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THE OPTIMA GETS EVEN
BIGGER

The All-New Sportswagon leads the way,
with the Optima PHEV and GT close behind



WELCOME to *Kia Business*.

The arrival of the All-New Optima Sportswagon is a key landmark in Kia's ever-expanding range. As our first D-segment estate, it has been eagerly awaited by fleet drivers who are keen to add extra load volume to the stylish, dynamic Optima formula.

The Sportswagon is as versatile and easy to use as it is spacious, and we can't wait for you to see the results.

The Optima saloon is also getting new variants, and we're delighted to offer a taste of the fuel-efficient Optima PHEV plug-in hybrid, and a look ahead to the arrival of the Optima GT in 2017 with Kia's new Head of High-Performance Development, Albert Biermann.

As you may know, Kia is placing increased focus on innovative technology - especially when it comes to lowering emissions. The All-New Niro marks the debut of Kia's dedicated platform for hybrid and electric power, which is designed to be significantly lighter and more efficient. It will form the basis of an expanding range of low-emissions cars from Kia.

As we found out when we took the All-New Niro to the Brecon Beacons, though, it's not just about fuel efficiency and taking pressure off your wallet - the All-New Niro is also incredibly versatile and fun to drive.

After the stunning success of the All-New Sportage, with 25,000 sales since its February launch, I'm pleased to announce that Kia had a record 57,600 sales at the end of August - 15% better than 2015. The best way to find out why more people than ever before are choosing Kia is to get behind the wheel. So, why not contact our fleet team to arrange a test drive? At Kia, we're passionate about delivering 'The Power to Surprise'.

John Hargreaves,
Head of Fleet and Remarketing,
Kia Motors (UK) Limited

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To test drive any of the cars in this issue call 01932 283943 or email enquiries@kiabusinesscentre.co.uk



All-New Rio unveiled for 2017

Kia has unveiled the All-New Rio, which will go on sale in early 2017. It was designed and engineered by Kia's teams in Korea, Germany and California.

The All-New Rio is wider, longer and lower. A longer bonnet and front overhang, allied to a more upright C-pillar with a near-vertical rear screen, lend it a more confident stance. At the front, the latest evolution of Kia's 'tiger-nose' grille and repositioned fog lights enhance the visual width. Slim sculpted bi-function projection lights include a new U-shaped LED signature.

The cabin is designed to be more driver-centric, with a 'floating' infotainment system featuring a 7" or 8" touchscreen with Kia Connected Services powered by TomTom®, Android Auto and Apple CarPlay. Fewer buttons ensure a cleaner, more easy-to-use design.

The cabin is more spacious, with more legroom and headroom all-round, and 15% more rear cargo space.

The All-New Rio has been engineered to be stronger and safer, with a chassis made of 51% advanced high-strength steel - an increase on the 33% in the outgoing Rio. It also comes with enhanced safety features, including optional Autonomous Emergency Braking - a first for the B-segment.

"As our best-selling model, the Rio is an important car for Kia," said Michael Cole, Chief Operating Officer for Kia Motors Europe. "As a gateway to the brand, it offers attractive design, low running costs and practicality."

"The All-New Rio builds on these strengths with high desirability, a more enjoyable drive and the most advanced safety features in its class."

FAST FACT
The Rio is Kia's best-selling model, with more than 473,000 sold globally in 2015 and 12,115 sold in the UK



New Kia showcase opens on Great West Road

Kia has unveiled a brand-new showroom facility in the heart of the Great West Road district of West London. With its prominent position at the end of the M4, in amongst some of the largest flagship dealerships in the UK, the venue will be used to promote the Kia brand with creative visual treatments. For the venue's opening, a display for the All-New Niro will highlight its crossover hybrid design.



Read more about the All-New Niro on page 12

All-New Sportage tops the charts and gets critical praise

The All-New Sportage has continued to pick up a wealth of critical acclaim, in addition to its booming sales.

Over 25,000 examples of Kia's comprehensively redesigned fourth-generation Sportage have been bought since it first went on sale at the end of February.

In May, the All-New Sportage was named *Diesel Car's* Car Of The Year, also picking up the prize for Best Medium SUV. "The Sportage won the top spot due to its generous equipment levels, keen prices and excellent road manners, which means that the Sportage leapfrogs the competition

to sit at the very top of the class," said *Diesel Car* editor Ian Robertson. Other Kia models to make *Diesel Car's* Top 50 included the cee'd hatchback and the Sorento SUV.

The All-New Sportage also topped a J.D. Power Vehicle Dependability Study in Germany – comprehensively beating the competition in an evaluation of 68 models by over 15,000 drivers, with a 13-point lead. The results, which were published in German magazine *AUTO TEST*, followed a 'zero-fault' record in *Auto Motor und Sport's* notoriously grueling 100,000km endurance test.



cee'd Sportswagon proves to be a big pull for Practical Caravan

The Kia cee'd Sportswagon has been named Green Tow Car of 2016 by *Practical Caravan* – more proof that Kia's hatchbacks, saloons and estates are as well-equipped for leisure as they are for business.

"If you want to tow a caravan without spending a fortune, look no further," said *Practical Caravan's* Tow Car Editor, David Motton. "The cee'd Sportswagon was impressively economical to buy and run, beating every other car we shortlisted."

As Simon Hetherington, Commercial Director of Kia Motors UK, said: "This award sums up the dedication our engineers have committed to developing affordable responsible motoring in today's budget-conscious marketplace, without sacrificing dynamic ability or desirable creature comforts."

Brexit won't impact Kia's UK ambitions, says COO

Kia Motors' Executive Vice President and COO, Thomas Oh, has said that the UK's exit from the European Union won't halt the Korean brand's bold sales ambitions.

"We are in the process of trying to understand what Brexit will mean for UK sales," he said at a recent event. "Currently, we have to pay 10% import duty in the UK – we obviously need to know what that number will be in the future."

"Let me say, though, that the UK is an important market for us, and that will continue. It is the fourth-largest overseas market for Kia – after China, the US, and Russia. [The issues around Brexit] will make it more difficult to hit our sales targets, but our UK dealer network is strong – we can overcome the difficulties in close co-operation with them."

"This year we will definitely reach 85,000 sales in the UK – up to June, we exceeded targets by more than 15%, so it's very feasible. And we still have the ambition to see more than 100,000 sales in the UK. In the Korean dictionary, we say: 'never too many'. I think we can make it."

