With the rear seats folded flat, the Optima Sportswagon Plug-in Hybrid offers a whopping 1574 litres of luggage space.

ECO plug-in



## Kia's Connected Services

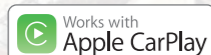
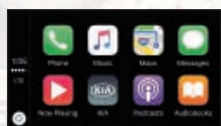
# Where? When? How? The answer is here.

Our new navigation system with Kia's Connected Services powered by TomTom Live Services 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 Optima navigation system to connect to the Internet through your smartphone.\*



## android auto

Android Auto™ is designed to keep you perfectly connected to your phone – while minimising 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 organises 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.

**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.



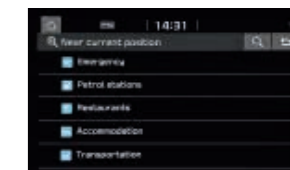
1

**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.



2

**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.



3

**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.



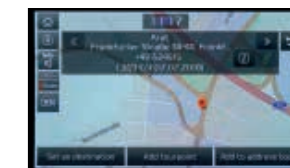
4

**5. Parking information:**  
To help you park your car swiftly, the system will indicate parking areas before you arrive at your destination. It will show potential on-street parking spaces based on historic data, and off-street parking with colour coded availability.



5

**6. Fuel info:**  
When you're running low on fuel, the system will show you the nearest petrol stations and prices using a TomTom online database, so you can plan your refuelling stops accordingly.



6

\*Smartphone with data plan required to activate services. \*\*Legal restrictions to these services may apply depending on country usage.

## Active safety

# Advanced features to keep you safe.

In the 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 Optima is geared to giving you utmost peace of mind.



### 1. Forward Collision-Avoidance Assist (FCA)

Forward Collision-Avoidance Assist is capable of detecting both the preceding vehicle and pedestrians crossing the road. 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. Grade dependent, Sportswagon only.

### 2. Advance Smart Cruise Control (ASCC) with Stop & Go

Smart Cruise Control uses radar to detect the speed and the distance to the vehicle ahead. It automatically maintains a safe distance to the preceding vehicle, up to a speed preset by the driver. In stop and go traffic, the system brings the car to a halt when appropriate and then accelerates back to the original set speed. Grade dependent, Sportswagon only.

### 3. Lane Keeping Assist (LKA) with Driver Attention Warning (DAW)

No need to worry about drifting out of your lane. Lane Keeping Assist alerts you and even steers you back into place to keep you exactly where you need to be. Driver Attention Warning (DAW) monitors the driver steering and acceleration pattern to detect if you're losing concentration and alerts you with a warning sound and a coffee cup symbol in the cluster.

### 4. Blind-Spot Collision Warning (BCW) with Rear Cross-Traffic Collision Warning (RCCW)

Blind-Spot Collision Warning has radar sensors that monitor your blind spots and warn you of oncoming cars with a flashing light on the side-view mirror. You'll have no nasty surprises when backing out of a parking space or driveway. The Rear Cross-Traffic Collision Warning alerts you of any crossing traffic when reversing out of a parking space. Sportswagon only, grade dependent.

### 5. Speed Limit Information Warning (SLIW)

Speed Limit Information Warning 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. Grade dependent.

## Driver assistance

# Innovative ideas and smart support.

You'll never be caught unaware in the New Kia Optima. With innovative features that assist you on the road, the Optima is full of ways to keep you informed – and optimise your s

### 1. 360 Around View Monitor (AVM)

At speeds below 12 mph, the AVM 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. Sportswagon only, grade dependent.

### 2. Smart Parking Assist (SPA)

The Smart Parking Assist 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. Sportswagon only, grade dependent.

### 3. Dynamic Cornering Lights

There's no such thing as being left in the dark. The Dynamic Cornering Lights direct the low beams 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. Sportswagon only, grade dependent.

### 4. High Beam Assist (HBA)

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. Sportswagon only, grade dependent.



## Convenience and comfort

# Every box is ticked.

You'll be truly amazed by the New Optima's attention to every detail and every finish. From ingenious features and sublime comfort to a host of enticing optional extras, you'll find everything you need – and plenty you'll want.



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



**Panoramic sunroof** 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. Grade dependent.



**Smart Key**  
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. Grade dependent.



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



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



**Heated steering wheel**  
Take the bite out of cold winter days with the optional heated steering wheel. Grade dependent.



**60:40 split rear seats in the Optima Saloon**  
For maximum capacity, the rear seats in the saloon split and fold flat.



