



December 2, 2011

Optima's winning ways continue

Kia's multi-award winning Optima has added another trophy to the cabinet with the announcement that the stunning mid-size sedan has been selected as Behind The Wheel's 2011 Car Of The Year.

The Optima beat out a field of five other top-line finalists _ it's Kia stablemate the Sportage compact SUV, BMW's 135i M Sport, the Holden Cruze turbo, the Ford Ranger and Jaguar's XJ luxury sedan _ with a combination of style, dynamics and value.

"The Optima beat home a lot of great cars for our Behind the Wheel Car of the Year Award, some of those cars cost four times more _ what else can you say about this awesome vehicle?", Behind The Wheel General Manager, Joel Helmes, said

"As someone who drives and tests dozens of cars each year this was one vehicle I definitely didn't want to give back. In fact, if I was buying a vehicle I would be heading to a Kia dealership straight away.

"The fit, finish and feel of the car is what you would expect from a premium brand like a Mercedes-Benz or an Audi _ it just oozes quality. It's quiet, comfortable and well designed."

Car Of The Year judge, Paul Maric, added that KIA, as a company, has come ahead in leaps and bounds over the past 10 years and described the Optima as the best example yet of quality engineering at an affordable price.

"The level of equipment, build quality and infinitely gorgeous styling make it a force to be reckoned with and my Car of the Year in 2011," Maric said.

MEDIA RELEASE



Kia Motors Australia President and CEO, Mr Chongwoo (Charlie) Kim, welcomed the award and described it as a continuation of the recognition the car has gained since it was launched in Australia in January.

“The Optima has won awards for its styling, for its ecological credentials and for its all-around abilities,” Mr Kim said. “To be chosen as the Behind The Wheel Car Of The Year is a very pleasing result and only adds to our pride in being able to bring cars of this calibre to Australian buyers.”

Behind The Wheel presents a weekly one hour radio program, daily radio segments, podcast and website.

The show is aired on around 100 stations across Australia including 2LT Lithgow NSW, 2BH Broken Hill NSW, 3GG Gippsland VIC, Easy Mix Mildura VIC, 4RO Rockhampton QLD, 4KZ across Nth Qld, Spirit Radio Across WA and Flow FM across SA/VIC/NT.

The podcast and all reviews and news are available at www.behindthewheel.com.au

ENDS

For further information, contact:

*Kevin Hepworth
National Public Relations Manager
Kia Motors Australia*

*Tel: 02-9701-1734
Mob: 0412-210-313
Fax: 02-9701-1777
E-mail: khepworth@kia.com.au*

*Alyson MacDonald
Press & Public Relations Executive
Kia Motors Australia*

*Tel: 02-9701-1768
Mob: 0411-244-676
Fax: 02-9701-1777
E-mail: amacdonald@kia.com.au*