Read all about Thomas Oh's advice for success in business on page 20

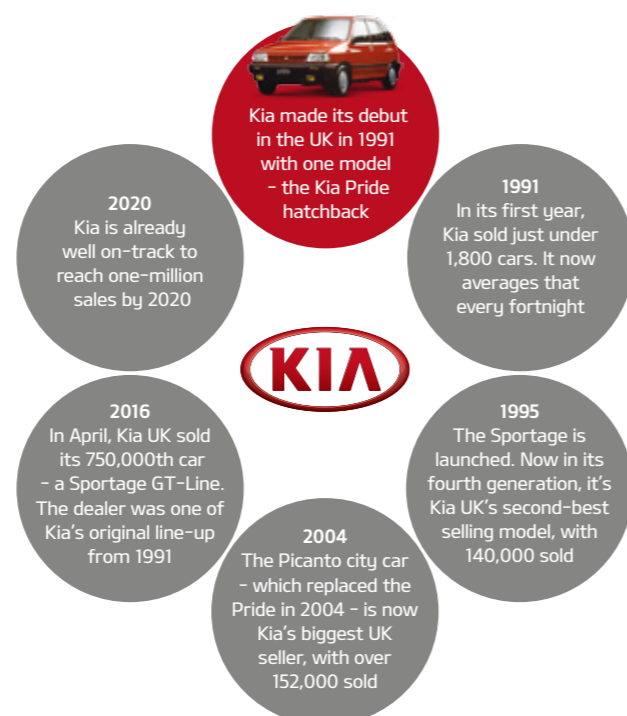


Kia celebrates its 25th UK anniversary

Kia Motors UK celebrated its 25th anniversary in July. Since Kia started trading in the UK in 1991 it has sold 763,500 cars, with 44% of those sales coming in the last five years. Its dealer network has grown to 188 outlets.

"Kia has been on quite a journey," said Kia Motors UK President and CEO Paul Philpott. "We've grown from a relatively small importer to challenging the best and most established brands in the industry. We have a fantastic and ever-growing range. In 2016 and 2017 we're launching 14 new and face-lifted cars. Kia will not rest on its laurels for the next 25 years."

The UK is the best-performing market for Kia in Europe, contributing 20% of a record 229,585 EU sales in the first half of 2016. "2016 continues to be a year of sustained growth and success for Kia in Europe," said Michael Cole, Chief Operating Officer of Kia Motors Europe. "Consecutive record quarters underline how Kia is increasingly seen by consumers and fleet buyers as a producer of high-quality, high value vehicles. Our latest models are further broadening Kia's appeal."



Outgoing Kia Picanto praised for its dependability

The Kia Picanto has been named the most dependable city car in J.D. Power's 2016 UK Vehicle Dependability Study.

The next generation of Kia's compact hatchback will go on-sale early in 2017.

"This result is testament to the Picanto's rigorous development and build quality, something which will continue with the All-New Picanto," said Paul Philpott, President and CEO of Kia Motors UK.



THE CONQUEST OF SPACE

The All-New Optima Sportswagon is the latest addition to Kia's core fleet line-up, with a range-topping 1,686 litres of load volume

WORDS TOBY WALLER | IMAGES MALCOLM GRIFFITHS

There's something comforting about the ocean. Look in any direction, and all you see is a large expanse of water and sky. When you live in a city - as many tend to do - any texture that isn't concrete, steel or glass is decidedly welcome.

Wide-open space certainly isn't in short supply in the All-New Optima Sportswagon, Kia's first D-segment estate. In Europe - the sole market in which the Sportswagon will be sold - 66% of D-segment and 75% of fleet sales are estates, making this model a valuable addition to Kia's diverse range.

Inspired by the dynamic SPORTSPACE concept from the 2015 Geneva Motor Show, the Sportswagon takes the great styling and capable chassis of the Optima saloon, and adds more load volume and practicality. So, where better to take it than Weymouth and Portland National Sailing Academy (wpnsa.org.uk) - venue for the London 2012 Olympics - to see just how much weekend leisure gear it can consume?

The All-New Optima Sportswagon's design was carefully considered to avoid the perils of estate cars - unappealing

boxy forms that offer lots of space, or streamlined designs that limit practicality. The Sportswagon has the same footprint as the Optima saloon, but is 5mm taller - thanks to the stylish integrated roof rails, which are standard on all derivatives. There's also an even-more dynamic treatment for the 'GT-Line S' (pictured), with unique bumpers and side sills, bespoke 18" alloy wheels, full LED front lamps with automatic leveling and dynamic cornering, LED rear combination lamps, and a dual chrome-tipped exhaust in the diffuser. The 'GT-Line S' also adds a panoramic sunroof, which only enhances the feeling of space inside the cabin.

LONGER, LARGER AND EASIER TO USE

Now, the key numbers. With the 40:20:40 split rear seats up, the All-New Optima Sportswagon has 552 litres of load space. Fold the seats down using the simple, convenient one-touch handles, and you get 1,686 litres - more than the Sorento SUV. The 40:20:40 split is especially handy, as two rear passengers ▶



can sit in comfort, while long loads – such as sails, oars or DIY – fit through the middle. It's not just the scale of the load space. It's how cleverly it's packaged. Hidden under the flat floor are lots of trays for storing items from view. Adjustable sliding luggage rails on the '3' and 'GT-Line S' feature built-in straps for securing cargo, giving incredible flexibility (see panel, right). The wide tailgate and low lip make loading a breeze, while the Smart Powered Tailgate on the 'GT-Line S' opens automatically with a touch of the button, or when the hands-free Smart Key is in proximity for three seconds. A rear DC power socket is perfectly located for electrical devices.

POWERFUL AND EFFICIENT

The All-New Optima Sportswagon uses Kia's 1.7 CRDi turbo-diesel, with 139bhp and 340Nm. The variable geometry turbocharger improves low-end acceleration and top-end power. It's also highly efficient, with high-pressure common-rail fuel injection and Kia's Idle Stop Go (ISG) giving economy as high as 64.2mpg and CO₂ emissions as low as 113g/km with the 6-speed manual.

Like the Optima saloon, the Sportswagon uses rack-mounted, motor-driven power-assisted steering (R-MDPS), which has quicker, more linear response, with greater feel on the straight-ahead. It also delivers a 3% fuel saving, as it only uses engine power when the steering is turned. Available on the '3' and 'GT-Line S' is a 7-speed Dual Clutch Transmission (DCT) with wheel-mounted paddles. Its Sport mode alters the throttle map, shift patterns and steering weight for an even more engaging drive.

It all works perfectly with a stiff chassis and a fully-independent suspension that uses MacPherson struts up-front and a sub-frame multi-link at the rear, with coil springs and twin-tube gas-filled dampers all round. The spring and damper rates have been tuned for the Sportswagon's more rear-biased weight distribution and the fact it will be carrying heavier loads, so it delivers the same agile handling, smooth ride and high-speed stability as the Optima saloon.

