KiaBusiness

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THINKING SPACE

The design and technology that make the All-New Sportage look and feel so smart

WELCOME to Kia Business. As one of the fastest-growing automotive brands in the UK, we've had a wealth of new model launches in recent months, and we're particularly thrilled about the arrival of the All-New Sportage. Ever since it was first unveiled at Frankfurt last September, the All-New Sportage has had a great response from all parts of the industry, from end-user fleets, to leasing companies to RV setters.

Whole-life costs for the car are strong and, in some cases, contract hire rates are less than the outgoing model – which has just been voted 'Used Car of the Year' at the AM Awards. The improved CO_2 rating of the All-New Sportage also looks certain to make it even more popular with company car drivers than its predecessor.

At this year's Geneva Motor Show, we launched the All-New Optima Sportswagon, and we expect this car to be a major player in the upper-medium estate market when it arrives in the autumn.

Also at Geneva were the All-New Optima Plug-In Hybrid and the All-New Niro hybrid crossover. Both cars signify Kia's increasing commitment to low emissions vehicles, and we expect them to be significant players in the fleet market when they arrive later in 2016.

Last year was another record year for Kia, and we're confident that 2016 will continue the trend. So, enjoy this issue, and – if you like what you see – then please contact us for a test drive. It would be fantastic to share our success story with you.

John Hargreaves is Head of Fleet and Remarketing at 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**

Stealing the show The All-New Optima Sportswagon stars at Geneva

Two new variants of the All-New Optima took centre-stage on Kia's stand at this year's Geneva Motor Show.

The All-New Optima Sportswagon is Kia's first D-segment estate. Its design was inspired by the Sportspace concept from 2015. It has 553 litres of load volume, with practical solutions such as 40:20:40 split-fold seats, safety nets to the rear, and pop-up sliding floor rails.

The All-New Optima Plug-In Hybrid (right) uses an innovative powertrain for impressive fuel economy and ultra-low CO_2 emissions - a target of just 37g/km. It joins the All-New Niro hybrid crossover (below) in Kia's range of eco-friendly cars when it goes on-sale in Autumn 2016.

"These models bring Kia into new segments," said Michael Cole, Chief Operating Officer for Kia Motors Europe. "The Sportswagon adds extra practicality and style. In Europe, three-quarters of fleet sales in this class are estates, so it will be crucial for attracting new buyers.

"The Plug-In Hybrid is also a compelling proposition for fleet customers, with attractive design, a great drive, and low running costs."

The All-New Niro hybrid crossover

The All-New Niro hybrid crossover was another draw of Kia's Geneva line-up.

It has a dedicated powertrain developed especially for the model. Working together, Kia's 105PS 1.6 GDi, 6-speed auto DCT and a 32kW electric motor with a 1.56kWh lithium-ion polymer battery provide 141PS of power and 265Nm of torque. With a light, high-strength steel and aluminium body, it's also designed to be highly practical, with 420 litres of load space.

As for emissions and efficiency, engineers have set a CO_2 target of 89g/km for the car's launch later this year.

"The Kia Niro offers crossover practicality with cool styling and an efficient powertrain to keep running costs down," said Michael Cole, Chief Operating Officer for Kia Motors Europe. "It fills a real gap in the market."

Great response for the All-New Sportage

The arrival of the All-New Sportage has been met with an incredible reaction, with Kia's redesigned SUV attracting media acclaim and overwhelming response in pre-orders.

Early reviews have been hugely positive. "The new Sportage is better made, more sophisticated and a more satisfying drive," said *Autocar*. "The interior has a better finish, benefitting from higher-quality materials and a more sophisticated look. It's a little roomier, too."

The Telegraph said: "The boot can swallow large suitcases, while a large opening helps loading. Six airbags, doors that automatically unlock after an impact and a 5* Euro NCAP score make it a safe family choice."

Little wonder, then, that the Kia Sportage became one of the UK's top-10 selling cars in its first month on sale. Over 1,500 customers placed orders on its first weekend, with 5,000 orders placed by the start of March.

"We've been delighted with the response to the All-New Sportage," said Paul Philpott, President and Chief Executive of Kia Motors UK. "We knew it was a handsome, modern, high-quality product. Clearly customers agree. Dealers have been swamped by demand, with high-spec trim versions particularly popular. It's remarkable the Sportage has entered the UK's Top 10, and I'm confident we'll see its performance maintained throughout 2016."

Kia stands out with iF Design Awards

The All-New Optima and All-New Sportage have picked up prestigious iF Design Awards – the seventh year Kia has won the prize. "These cars represent our design-led transformation, and the awards are proof of our design teams' consistent efforts," said Paul Philpott, President and CEO of Kia Motors UK.

Kia targets autonomous future with DRIVE WISE

Kia has created a new DRIVE WISE brand of Advanced Driver Assistance Systems (ADAS). It's just part of a US$2bn investment by Kia to develop safer and more convenient intelligent autonomous car technologies.

DRIVE WISE was unveiled at the Consumer Electronics Show (CES) in January, and will supplement the suite of ADAS features already available on Kia models.

CES visitors experienced technology that lets cars automatically change lane on highways, navigate city streets, track other vehicles, perform emergency stops, and do remote valet parking. I-Cockpit showcased gesture control, fingerprint sensors for personal customisation, and smart device connectivity.

