

Kia Malaysia introduces all-new Kia Optima GT

KUALA LUMPUR: Naza Kia Malaysia, the official distributor of Kia vehicles in Malaysia, on Wednesday unveiled the all-new fourth-generation Kia Optima GT for the local market.

The introduction took place at the Naza Tower, Platinum Park Kuala Lumpur and was attended by Kia dealer principals, business partners, members of the media and the management of Kia Motor Corporation and Naza Corporation Holdings Sdn Bhd.

The all-new Kia Optima GT is the fourth Kia model to be introduced locally this year, and picks up from the third-generation Optima which was popular among Malaysians.

“What you are about to witness today from Kia is the ultimate expression of performance and contemporary styling; a “class above” the rest; a result of many months of hard work, research and development by our team with the collective support of Kia Motors Corporation,” said Dato’ Samson Anand George, Group COO, Automotive Group, Naza Corporation Holdings Sdn Bhd.

The all-new fourth-generation Kia Optima GT will only be available locally in GT trim. This gives buyers a more aggressive and sporty design that includes a new Dot Array Mesh Satin Chrome front signature grille, a sporty front bumper as well as a new rear bumper that incorporates dual exhausts and a diffuser.

The headlights of the all-new Kia Optima GT are all-new and now feature LED technology with Daytime Running Lights. The headlights are primed with the new Dynamic Bending Light technology that turns the lights according to the angle of the steering wheel, illuminating dark corners and thus enhancing overall safety of the car.

Speaking about the all-new Kia

Optima GT, Dato’ Samson Anand George said, “The GT spec gives the Optima a number of impressive features like the LED headlights that bend to illuminate dark corners. Customers will also appreciate the spaciousness of the GT, which is complemented by the electronically operated panoramic roof. There are other conveniences too like the smart trunk, smart phone wireless charger, automatic headlights and wipers, drive modes selection remote window control and electric seats with memory function, just to name a few.”

The all-new Kia Optima GT is bigger than its predecessor. In total, Kia Optima GT is 10mm longer than the previous model, 30mm wider, 10mm higher and has a 10mm longer wheelbase. The increase in height also gives the interior more passenger space with a 10mm more headroom, 25mm more legroom and 17mm more shoulder room at the rear and 20mm more shoulder space up front.

Inside the all-new Kia Optima GT is a pleasant balance of comfort and sportiness. The real aluminum trim around the centre console and the pedals gives the car a sporty ambience. The centre fascia too has been angled towards the driver by 8.5 degrees, and the flat-bottom D-Shaped steering wheel also complements the sports character of the car.

Interior trim is made of leather and high quality polymer. The door panels are lined with soft leather, as are the seats, which are said to be amongst the most comfortable in its class and have been further improved for the all-new Kia Optima GT.

The driver seat comes with memory function (Intelligent Memory Seat – IMS) and adjustable in 12 different ways while the front passenger is a

10 ways adjustable seat. The seats are also ventilated and blow cool air to the back of the driver and passenger.

Making its debut in the all-new Kia Optima GT is the new smart phone wireless charger, which uses an electromagnetic field to charge a phone. The charger also has an overheat protection that detects the temperature of the thermistor in the wireless charger module and turns it off automatically should the temperature get too high.

Other interior features include a 7-inch TFT LCD screen for the entertainment system that also features MP3, MP4, Bluetooth, iPod connectivity and a MirrorLink feature that mirrors the screen of the phone on to the centre-mounted display screen.

The all-new Kia Optima GT is powered by the new Theta II 2.0 T-GDI turbocharged petrol engine, which is mated to a 6-speed automatic transmission. The powertrain produces 242hp at 6,000rpm and an impressive 350Nm of torque from just 1,400rpm. This makes the all-new Kia Optima GT one of the most powerful in its class and on par with some of the more powerful European sedans.

Performance figures too are impressive with the 0-100km/h acceleration seen off in just 7.4 seconds while fuel consumption is rated at 8.5-litres for every 100 kilometers travelled on the combined cycle.

Also contributing to the overall performance and efficiency of the car are 3 driving modes - Sport, Normal and Eco. Sport adjusts the sensitivity of the throttle for maximum performance and also the steering wheel feels heavier for precise control of the car at high speed. Normal takes the throttle and steering wheel back to its usual factory settings while Eco

reduces throttle sensitivity, lightens the steering wheel and also slows down the air-conditioning system to reduce fuel consumption.

On the safety front, the all-new Kia Optima GT is fitted with 6 airbags – two for the front passengers, two side airbags as well as curtain airbags. There is also an arsenal of electronic safety nets such as the anti-lock braking system (ABS), Electronic Stability Control (ESC), Vehicle Stability Control (VSM), Hill-start Assist Control (HAC) and an Emergency Stop Signal (ESS) which flashes the hazard automati-

cally when emergency brakes are applied.

The all-new Kia Optima GT scored 5 stars at the EuroNCAP crash test rating, 5 stars in the Asian NCAP, 5.1 stars in the US NCAP and achieved a 1st grade rating in the Korean NCAP crash test.

Concluding his speech during the launch of the all-new Kia Optima GT, Dato' Samson Anand George said, "We are constantly finding ways to improve the presence of the Kia brand in Malaysia, and it is my sincere belief that the all-new fourth-

generation Kia Optima will surprise the market".

The all-new Kia Optima GT offers the ideal balance of power, comfort, spaciousness and more importantly, safety for the entire family. It is a rare breed that has all the modern features that are expected of a modern car, and buyers can rest easy in a car which also comes with a five year warranty.

The all-new Kia Optima GT will be offered in three different colours: Gravity Blue, Aurora Black and Snow White Pearl. It will be available in showrooms nationwide.



DATO Samson Anand George (left), Group COO, Automotive Group, Naza Corporation Holdings Sdn Bhd and Nazman Yusof, Head of Company, Naza Kia Malaysia Sdn Bhd during the launch of the All New Kia Optima GT at the Naza Tower, Platinum Park in Kuala Lumpur on Wednesday.



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