PACKED WITH CUTTING-EDGE TECHNOLOGY

The tech inside the stylish, driver-focused cabin of the All-New Optima Sportswagon is unashamedly focused on business use, but is also great for keeping you entertained and in-touch with loved ones.

A 7" touchscreen sat-nav with full European mapping is standard, with a DAB radio and Bluetooth® for music streaming and hands-free calls. Android Auto lets you use apps with compatible phones. The '3' and 'GT-Line S' add an 8" touchscreen and 8-speaker harman/kardon sound system. Dual automatic air conditioning is standard, while the '3' adds heated front seats and steering wheel. The 'GT-Line S' also adds ventilated front seats and outer-rear heated seats. The levels of power-seating and lumbar support increase through the range.

Features such as Hill-Start Assist and parking sensors with a reversing camera are standard, while the '3' adds Lane Keep Assist and Speed Limit Information – especially handy as you cruise from motorways, to A-roads and through small country towns. The 'GT-Line S' adds Autonomous Emergency Braking.

Particularly useful on the 'GT-Line S' is Rear Cross-Traffic Alert, which uses the rear-facing Blind Spot Detection radar to alert you to passing traffic as you reverse – perfect when the rear is fully loaded. Then there's the 360° Around View Monitor. Even if you're used to guidance lines on a reversing camera, this transforms the experience. It creates a birds-eye, overhead view of obstacles around your vehicle. You wonder how easy parking can be, until you try the Smart Park Assist, which hunts out spaces for parallel and bay parking, and automatically steers the Sportswagon in (and out), while you control the speed.

Buttons and switches are kept to a simple-to-use minimum, to limit distractions while driving. And if, like us, you often drive at night and want to let other occupants snooze while cutting in-car lighting to focus on the road ahead, little details such as the button which lets you gradually dim the instrument panels are a God-send.

Added together, the All-New Optima Sportswagon is perhaps the most complete Kia for business drivers. It's packed with technology, it's incredibly versatile, and has plenty of features that make driving safer, easier and more enjoyable. And, of course, more spacious. ■



"IT'S NOT JUST THE SCALE OF THE LOAD SPACE. IT'S HOW CLEVERLY IT'S PACKAGED"



Clockwise from above: Clever high-tech features on the 'GT-Line S', such as a 360° Around View Monitor, make driving the All-New Optima Sportswagon even easier. The rear is incredibly spacious, versatile and easy to use, and doesn't compromise the Sportswagon's sleek form

MAKING LOADING EVEN EASIER

The cargo area of the All-New Sportswagon is designed to be highly flexible. Adjustable load rails with cargo straps let you section off uniquely-sized areas for securing loads, while a wealth of underfloor storage trays let you secure smaller items out of view.

The split-fold 40:20:40 rear seats can be used in various ways, including dropping the middle seat for long loads while still seating two rear passengers. Convenient one-touch handles make all these adjustments easy.





MEET KIA'S MR PERFORMANCE

Ex-BMW engineer Albert Biermann is adding an extra layer of driving fun to Kia's model range. His first act: the All-New Optima GT, coming in 2017

When it comes to dream jobs, you would think Albert Biermann had it made. As head of BMW's famed 'M' division he was in charge of developing the German marque's performance models, so it was something of a surprise when Biermann left BMW after a 38-year career. It all makes sense, though, when you look at the bigger picture.

Biermann's new appointment as Head of Vehicle Test and High-Performance Development at Hyundai-Kia followed the reveal of a European Test Centre at the Nürburgring in late 2014, and is a key part of the company's desire to bring even more performance and passion to their cars.

As Woong-Chul Yang, the Head of Hyundai-Kia R&D Centre, says of Biermann's exciting new role: "This is a senior engineering appointment, and an important part of our effort to further optimise the dynamics of our vehicles, providing even greater rewards for keen drivers. Mr. Biermann

has unrivalled credentials, and his expertise and experience will bring forward the development of new cars that are great to drive, and speed up the transfer of innovative technologies and insights between our road-car and motorsport engineering teams."

Biermann now has a team of around 1,300 Hyundai-Kia engineers at his disposal and many more models under his remit to evaluate, but he is actually finding he's more hands-on than ever.

"I spend more time driving at Kia than I ever did at BMW," Biermann says with a smile. "Back then, I spent most of my time in meetings. It's a totally different culture here - more pragmatic about getting things done, not just talking. Decisions come faster. Once that happens, the machinery that moves it forward is also very impressive."

ENHANCING KIA'S SPORTY STANCE

Within Hyundai-Kia, Biermann's role is to bring added dynamism to both marques, but he also needs to ensure that Kia's cars feel distinct from Hyundai's in order to match each brand's unique spirit. At Kia, that means GT derivatives that bring a dynamic new edge to certain models.

"Kia is an emotional brand; Hyundai is quieter," Biermann says. "That's why Hyundai's 'N' range exists. With Kia, we don't need a new brand. We can already do everything. Kia GT models have a different target for the driving experience. They are clearly focused on the road. They don't go as

far as Hyundai 'N' models, which are designed for track use. With Kia, we will try to make GT models more sporty. The steering may be more direct, the springs stiffer, or the tuning different. We've been able to push to make sure Kia gets the sportier tyre. That changes the whole game."

CREATING THE ALL-NEW OPTIMA GT

Kia is already seeing the benefit of Biermann's input, thanks to its proactive, fast-moving engineering culture. "The best example is working on the All-New Optima GT, just after I joined Kia last summer," Biermann says. "I took three powertrain guys in the Optima GT for 45 minutes on the proving ground. I talked about what I liked, and didn't. They wrote notes the whole time. Six weeks later they showed me a new iteration. It was like a different car. And they still wanted to know what I thought - to make it even better."

During this extensive development, every element of the Optima GT was examined - from its 2.0-litre turbocharged four-cylinder engine, through its six-speed automatic gearbox, right down to the bump stops in the suspension. As a result, the Optima GT now produces 242bhp and 260lb-ft of torque, with a top speed of 149mph.

"The way we collaborate is the difference," says Biermann. "Before we had separation, so I brought everyone together at an earlier stage in the process - more driving together, more testing together, more working together. It's important to understand what other people need: to think how you can support what they want to do."

At BMW, most of Biermann's experience was with rear-wheel drive. Kia's Chief Design Officer, Peter Schreyer, has hinted at a rear-wheel drive,

four-door coupe-style model. So, can we expect to see a Kia sportscar any time soon?

"You have to go where the customers are," Biermann says. "There is more demand for us to act on hybrids and fuel cells. Even without a sportscar, though, Kia has a strong, emotional image. The car that Peter mentioned will come to Europe, and there will be a sporty version. Its performance is not far from a sportscar. To drive it around the Nordschleife will be a lot of fun."

