December 14, 2011

**Kia’s White Optima**

Television personality Matt White is the latest “A” list celebrity to join Kia Motors Australia’s ambassador program.

The host of Australia’s top rating current affairs program, Today Tonight has taken delivery of his new Kia Optima and is pleased to join the Kia family.

“Kia is a brand on the move. The organisation has invested hundreds of millions of dollars globally to produce a line up of vehicles, which are reliable, eye catching and affordable. My new Optima is proof their research and development dollar is being well spent.” Matt said.

The new Kia Optima was launched at the Kia Australian Open tennis tournament in January this year, an event Matt was hosting for the official broadcaster, Channel Seven.

Kia Motors Australia President & CEO Mr Choongwoo (Charlie) Kim, is delighted Matt has become one of Kia’s brand ambassadors.

“Matt White is extremely popular amongst Kia customers and dealers”, he said.

“He is a motoring enthusiast and admits to having motorsport running through his veins. We are extremely happy to have him as an ambassador of the Kia brand and know he will enjoy driving his new Optima.”

Like all Optimas imported into Australia, Matt’s vehicle is a well appointed Platinum, powered by a 4-cylinder, 2.4-litre GDI Theta II engine which produces 148 kW at 6300 rpm and 250Nm of torque at 4250 rpm.

Even though the new engine can take the car from zero to 100km/hr in 9.0 seconds, it meets the EURO IV emissions requirements and boasts a combined fuel consumption of 7.9 L/100km.

LED Daytime Running Lights, High Intensity Discharge (HID) headlamps, 18-inch alloy wheels and rear spoiler add to the Optima’s visual presence.

“The interior of my new car is aircraft cockpit inspired”, Matt boasted.

“It has the latest sound system connected to seven speakers, including a 4-inch centre speaker and an 8-inch sub-Woofer which can play CDs and MP3s and is USB and iPod compatible. I can also use my phone hands free courtesy of Bluetooth wireless connectivity.”

The list of active and passive safety features includes ABS with Electronic Brake Distribution (EBD), Brake Assist (BA) and Electronic Stability Control (ESC), six SRS airbags and the new tailgate-mounted reversing safety camera fitted with a 130-degree, wide-angle lens which, transmits images to an LCD display set within the interior rear-view mirror.

This enables the driver to simultaneously check the rear view mirror and the blind spot immediately behind the car. A back-warning sensor also helps the driver to avoid contact with pedestrians and other vehicles by triggering an audible warning whenever the Optima is approaching an obstruction.

The Kia Optima Platinum has a RRP price of $36,990 (excl. statutory charges & dealer delivery).

# # # ENDS # # #

#### For further information, contact:

#### Kevin Hepworth Tel: 02-9701-1734

#### National Public Relations Manager Mob: 0412-210-313

#### Kia Motors Australia Fax: 02-9701-1777

####  E-mail: khepworth@kia.com.au

#### Alyson MacDonald Tel: 02-9701-1768Press & Public Relations Executive Mob: 0411-244-676

*Kia Motors Australia Fax: 02-9701-1777*

*E-mail:****amacdonald@kia.com.au***