

# Media Release

Kia Motors New Zealand



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## NEWS

**29 November 2016**

### Kia Optima GT Revs Up In New Zealand

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The Kia Optima has been given even more performance to match its extremely good looks, with the introduction of a very limited number of turbocharged GT models in New Zealand.

The Kia Optima GT is available on order only, but once news of its arrival began to filter through the Kia dealer network can see the opportunity and has ordered appropriately.

“It’s a very exciting car and although it competes in a niche area of the market, our research indicates there is demand for this type of vehicle,” says Todd McDonald, General Manager of Kia Motors New Zealand.

“The performance and equipment levels in the Optima GT make it a compelling proposition at a very competitive price.”

The new Kia Optima GT will slot in just above the Limited at a recommended retail price of \$53,990 plus ORC.

In place of the 2.4-litre engine in the current EX and Limited models is a potent all-aluminium 2.0-litre turbocharged engine boasting 180kW of power and 350Nm of torque. The Optima GT engine features a high efficiency twin-scroll turbocharger, high pressure fuel pump, dual continuously variable valve timing technology and laser drilled injectors to deliver the best possible balance between engine performance and efficiency.

Matched to a recalibrated six-speed automatic transmission that also offers sequential manual gear changes, the Kia Optima GT can accelerate from 0-100 km/h (62 mph) in 7.4 seconds and top speed is an equally impressive 240km/h (149mph).

The fully independent suspension on the Optima has already won praise from owners and the motoring media alike for its sophisticated ride and handling. The Optima GT comes with the fitment of high performance dampers enhancing the feel of the sports sedan with more immediate handling response and a slightly firmer, sportier ride.

The Optima GT also gets its own rack-mounted power steering system (R-MDPS), which differs from the motor driven power steering system (MDPS) fitted to the 2.4-litre Optimas. Mounted directly on the steering rack, rather than on the column, the new R-MDPS provides greater steering feel and quicker, more linear responses to driver inputs, particularly around the centre. The steering upgrade results in sharper handling characteristics, placing it among the most agile cars in its segment.

Complementing the handling are performance-rated 235/45 R18 Michelin Pilot Sport 3 tyres mounted to unique 18-inch GT alloy wheels.

Externally, the new Kia Optima GT features a more purposeful look, in line with its dynamic intent. It differs from the standard Optima through a bolder, more aggressive front bumper design, black high gloss side sills, a subtle rear air diffuser with integrated dual tailpipes, red brake assemblies, and special GT badging.

GT buyers also enjoy a black leather appointed interior with red stitching, the GT logo stitched into the back of the seats and a GT badge on the D-shaped steering wheel. A sports instrument layout completes the driver-centric feel in the Optima GT.

Benefitting from a 5-star ANCAP safety rating (2016), the Kia Optima has been designed to be one of the safest vehicles on the road, thanks to its suite of new technologies designed to avoid or mitigate the effects of a collision, in addition to the high strength body structure and six airbags.

Kia's Vehicle Stability Management (VSM) ensures stability under braking and cornering by controlling the car's Electronic Stability Control (ESC) and power steering if it detects a loss of traction.

Additionally the Optima includes Advanced Smart Cruise Control (ASCC), which automatically adjusts the Optima's speed to maintain a safe distance from vehicles in front; Lane Departure Warning System (LDWS) which employs a forward-facing camera to detect the car's position within a lane, alerting the driver if they stray over the lines without indicating; High Beam Assist (HBA), which automatically adjusts headlamp range according to other vehicles and road conditions; Autonomous Emergency Braking (AEB) which will detect a vehicle in front slowing and automatically apply the brakes to avoid a collision; Blind Spot Detection (BSD), with a visual warning in the door mirror when another car enters the driver's blind spot; Rear Cross Traffic Alert (RCTA), which warns against other cars driving behind the Optima in car parks while reversing.

Furthermore, GT owners benefit from the active LED headlight system, which tracks steering to sweep the road ahead for greater visibility and improved safety at night.

Inside, the touchscreen infotainment system features an 8-inch screen incorporating satellite navigation, with rear parking camera and Bluetooth hands-free capability.

Optima Limited and GT buyers also benefit from a powerful 590Watt Harman Kardon Premium Sound system, with 10 speakers, an external amplifier and Clari-Fi MP3 restoration technology. Another feature is the wireless charger for mobile devices, and a hands-free boot opening function for ease of

use when the driver's hands are full.

Available on indent order and at participating dealers only, the 2017 Kia Optima GT comes with Kia's standard 5-year / 100,000km warranty programme and roadside assistance package. For more information talk to your local Kia dealer.

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Photo caption:                   The Kia Optima GT has the power to match its good looks.

### **About Kia Motors New Zealand**

Kia Motors New Zealand Limited ([www.Kia.com/NZ](http://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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