LOOKING TO THE FUTURE

Today, performance driving enthusiasts fear they face a double-edged sword of Damocles as the market and manufacturers move to low-emission hybrids and pure electric vehicles (EVs), as well as the safety and convenience of autonomous technology. So, how does Biermann see Kia's GT ambition fitting into this new world?

"The question is: What will customers buy? It's not clear if EV customers want a more emotional driving experience. Certainly early adopters don't. Of course, if at some point we have a high-power EV, that's a different story. With 500bhp, it could be a lot of fun! With autonomous technology, people say chassis development is less important, but I think it's a key area. A driver does so many jobs that need to be substituted, so autonomous driving won't stop chassis engineering and testing.

"Of course, you could say that driving fun is at risk, but Mr. Porsche once said the last car on the planet will be a sportscar, and I still think he was right. That's what I hope for, and what I will work for. Fun cars might turn into more of a hobby, an enthusiast thing. But they will survive."

I think we can all say amen to that. ■

"I spend more time driving at Kia than I ever did at BMW. It's a totally different culture here."



SILENCE IS GOLDEN

The All-New Niro hybrid is a no-compromise approach to lower-emissions driving

WORDS TOBY WALLER | IMAGES MALCOLM GRIFFITHS



FAST FACT
Hybrid sales in Europe have doubled in the last five years, and are expected to reach 700,000 per year by 2020



Sometimes great beauty should be appreciated in complete quiet. Reach the peak of the Black Mountain Pass in the scenic Brecon Beacons, ease off the throttle, and the 1.6-litre GDi engine of the All-New Niro switches off as the near-silent 32kW electric motor seamlessly takes over. At other times, twisty roads like this need to be enjoyed. Accelerate to re-activate the engine, and you get 139bhp and 265Nm of torque from the combination of petrol and electric power. It's this duality of character for the All-New Niro that makes Kia's first dedicated hybrid design a perfect pick for those who want to lower their emissions, without changing the way they drive.

LOWER EMISSIONS, IMPROVED ECONOMY

As part of a pledge to reduce the average CO₂ emissions of its range by 25% by 2020, Kia is investing heavily in electric and hybrid technology. Within five years, Kia predicts hybrids will make up 42% of the six million low-emission cars sold around the world, with 32% plug-in hybrids and 27% full-electric models. Kia is already well on the way to offering all three technologies to UK customers.

In 2014, Kia introduced the electric-powered Soul EV, with zero emissions and a 132-mile range. The All-New Optima PHEV plug-in hybrid, offers a 33-mile electric range from its rechargeable battery, with extended petrol range from its 2.0 GDi engine (see page 16). For drivers who want to significantly lower their emissions now, but aren't ready to move to a more electric-focused way of driving and using their car, the All-New Niro hybrid is the model to pick.

NO-COMPROMISE DRIVING PERFORMANCE

The All-New Niro uses a parallel hybrid powertrain with a 1.6 GDi direct-injection petrol engine, and an compact 32kW electric motor and 1.56kWh battery. At low speeds - pulling away from standstill, or sitting in stop-start traffic - the electric motor works on its own. Gain speed, and the 1.6 GDi petrol engine kicks in, delivering 104bhp and 147Nm. Accelerate hard, and the electric motor works with the petrol engine, boosting power to 139bhp. The added and instantly available electric torque creates a total of 265Nm.

When decelerating or braking, the kinetic energy from a car's movement is normally wasted in braking or engine overrun. On the All-New Niro it's directed back into the hybrid system and used to recharge the battery, with the electric motor acting as a generator. The friction created by this effect even bolsters the braking force of the mechanical brakes - hence the name 'regenerative braking'.

Added together, it significantly reduces fuel usage, with the All-New Niro boasting economy up to 74.3mpg and CO₂ emissions as low as 88g/km. Even better, it happens without you lifting a finger. At all times, the Niro's hybrid system intelligently and seamlessly selects the right blend of electric and petrol power for fuel-efficiency or sporty response, based on the way you are driving. You can see how this works via an energy graphic. It's fascinating to watch, but while it makes you think about *how* you drive, it doesn't change the *way* you use your car. You still fill the Niro at a petrol station, but the economy benefit of hybrid power means that happens less often.

DESIRABLE, PRACTICAL DESIGN

The All-New Niro's no-compromise philosophy extends to its design. Early hybrid cars focused on aerodynamically optimised hatchback profiles that blunted their looks and usability. The Niro has a sleek, athletic and highly practical five-door, five-seat crossover form. Sitting between Kia's cee'd hatchback and the All-New Sportage SUV in size, it makes for a compact, easy-to-drive commuting vehicle, with family-friendly practicality for the weekends.

"We had two options for the All-New Niro - a saloon, or an SUV," says Kia Motors' Executive Vice President and COO, Thomas Oh. "Ultimately, we chose to develop Kia's first hybrid as a crossover. A lot of people are now choosing smaller SUVs, and it makes sense to combine our new technology with the vehicle types customers want to buy. The All-New Niro is a crossover first; a hybrid second."

The Niro's exterior has been designed to optimise aerodynamics, without affecting usability. Bumper vents guide airflow around the turbulent wheels in an 'air curtain' effect. Beneath the Niro, flat panels smooth out under-car airflow, while the shape of the rear spoiler, C-pillar, rear lights and diffuser creates clean airflow off the

car. As a result, the Niro's coefficient of drag (Cd) is a slippery 0.29, even with the roof rails on the '2', '3' and 'First Edition' - the holes for which sit covered and aerodynamically flush on the body.

A DEPENDABLY LIGHTWEIGHT CHASSIS

Weight is an emissions and fuel economy killer, so the Niro was designed with lightness in mind. As 53% of the Niro's chassis is made of advanced high-strength steel, its weight is under 1,600kg, and it has all been done without compromising strength for safety or structural rigidity for handling. Lightweight aluminium is used in non-structural areas such as the bonnet, tailgate and front bumper back beam, where it can further reduce weight. The All-New Niro is the first Kia model to use this all-new platform, which has been developed exclusively for electric and hybrid models.

The fully independent suspension - MacPherson struts at the front, and multi-link with dual lower arms at the rear - is tuned to deliver great handling, high-speed stability and immediate steering response. It's also optimised for low-rolling-resistance tyres. The wide stance of the crossover design and low centre of gravity from clever low-down powertrain packaging enhance the Niro's stability, while a choice of 18" alloy wheels on high-spec models, or more economical 16" aero alloy wheels, gives the Niro a purposeful look.

