

Media Release

Kia Motors New Zealand



NEWS

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New Kia Optima: More Space, Luxury & Safety

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A bigger, more luxurious and technologically advanced Kia Optima is set to reignite the sedan market in New Zealand.

The new 2016 Kia Optima, which is now on sale here, takes another step forward in dynamic design and quality, injecting personality into the sedan segment.

“As good as the third generation Optima is, the new model truly lifts the bar on what Kia brings to the table in an executive sedan,” says Todd McDonald, General Manager of Kia Motors New Zealand.

“This is a significant step forward.”

Mr McDonald points to improved safety, convenience, technology, ride and handling, and the quality of materials as some of the key areas where the fourth generation Optima excels. The styling won the previous model numerous international design accolades, and has been further refined to retain those sharp looks across a longer and wider body style, keeping it fresh and invigorated.

“As soon as you sit in the Optima you notice the difference – the use of richer materials, improved construction and the user-friendly cabin environment,” he says.

“Then you take it on the road and the improvements in ride, comfort and handling become immediately noticeable – it has very refined road manners.”

Mr McDonald says the sedan market has been waiting for a car that will stimulate demand and deliver a much-needed boost. A surge in early interest for the new Optima supports that view, with an increase in sales enquiries compared to the previous model.

Kia has taken the strategic approach by streamlining the Optima range in New Zealand to just two models, each targeted to a precise buyer bracket; a feature packed EX for business customers and a luxury Limited for private owners.

“Buyers in these two categories are looking for a four-door sedan that suits their particular needs and they’re telling us the new Kia Optima fits their requirements.”

New Optima features a more swept-back and dynamic shape, elegant new interior design with more space for all occupants and an array of new technologies, while retaining echoes of the classic lines and the sporty image that helped the Optima become one of Kia's best-selling models worldwide.

The 2016 model is longer, wider and taller than its predecessor and also boasts an extended wheelbase, increasing cabin space and improves ride quality and handling.

The increased dimensions of the new Optima deliver more head, shoulder and rear seat legroom as well as greater cargo capacity. There is fresh look and feel with the cabin offering a cleaner, more unified design. The dashboard is spread along a more horizontal plane and incorporates a wider central console, creating a greater sense of spaciousness.

Particular attention has been paid to seat comfort, through stiffer frames and denser, more supportive foam. The Limited offers leather upholstery, with 10-way driver's (with electric lumbar support) and 8-way front passenger's seats that can be heated in winter and ventilated in the summer. It also has a heated steering wheel.

A long list of standard equipment comes in the Optima, including SatNav, smart (hands-free) tailgate that automatically opens when the smart key is in close proximity, rain sensing wipers, climate air conditioning, and push-button start. The Limited gains a panoramic sunroof and a premium HarmanKardon 10-speaker surround sound system with Quantum Logic technology for a concert hall experience. As a first for a sedan in New Zealand, the Limited model features a wireless charger for compatible smartphone devices.

The 2016 Optima is stronger thanks to more extensive use of advanced high strength steel that makes up more than 50% of the body, improving road manners and crash safety.

Both Optima models feature a range of advanced safety technologies. The EX comes standard with Advanced Smart Cruise Control (ASCC), which automatically adjusts speed to maintain a safe distance from vehicles in front; Lane Departure Warning System (LDWS) alerts the driver if the car strays outside its lane; High Beam Assist (HBA) automatically adjusts headlamp range according to other vehicles and road conditions; Forward Collision Warning System (FCWS) to help keep the Optima at a safe distance from the vehicle in front; and Autonomous Emergency Braking (AEB) detects a slowing vehicle in front and automatically applies the brakes to avoid a collision.

Blind Spot Detection (BSD) with Lane Change Assist (LCA) warns if another car enters the driver's blind spot; and Rear Cross Traffic Alert (RCTA), warns of nearby cars while reversing, are also included as standard on the Limited model.

The new Kia Optima rides better, handles with greater assurance and has significantly reduced road noise as a result of upgrades to the fully-independent suspension and new 18-inch alloy wheels. This has been further fine-tuned for local driving conditions through the ANZAC suspension development programme.

Both Kia Optima models in New Zealand are powered by the 'Theta' 2.4-litre GDI engine, which has received a number of upgrades. This engine is perfectly matched by the six-speed, sequential shift automatic transmission that can also be changed manually via the steering wheel paddle shifters.

The new 2016 Kia Optima EX goes on sale with a recommended retail price of \$45,790 plus ORC, and the Optima Limited is \$48,990 plus ORC.

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Photo caption: The new 2016 Kia Optima is bigger, more refined and more advanced.

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.

Further Enquiries: Todd McDonald, General Manager, Kia Motors NZ, phone 09 573 6070.

Prepared on behalf of Kia Motors New Zealand Ltd by John Ellegard, Stanford James Public Relations and Marketing Communication. Ph 09-815 0589, email john.ellegard@xtra.co.nz.