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News Release

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2010 KIA OPTIMA

Midsized Sedan Offers Comfort, Convenience and Value

- Impressive fuel economy and competitive power in a complete package
- Long list of standard safety features offer occupants piece of mind

IRVINE, Calif., October 1, 2009 – With sharp styling, power and impressive safety features, the 2010 Optima midsize sedan returns to the Kia Motors America (KMA) line-up as a real contender within its segment. Offering consumers a stylish, spacious, powerful and fuel-efficient midsize sedan, Optima was named number one on the “Best Vehicles for Carpooling” list by Forbes.com as well as given a “Best Bet” distinction by *The Car Book 2009*.

For 2010, Optima brings with it much of the sophisticated design and features from the refreshed 2009 model, including the dynamic tabbed grille found on all new Kia models, as well as enlarged and narrowed headlamps that have a more forceful look. New for 2010 all V6 models receive a blacked-out lower rear bumper to enhance the sedan’s more refined persona, as well as a push button start feature, standard on all SX trims.

Exterior Excitement

The 2010 Optima presents a solid and aggressive stance that builds upon Kia Motors’ philosophy of creating dynamic vehicles that evoke passion. The fog lamps, large lower front grille and narrowed headlamps create a sharp look, while the wide side garnishes add athleticism and the acute front lines continue toward the back, ending on a distinctly edged trunk lid. To complete the uncluttered rear fascia, narrowed tail lamps enhance Optima’s smooth cosmetic appearance.

Available in three trims for 2010, the value-oriented LX, luxuriously appointed EX and energetic SX, all trims effortlessly offer consumers a comprehensive blend of features and value. Optima LX presents a sleek profile with clear-lens halogen headlamps, a chrome grille, dual power heated body-color side mirrors with integrated turn signals, body-color door handles, bumpers, side moldings and garnish, a tinted windshield with sunshade band and chrome edging around the windows.

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For those looking for additional well-appointed refinements, the EX trim also comes equipped with standard front projection fog lamps, chrome door handles and adds solar glass to the tinted windshield with sunshade band. For a more muscular variation, the Optima SX offers standard blacked-out halogen headlamps, a blacked-out front grille and uniquely designed alloy wheels with hyper-silver finish.

Putting Optima in motion are 16- and 17-inch wheels, the LX and EX trims equipped with 16-inch wheels wrapped in 205/60R16 tires, while SX offers larger 17-inch wheels outfitted with 215/50R17 tires. Optima's low, lean and powerful stance is assisted through its overall length of 189 inches, overall width of 71.1 inches, wheelbase of 107.1 inches and low ground clearance of 6.3 inches.

Interior Refinement

Optima's cabin offers occupants both space and comfort with a number of standard convenience features. The standard AM/FM/CD/MP3 audio system features USB and auxiliary jacks and SIRIUS Satellite Radio capability with three months complimentary service¹. For EX and SX models, an optional in-dash voice-activated navigation system also ups the convenience level.

Optima LX comes well-equipped with standard air conditioning, power windows and door locks, a six-way adjustable driver's seat and four-way adjustable front passenger seat as well as 60/40-split folding rear seats. Automatic transmission models add tilt and telescopic steering column, keyless entry and alarm, cruise control and steering wheel-mounted audio controls.

EX models upgrade to leather seat trim, a leather-wrapped steering wheel and shift knob, automatic temperature control, an auto-dimming rearview mirror featuring Homelink[®], compass, an eight-way power adjustable driver's seat and floor mats. The Premium Package on EX and SX trims offer further content upgrades, including a power sunroof, an Infinity[®] audio system, power front passenger seat, heated front seats and rear window sunshade. EX Premium Package adds power adjustable pedals and 17-inch alloy wheels. Hands-free Bluetooth[®] calling capabilities heads the list of available accessory options.

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¹ Customers must renew SIRIUS subscription after trial period if they wish to retain service.

The barrel-type instrument cluster design exudes a luminous red glow, while two seat trims are offered in either gray or beige color schemes – cloth (LX), leather (EX) – and black leather with woven fabric inserts on SX models. SX models also feature aluminum trim, alloy sport pedals and a Supervision™ meter cluster, push-button start with smart key system and steering wheel paddle gear shifters.

Efficient, Powerful Engine

Available in two powerplants – a 2.4-liter four-cylinder or a 2.7-liter V6 engine – and two five-speed transmissions (manual with LX four-cylinder model only), the fuel-efficient 2.4-liter engine produces 175 horsepower and 169 pound-feet of torque. Upgrading to the available 2.7-liter V6 engine (for EX and SX models) will deliver 194 horsepower and 184 pound-feet of torque, while mated to a five-speed automatic transmission. Fuel economy for the 2.4-liter engine comes in at an impressive 22/32 A/T (city/highway) while the 2.7-liter V6 engine offers a respectable 20/28. All automatics feature Sportmatic™ clutchless shifting.

Optima's four-cylinder engine is further enhanced with dual Continuously Variable Valve Timing (CVVT) and a Variable Intake System (VIS) while the 2.7-liter V6 has single CVVT and VIS. These added systems improve the vehicle's fuel economy without sacrificing power.

Built on a unibody frame, the front-wheel-drive Optima utilizes independent front and rear suspension systems. MacPherson struts are used in the front with a multi-link layout in the rear and are both joined with coil springs and anti-roll bars (standard equipment on all models) to engage drivers with responsive handling and provide utmost comfort whether the road is smooth or less than ideal.

Safety-Minded

A recipient of a five-star crash safety rating from the National Highway Traffic Safety Administration (NHTSA), the 2010 Optima is equipped with a high level of standard safety features, as is the rest of the Kia line-up. This includes six airbags (dual advanced front and front-seat mounted side as well as full-length side curtain), front active headrests, side-impact door beams, height-adjustable front seatbelts with pre-tensioners and force limiters, three-point seatbelts for all seating positions, Lower Anchors and Tethers for Children (LATCH) and a Tire Pressure Monitoring System (TPMS). Four-wheel antilock brakes (ABS), Electronic Stability Control (ESC), a Traction Control System (TCS) and a Brake Assist System (BAS) also are standard.

Industry-Leading Warranty

The 2010 Optima is covered by Kia's comprehensive warranty program, which offers unprecedented consumer protection. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the comprehensive vehicle coverage.

Kia Motors Product Line

Kia Motors America offers a dynamic and diverse product line to meet the needs of all lifestyles. The vehicle line features the stylish and all-new Forte compact sedan and all-new two-door Forte Koup, the highly personalizable Soul, functional Rondo CUV, award-winning Sedona minivan, purposeful Optima midsize sedan and versatile yet fuel-efficient Rio and Rio5 subcompacts. The vehicle line also features the affordably luxurious Borrego and value-packed Sportage SUVs, while the rugged 2011 Sorento CUV arrives in showrooms in January 2010.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 650 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline "The Power to Surprise."

Kia Motors America is the "Official Automotive Partner of the NBA." Information about Kia Motors America and its full vehicle line-up is available at its Web site – www.kia.com. For media information, including photography, visit www.kiamedia.com.

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