A SPACIOUS, COMFORTABLE INTERIOR

The All-New Niro is also highly practical. As the compact 1.56kWh battery is mounted under the rear seats, there is up to 427 litres of load space with the 60:40 split seats in place, and up to 1,425 litres with them down. A low lip and rectangular space make loading easy.

Up-front, the Niro is packed with technology, and its streamlined cabin design with fewer controls makes decision-making on the move easier and safer. The DAB radio on '1' derivatives comes with Bluetooth for music streaming and hands-free calls. The '2' adds a 7" touchscreen with satellite-navigation with full European mapping and Kia Connected Services featuring TomTom®, while Android Auto lets you connect apps such as Google Maps and Google Play.

The '3' and 'First Edition' add an 8" touchscreen, wireless phone charger and eight-speaker JBL Premium Sound system. Smart keyless entry is the perfect finishing touch for the 'First Edition'.

Dual-automatic air conditioning is standard, while a 'driver-only' function saves hybrid energy when the driver is the sole occupant.

The front seats have been redesigned to offer more support, despite having been reduced in weight by 1.3kg each as part of the Niro's emissions-focused diet. On the '3', the driver's seat comes with power-adjustable controls and lumbar support, while the 'First Edition' adds seat memory controls for the driver, and heated/ventilated front seats for both driver and passenger.

Safety and convenience features such as Lane Keep Assist, Hill Assist Control, Cruise Control and a Speed Limiter are standard. You can choose to add optional Autonomous Emergency Braking and Smart Cruise Control, while Blind Spot Detection and Rear Cross Traffic Alert are available on the 'First Edition'. There are seven airbags, including one to protect the driver's knees, while the All-New Niro has received a 5-star Euro NCAP crash-test rating.

PRACTICAL THINKING

Added together, the All-New Niro's high specification, improved fuel economy and low emissions make great sense. With CO₂ emissions of just 88g/km with 16" aero wheels and low-rolling-resistance tyres on the '1' and '2', there's no VED to pay in the first or second years. The '3' and 'First Edition' are zero-rated in the first year, and attract only a £20 charge thereafter. The Benefit-in-Kind is just 15-17%, while the advanced safety features keep insurance low.

And, this is just the first step of the All-New Niro's ultra-efficient, low-emissions journey. A plug-in hybrid version will be available in 2017 that will significantly extend the Niro's electric-only operating range. The real sign of Kia's commitment to hybrid powertrains, though, is that there will never be a petrol-only version of the Niro. This All-New Niro really is the future of hybrid design, and it has never looked, felt - or sounded - more beautiful. ■



Clockwise from above: The All-New Niro's sleek crossover form is both aerodynamic and highly practical. You can view how the petrol engine and electric motor work together on the touchscreen. The 'First Edition' Niro is packed with technology - a perfect match for the hybrid powertrain

HOW THE NIRO'S HYBRID WORKS

Every element of Kia's hybrid technology has been created with efficiency in mind, and optimised to work as part of a dedicated lightweight hybrid design



1.6 GDi direct-injection petrol engine

The All-New Niro's 1.6 GDi, part of Kia's new Kappa family, uses the Atkinson Cycle. Although this creates less power than the traditional Otto cycle, it is more efficient, and the hybrid electric motor's instantly available torque can boost acceleration when needed. With technology such as cooled exhaust gas recirculation and an exhaust gas recovery system to speed warm-up, its 40% thermal efficiency makes it one of the auto industry's most efficient designs.



6-speed Dual Clutch Transmission (DCT)

Kia's in-house developed 6-speed DCT is more responsive than the 'infinite' gear of the continuously variable transmission (CVT) in other hybrids, creating a more dynamic driving experience that feels like a normal car. Its lightweight construction, low-friction bearings and low-viscosity oil significantly improve efficiency, while Kia has selected the optimum ratios and gear-change points to work best with hybrids, with an optional manual Sports mode for brisk driving.