**Auto de-fogger system**  
Clear windows quickly in cold or humid climates to make sure your view is never obstructed.



**Remote window control**  
Open or close all your windows with a remote key by simply holding for three seconds. Includes a safety stop. Grade dependent.



**LED fog lamps**  
Stylish and practical, the LED front fog lamps illuminate the road ahead when visibility is limited. Grade dependent.



**Smart Welcome Lighting System**  
The exterior and interior lights synchronise with your Smart Key to light up and welcome you back to your car.



**LED map lamps**  
Bright, durable LED map lamps on the overhead console will keep things perfectly clear. Included with the panoramic sunroof. Grade dependent.

## Accessories

# Stylish and smart ways to keep your Kia looking its best.

Kia Genuine Accessories are designed to meet the highest standards of quality – and style. Complement your Kia Optima with a range of premium accessories which your local Kia dealer will be delighted to help you choose.

**Boot mat** A high-quality velour mat keeps the boot area looking clean, new and stylish. Tailored to fit the load area precisely.



**Rear bumper protection foil**  
The rear bumper protection foil helps prevent damage to the paint while loading and unloading the boot. Available in black and transparent



**Velour mats**  
Set of 4 individual floor mats, tailor-made to fit the car's footwells.



**Boot liner**  
This light, water-proof and durable boot liner with raised edges protects the boot area from dirt, spills and grime. Custom made for your vehicle and branded with the Optima logo.



**LED door projectors**  
Stylish entrance in the darkness with subtle yet sharp beams for gorgeous ambient ground lighting, featuring the Kia logo. Automatically activated when the front doors are opened.



**LED footwell illumination**  
Premium touch that bathes the front and rear footwell in refined ambient light whenever the doors are unlocked, fading out when the engine starts. Available in classic white and stylish red.



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



## Care

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

**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.

### Financing

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



Now there are even more reasons to buy a stylish, technology packed Kia. Peace of mind comes as standard when you join the Kia family with the Kia Promise – 7 great owner benefits when you buy your Kia and register at MyKia.

# 7 more reasons to join our Kia family



There are a lot of things to consider when buying a new car. Compromising on reliability in the long term shouldn't be one of them. That's why Kia have redefined quality and offers a unique, industry-leading 7 year warranty that comes with peace of mind for at least 100,000 miles.



If you've taken our complimentary 7 day insurance, we've got you covered from the minute you leave one of our dealers. We'll also give you a £250 excess return voucher which pays you back regardless of who you're insured with if you call Kia first. We will also provide you with a competitive quote for your annual cover.



Our 24/7 Roadside Assistance package is designed for Kia owners in partnership with the RAC. All new cars have complimentary cover for 12 months from the first date of registration. If you register on MyKia, you can unlock Kia Roadside Assistance Plus, giving you the highest level of cover provided by the RAC, including onward travel and European cover.



Order Genuine Kia accessories, where and when you need them! Our Click & Collect service offers choice and convenience, recognising your model from the registration number to ensure you get exactly what you need. Then simply collect at your nearest Dealer, where they can fit them too.



Online service booking offers convenience and flexibility 24/7. Offering quality and value at one of our Dealers nationwide. Kia trained technicians use the latest diagnostic equipment and technology. All of our Genuine Kia parts come with a 2 year warranty. Fully inclusive pricing at the click of a button.



When you own a Kia, you become part of the family and benefit from a relationship based on trust and transparency. When you visit one of our dealers for a service, your vehicle will benefit from a complimentary Health Check, a wash and vacuum and alternative transport if needed. Welcome to the Kia family!



Available to all Kia owners, whoever your insurer and whatever the circumstances of the accident, Kia Accident AfterCare can take care of things for you. We'll liaise with your insurer, provide a free courtesy car and exercise your right to genuine Kia parts and repairs at a Kia Approved Bodyshop.

\*For full terms, conditions and exclusions please visit [kia.com/uk](http://kia.com/uk)

Fully unlock these benefits when you register at **MyKia**



log onto [www.kia.com/uk](http://www.kia.com/uk)

Kia Motors (UK) Ltd  
Walton Green  
Walton-On-Thames  
Surrey  
KT12 1FJ  
Freephone: 0333 2022990  
[www.kia.com/uk](http://www.kia.com/uk)

All information and illustrations are based on data available at the time of print (November 2018) and are subject to change without notice. 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 the New Optima range.

SPOB11.18



Kia is actively involved with major sporting events around the world, sponsoring the renowned Australian Open as well as individuals such as tennis sensation Rafael Nadal.



The Power to Surprise