

Media Release

Kia Motors New Zealand



NEWS

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New Kia Optima Wagon Offers Plenty

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The wraps have come off one of the most stylish station wagons around with the unveiling of the all new Kia Optima Sportswagon.

Inspired by the SportsSpace concept vehicle shown at last year's Geneva Auto Salon, the Kia Optima Sportswagon returned to the same venue ready to hit the market and go on sale in Europe later this year.

Does that include New Zealand? Possibly. The suitability of the Sportswagon for our market is currently being studied by Kia Motors New Zealand. General Manager Todd McDonald says, "The Sportswagon is a winner on style and practical features alone, and we will be giving it strong consideration."

The Optima Sportswagon is the first ever D-segment tourer produced by Kia, building on the distinctive exterior design and high quality interior of the new 2016 Optima sedan now being introduced in New Zealand.

The long, lean and dynamic profile of the Sportswagon features the same sharp lines and smooth bodywork that has come to define the latest Kia designs. While the front of the car remains the same as the Optima sedan, its strong, swept-back cabin gives the Sportswagon an athletic stance in a typically conservative segment.

The rear styling is further accentuated by the wide LED tail lights that wrap around the corners of the bodywork, underlined by the rear bumper that houses a single oval exhaust and incorporates an integrated air diffuser for a sporty finish.

The all new Optima Sportswagon is not just about great design; it's big on practicality, with generous cargo capacity and a range of innovative and useful features to ensure the best possible use of its generous proportions.

Among its features are pop-up sliding luggage rails to secure individual items that are likely to slide or

roll around the cargo area. A low, flat boot lip and a Smart Power Tailgate that opens the boot automatically when the Optima's smart key is in close proximity to the tailgate allow owners to load heavy items easily.

Highly versatile 40:20:40 split-folding rear seats are standard, so that longer outdoor equipment can be slid through the central seat, while two rear passengers still sit in comfort.

A range of advanced technologies will be showcased on the Optima Sportswagon when it goes on sale, including the first Kia badged car to feature a two-mode electronic variable suspension system, allowing owners to switch between normal and sport settings.

Among the comprehensive suite of safety features is a short and long range Autonomous Emergency Braking system that operates at closing speeds of up to 80km/h and a forward-facing camera that reads speed limit signs and displays them to the driver in the instrument cluster.

The Kia Optima Sportswagon will offer a choice of Euro 6 compliant engines, from a 2.0-litre CVVL petrol unit, to a 1.7-litre CRDi diesel and a GT model equipped with Kia's new high powered 2.0-litre turbocharged gasoline direct injection engine.

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Photo caption: The Kia Optima Sportswagon combines style and space.

About Kia Motors New Zealand

Kia Motors New Zealand Limited (www.Kia.com/NZ) – a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 2006 and sells and services high quality, class leading vehicles like the Soul, Cerato, Optima, Sportage and Sorento through a network of 21 dealers nationwide. Kia Motors New Zealand manages the New Zealand operation from its Auckland headquarters. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

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