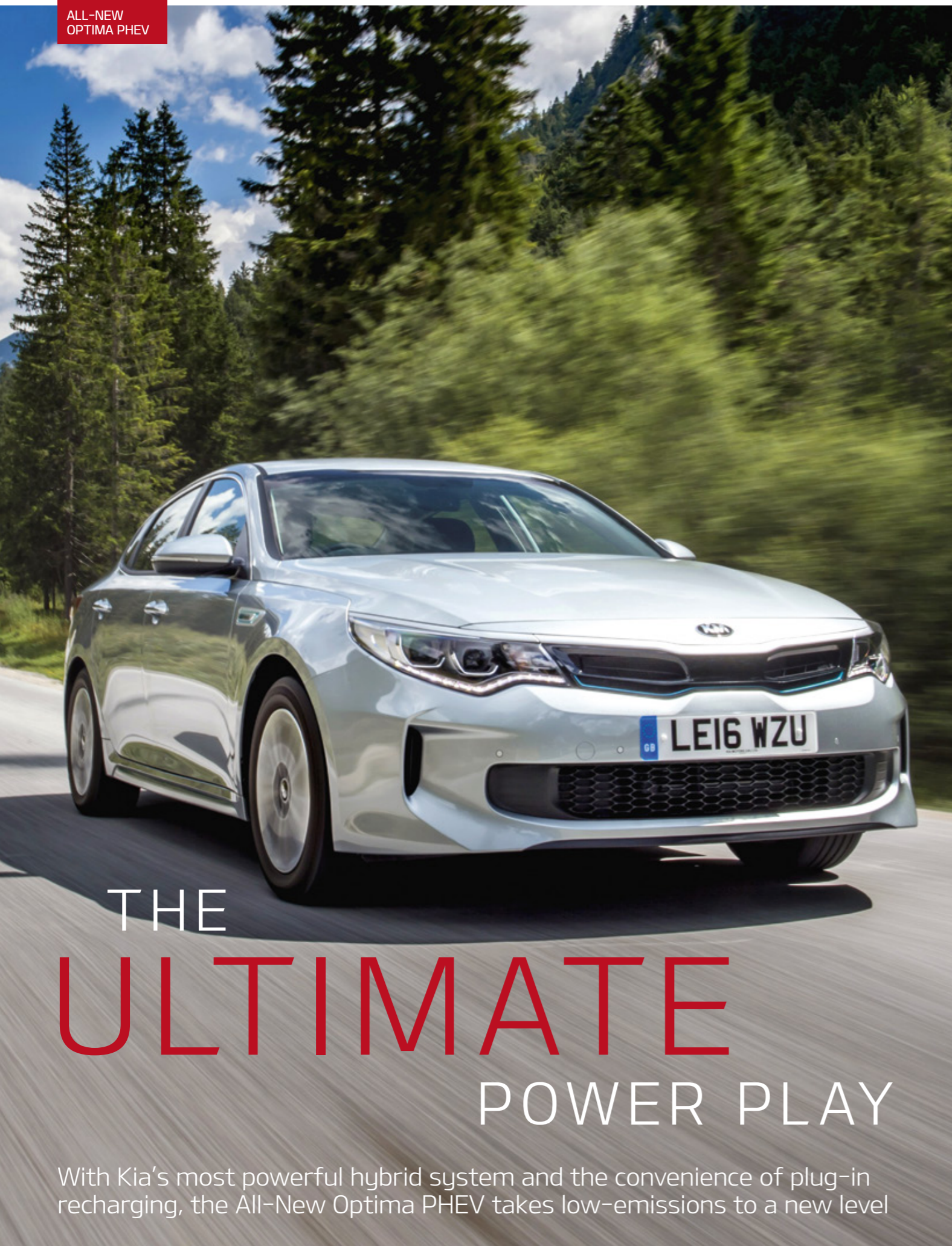
1.56kWh electric battery

The All-New Niro's 1.56kWh battery uses lithium-ion technology. It's more efficient at charging, holding and releasing electrical energy than nickel-metal-hydrate (Ni-MH), with less of the 'memory effect' of regular recharging, which shortens battery life. As a result, the Niro's battery is included in Kia's 7-year, 100,000-mile warranty for better residual value. It's also space-efficient and lightweight, sitting under the rear seats and weighs just 33kg.



32kW electric motor

The Niro's electric motor uses a high-efficiency permanent magnet design. Using internal components that are 10% thinner than normal, it boasts greater than 95% efficiency. That means the maximum amount of battery power is used to drive the vehicle, rather than being lost in energy transfer. The Transmission-Mounted Electric Device (TMED) means that the combined 139bhp from both the engine and the electric motor can work together, with minimal losses.



THE ULTIMATE POWER PLAY

With Kia's most powerful hybrid system and the convenience of plug-in recharging, the All-New Optima PHEV takes low-emissions to a new level

The All-New Optima Sportswagon isn't the only exciting new addition to the Optima range in 2016. The All-New Optima PHEV plug-in hybrid takes everything that's great about the executive Optima saloon, and adds the benefit of Kia's most powerful hybrid system to date. The result is a car that defies conventional thinking.

A POWERFUL HYBRID POWERTRAIN

Like the All-New Niro crossover (see page 12), the Optima PHEV's electric powertrain works in parallel with a 2.0 GDi direct-injection petrol engine. The electric motor can replace the petrol engine, when appropriate, for lower emissions. It can also boost overall power and torque for a more dynamic drive, while regenerative braking tops up the battery on the go.

The electric powertrain in the Optima PHEV is Kia's most powerful to date, though, with a 50kW electric motor and a large-capacity 9.8kWh battery. This means that the Optima PHEV can drive on pure electric power for even longer - up to 33 miles, at speeds up to 75mph.

As a result, overall fuel economy is raised to an astonishing 176.6mpg with CO₂ emissions as low as 37g/km. Alternatively, the combination of petrol power and instantly available electric torque gives you access to 202bhp and 375Nm if you want a more engaging drive.

ADDITIONAL PLUG-IN FLEXIBILITY

It's the ability to plug in the Optima PHEV's battery, though, that transforms how it can be used. As most journeys are less than 10 miles in length, the Optima PHEV's 33-mile electric range means everyday short-distance driving can be done purely on electric power.

The battery can be recharged overnight at home, during the day at work, or at a public rapid charge point. For longer journeys, or extended weekend trips with the family, the petrol engine offers no-limits range, while retaining the benefit of hybrid technology for fuel efficiency.

Behind the wheel, a Hybrid Electric Vehicle (HEV) switch lets you choose an all-electric 'EV' mode for true zero-emissions driving, or an 'HEV' charge-sustaining mode that intelligently determines the best balance of electric and petrol power. You can see the flow of energy around the powertrain with the dynamic graphics on the 8" touchscreen, with information about your energy usage based on your driving style, and advice that helps you drive even more efficiently.



Above: The All-New Optima PHEV combines Kia's most powerful electric powertrain with plug-in rechargeable convenience and a 2.0 GDi petrol engine, for the best balance of efficiency and performance. In-car menus let you know how much charge is left, as well as your nearest charge points



Menus keep you informed about the Optima PHEV's electric-only range, and list charge points near both your current location and destination.

A REFINED EXECUTIVE PROFILE

On the outside, the low-drag profile of the already slippery Optima saloon has been refined to further improve fuel efficiency. An active air flap in the front grille opens and shuts depending on the cooling needs of the petrol engine. When closed, it works with other design tweaks, such as aerodynamically optimised front and rear bumpers, to substantially lower the Optima PHEV's coefficient of drag (Cd) from 0.29 to 0.25.

The Optima PHEV's executive look is enhanced with 17" alloy wheels, and LED headlights with automatic levelling. The finishing touch is a cool electric blue tint to the headlights, and metallic blue and satin chrome detailing.

PERFECTLY PACKAGED

The Optima PHEV uses the saloon's well-proven chassis - made from 51% advanced high-strength steel for the best blend of fuel-efficient lightness, enhanced strength for a 5-star Euro NCAP safety rating, and improved rigidity for better handling. Six airbags provide added safety confidence.

The Optima PHEV's suspension, brakes and steering have all been tuned to compensate for the added weight of the battery, ensuring agile handling with improved ride. Safety and convenience technology such as Electronic Stability Control, Vehicle Stability Management, and Hill Start Assist all comes as standard.

The Optima PHEV's electric powertrain has also been optimised to reduce its weight and size. Packaging the 9.8kWh battery under the rear seat and in the spare wheel well - allied to a logical 15-litre reduction in size for the petrol tank - means a generous 307 litres of luggage space.

HANDSOMELY EQUIPPED

As the member of the Optima family with the most advanced powertrain, the Optima PHEV comes equipped with plenty of in-car technology as standard. The 8" touchscreen gives you access to satellite navigation with full European mapping, Kia Connected Services powered by TomTom®, a wireless phone charger, a 270° Around View Monitor with rear parking camera and front and rear sensors, and a 10-speaker harmon/kardon Premium sound system, featuring Clari-Fi technology that improves digital audio quality.

Bluetooth® and USB connectivity offer music streaming and hands-free calls, while Android Auto and Apple CarPlay (the latter, available from late 2016) add app functionality.

The Optima PHEV's sleek interior comes with faux-leather seats, a leather-trimmed steering wheel and gearshift, dual-zone automatic air conditioning with an energy-saving 'driver-only' option and Smart keyless entry.

Thanks to its fuel economy of 176.6mpg, CO₂ emissions of just 37g/km and the ability to complete many of regular urban journeys with low tailpipe emissions, the Optima PHEV is eligible for the Government's £2,500 Plug-in Car Grant and just 7% Benefit-in-Kind taxation in 2016/17.

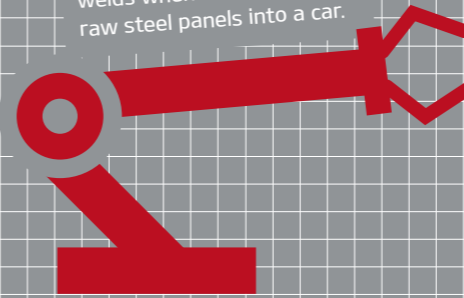
When it comes down to it, the addition of Kia's most powerful hybrid technology to date to the classic Optima formula might be the best argument for switching to hybrid driving yet. ■

It takes 250 steps and 25,000 parts to build a typical Kia. Exacting quality control and passionate attention to detail ensure your car is

1 IN 2.9 MILLION

KIA BUILDS ITS OWN ROBOTS

Many of the 300 robots used to assemble Kia's cars are made in-house by Hyundai Rotem, ensuring that they're incredibly precise and can be easily adapted when needed. They perform around 6,000 welds when turning the 500 raw steel panels into a car.



PAINTING A KIA REQUIRES A LOT MORE THAN 'JUST ONE COAT'

Every Kia chassis is degreased, rinsed in purified water, then dipped in a cathophoretic anti-corrosion coating, before a primer coat, a base coat and a protective clear coat of paint are applied by high-speed rotary sprays. The car is then baked in an oven to bond the layer's together, further improving the paint's durability.

DESIGNING A KIA IS A GLOBAL EFFORT

In addition to its flagship design and R&D facility in Namyang, Kia has a European design centre in Frankfurt, and a North American design centre in Irvine, California. This global design effort ensures that Kia's cars meet the needs, demands and expectations of customers - wherever they are based.

You can drive on all the world's roads at Namyang

Kia's Namyang R&D centre is one of the most advanced in the world, with around 10,000 engineers in an 870-acre complex. It has a 2.8-mile high-speed oval test track, with 34 types of road from around the world. Kia also has test facilities in California's Mojave desert, and at the Hwasung production facility.

Your Kia is literally 1 in 2.9 million

Although Kia makes over 2.9 million cars a year, the high levels of automation in its production facilities means that cars can be built in the sequence in which orders are placed from dealers. That means your Kia is *your* Kia - not one from a batch of 100.



EVERY NEW KIA DESIGN IS CRASHED



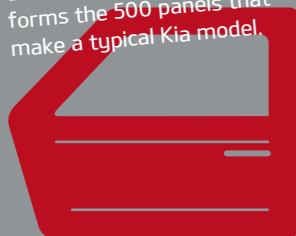
100

TIMES

Before a new Kia design is signed off, it must go through 100 crash tests, each costing around £150,000. Kia typically performs about 500 crash tests every year.

KIA MAKES ITS OWN STEEL

Hyundai Steel, the world's second-largest steel firm, is based three miles from Kia's Hwasung plant on the Asan Bay. Its 400 metallurgists help Kia to guarantee the quality of steel in its cars. The raw steel is then cut and shaped with up to 3,500 tonnes of force on nine different presses. This forms the 500 panels that make a typical Kia model.



KIA'S LARGEST PRODUCTION FACILITY COVERS

476

SOCCER FIELDS

Hwasung in South Korea is the largest of Kia's 14 global production facilities. It covers 3.2 million sq metres, and its 12,000 employees can build 600,000 cars a year on the 1.6-mile production line. In addition to its main facilities in Korea, Kia also has production plants in Zilina in Slovakia, Yancheng in China and Georgia in the USA. In total Kia employs 36,000 people to make its cars.

KIA MAKES ITS OWN WEATHER

High-tech climate chambers allow Kia to simulate real-world conditions for cars without travelling the globe. The chambers generate up to 60°C heat, or create 7cm of snow in an hour. Wind tunnels can even simulate hurricane-strength wind speeds.



Every Kia goes through multiple quality checks

Every Kia is subject to a thorough end-of-production quality control checklist. The electronics, wheel and headlight alignment, brake performance, power output and emissions levels are all tested, while the car's water-tightness is checked with a 'monsoon' test in which it is drenched with thousands of litres of water.



“LOOK TO THE MOON AND LEARN FROM SHAKESPEARE”

Kia Motors' Chief Operating Officer Thomas Oh delivers his lessons for success in life and work

Treat people how you'd like to be treated

Over the years, I've come to have faith in the human element as the most essential part of a business. Every decision-making process involves interaction with people. Being a good listener is a pre-requisite to success, and treating people the way you would like to be treated is absolutely vital to gaining the trust of those who work for you.

I believe in the seven Ps

Being proactive, precise, punctual, principled, positive and professional while prioritising. I always encourage my staff to be proactive in everything they do, and ensure they act professionally in any situation.

Korea's success is down to education and hard work

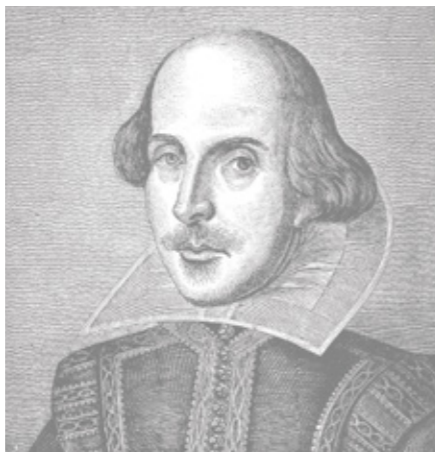
After the Korean War in the 1950s, the Korean peninsula was devastated, with no infrastructure or natural resources. My parents' generation found themselves in dire straits, and the human spirit of survival and Korea's inherent work ethic were the only resources available to rebuild the country. Education became the key driver of Korea's development. People who say that many Koreans spend much of their earnings on their children's education are not exaggerating, and this was the case with me. Korea has been able to thrive economically in recent decades based on this strong emphasis on education and hard work. As a business leader, I believe that investing in people is the best way that a company can ensure success.

Big business must learn from start-ups

Digital start-ups have had a huge impact on the media landscape and consumer buying behaviour. They have rewritten how brands engage with consumers, who are numb to the messages that TV and print ads deliver. Digital marketing's strength lies in the fact that consumers experience brands easily, which leads to word of mouth through sharing on digital platforms. Companies can use these third-party opinion leaders, experts and bloggers to give trustworthy information to sceptical consumers.

Look to the Moon

Sometimes the car business seems like a never-ending series of problems. This is due to the complexity of developing, producing, marketing, selling, and after-servicing an automobile - the second-most expensive



purchase people make in their life. It also points to the cyclical nature of the business. When facing downturns, I remind myself that the auto industry is like the Moon, which waxes and wanes from a full moon, to a half-moon, to a crescent moon, then back to a full moon again. During times of success, we should be prepared for the crescent moon - the uncertainties of the future. In difficult times, it is encouraging to know a full moon will come back around.

Face challenges with your team

Unknown challenges await me every day. Understanding this and knowing I am in a position of responsibility to proactively overcome them with a great team of people provides me with all the motivation I need to start my day on a high note.

Shakespeare taught me about hard work

At college, I was in the acting club. One of my cherished memories was a performance of Shakespeare's 'The Merchant of Venice', in which I played Shylock. As a non-native English speaker, the time I had to invest in rehearsing and memorising my lines - for a performance that lasted less than two hours - instilled in me the belief that nothing comes easy and everything is earned through hard work and dedication. I try to lead by example, by imparting this simple, often overlooked, truth.

Finding sustainable growth

Although Kia has grown remarkably, I am facing one of the biggest challenges of my career: to ensure we do not rest on our laurels and lead a paradigm shift from dramatic quantitative growth to a more balanced path. While Kia would enjoy the chance to replicate the previous decade of staggering growth over the next 10 years, the real challenge lies in effecting a change in mindset across the organisation, so that we can create a truly sustainable business model centred on the customer experience with the brand at all customer touch points.

We sell before we produce

Pre-marketing is crucial in a digital world where information is instantaneous, and traditional venues for launching products - such as motor shows - are losing their lustre. Communication for any new product should start well before it is manufactured, by leveraging all the new channels, such as social media. At Kia, we are making an effort to cut through the noise of the hundreds of vehicle launches every year. ■

Previously published on Campaignlive.co.uk



Every model in the Kia range comes with our pioneering 7-year warranty and is independently rated by Reevo. Read model reviews at kia.co.uk/reviews

PICANTO 5-DOOR	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £8,640	5	50.4 - 64.2	102 - 130	17 - 23	1.0-litre petrol 1.25-litre petrol

RIO 5-DOOR	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £11,040	5	44.8 - 78.5	94 - 147	18 - 26	1.25-litre petrol 1.4-litre petrol 1.1-litre CRDi 1.4-litre CRDi

SOUL	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £12,565	5	41.5 - 58.8	128 - 153	25 - 27	1.6-litre GDi petrol 1.6-litre CRDi

SOUL EV	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £25,440 inc. £4.5k gov grant	5	n/a	0	7	27kWh lithium-ion battery

VENGA	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £12,090	5	43.4 - 64.2	115 - 150	23 - 27	1.4-litre petrol 1.6-litre petrol 1.4-litre CRDi 1.6-litre CRDi

CEE'D	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £14,920	5	38.2 - 78.5	94 - 170	18 - 31	1.0-litre eco Turbo petrol 1.4-litre petrol 1.6-litre GDi petrol 1.6-litre T-GDi petrol 1.4-litre CRDi 1.6-litre CRDi

CEE'D SPORTSWAGON	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £17,540	5	47.1 - 72.4	102 - 120	20 - 21	1.0-litre eco Turbo petrol 1.4-litre CRDi 1.6-litre CRDi

PRO_CEE'D	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £17,440	3	38.2 - 74.3	99 - 170	19 - 31	1.0-litre eco Turbo petrol 1.6-litre GDi petrol 1.6-litre T-GDi petrol 1.6-litre CRDi

ALL-NEW NIRO HYBRID	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £21,240	5	64.2 - 74.3	88 - 101	15 - 17	1.6-litre GDi

ALL-NEW OPTIMA	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £21,440	4	64.2 - 67.3	110 - 116	22 - 23	1.7-litre CRDi

ALL-NEW OPTIMA PHEV	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £31,440 inc. £2.5k gov grant	4	176.6	37	7	2.0-litre petrol

ALL-NEW OPTIMA SPORTSWAGON	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £22,240	5	61.4 - 64.2	113 - 120	22 - 24	1.7-litre CRDi

CARENS	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £17,995	5	45.6 - 62.8	117 - 143	23 - 25	1.6-litre GDi petrol 1.7-litre CRDi

ALL-NEW SPORTAGE	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £18,010	5	37.2 - 61.4	119 - 177	23 - 33	1.6-litre GDi (FWD) 1.6-litre T-GDi (AWD) 1.7-litre CRDi (FWD) 2.0-litre CRDi (AWD)

SORENTO	P11D	DOORS	MPG	CO ₂ g/km	BIK %	ENGINE OPTIONS
	From £28,595	5	42.8 - 49.6	149 - 174	29 - 34	2.2-litre CRDi (AWD)

IMAGES ARE FOR ILLUSTRATION PURPOSES ONLY, AND MAY NOT BE TO UK SPECIFICATION



The All-New Kia Niro

Crossover by design
Hybrid by nature



NIRO



The Power to Surprise

Don't be confused by the contradiction, the All-New Kia Niro knows exactly what it is. Both stylish and practical, with both great driving dynamics and enhanced safety features, all wrapped around two efficient hearts. Our Lithium Ion Polymer Battery and 1.6 GDi petrol engine deliver power when and where you need it.

With reliable features such as 8-inch Navigation System[†], Advanced Smart Cruise Control[‡] and wireless phone charging^{**} the Niro is not just the first hybrid Crossover of its type, it's the first truly desirable hybrid.

All-New Kia Niro range from £21,240 P11D* and 15% BIK*

Fuel consumption in mpg (l/100km) for the All-New Kia Niro range: Urban 64.2 (4.4) – 74.3 (3.8), Extra Urban 62.8 (4.5) – 72.4 (3.9), Combined 64.2 (4.4) – 74.3 (3.8). CO₂ emissions 101 – 88g/km. MPG figures are official EU test figures for comparative purposes and may not reflect real driving results. Model shown: All-New Kia Niro 'First Edition' 1.6 GDi 1.56kWh lithium-ion 139bhp 6-speed auto DCT with P11D value of £26,940 and BIK of 17%. *£21,240 P11D and 15% BIK applies to All-New Kia Niro '1' 1.6 GDi 1.56kWh lithium-ion 139bhp 6-speed auto DCT. [†]Available on Grade '3' and up. [‡]Available on 'First Edition' model only. ^{**}Available on Grade '3' and up. Please check with your dealer for mobile phone compatibility. 7 year / 100,000 mile manufacturer's warranty. For full terms and exclusions visit www.kia.co.uk.