Kia is planning a range of partially autonomous driving functions by 2020, with a fully autonomous car available to buy by 2030. As part of this long-term development programme, Kia has been licensed to test DRIVE WISE technologies on public roads around Death Valley in Nevada, using the all-electric Soul EV.

Sorento wins *Sunday Times* award

In January, *The Sunday Times* voted the Sorento top in the best large crossover category in its Top 100 cars list. They praised the Sorento for its styling, towing ability and versatility as a seven-seat family car, ranking it above the Land Rover Discovery Sport, Porsche Macan, Mazda CX-5 and the new Renault Kadjar.

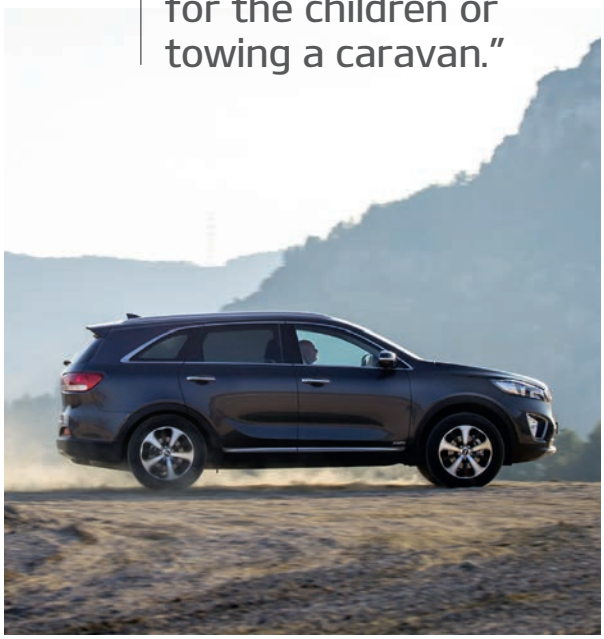
In their review, they said: "It seats seven, has four-wheel-drive and a powerful diesel. Prices start on the right side of £30,000.

"If you're looking for a family workhorse, the Sorento has all the basics covered, whether it's providing plenty of space for the children or towing a caravan."

Optima and Sportage score 5-star Euro NCAP rating

Kia's All-New Optima and All-New Sportage have achieved the maximum 5* safety rating in their recent Euro NCAP tests. Both models scored well for adult protection, with 89% and 90% respectively. Child protection was highly rated at 86% on the Optima and 83% on the Sportage.

The high-level of active safety technologies available with the All-New Optima and All-New Sportage secured them 71% in the important 'Safety Assist' category. Vehicle Stability Management (VSM) is standard in each, while features such as Autonomous Emergency Braking, Lane Keeping Assist and Blind Spot Detection are also available. Both vehicles provide airbag protection for all passengers, and are stronger than the models they replace, due to increased use of advanced high-strength steel.



Kia unveils five-year roadmap for green car technology

Kia will expand its line-up of low-emission cars to 11 models by 2020, part of a plan to improve the average fuel efficiency of its range by 25% over 2014 levels.

Kia's roadmap includes a mix of cleaner turbo, petrol and diesel engines, as well as hybrid and electric vehicles, with 70% of engines set to be replaced.

Kia is also developing a hydrogen vehicle with advanced fuel stack technology that is 5% more efficient, 10% better performing, and 15% smaller and lighter. In addition, Kia will research ways to improve efficiency and lower emissions by using efficient multi-speed transmissions and car bodies that are 5% lighter by using more ultra-high-strength steel.

As Kia Motors Corporation's Senior Vice President of the Eco Friendly Vehicle R&D Center Ki-Sang Lee said: "We don't believe there is one 'silver bullet' for low-emission technology. We foresee a range of eco-friendly powertrains co-existing for some time."

IMAGES: ADAM DAVY/EMPICS SPORT/PA

Infotainment gets easier – and safer – with Android and Apple

Kia is introducing Android Auto and Apple Carplay to its range over the next 18 months, helping to make Kia drivers some of the best-connected – and safest – on the road.

The software offers smart, seamless USB integration between the 7" or 8" touchscreen in your Kia and your smartphone. Features include navigation, hands-free calls and texts, and voice recognition.

The All-New Kia Optima Sportswagon, Plug-In Hybrid and the All-New Niro hybrid crossover will be the first to offer Android Auto and Apple Carplay. By the end of 2017, all new Kia models will be available with the software.

"In-car connectivity is increasingly important to Kia owners, who are young-at-heart and seek the latest technologies," said Michael Cole, Chief Operating Officer for Kia Motors Europe. "It makes sense to offer full Android and Apple compatibility so they can use a wide range of smartphone functions in a safe and seamless way."

Get set for a thrilling summer of football

Kia will have a major presence during this year's UEFA Euro 2016 as one of the major sponsors of the tournament. The All-New Sportage will be the star of the Euro 2016 campaign, with an exciting online and print partnership with *The Telegraph*.

A bespoke hub on telegraph.co.uk will give readers access to a range of fan-friendly content, including daily behind-the-scenes video diaries with Team Telegraph football journalists, insight from former player Alan Smith, a series of three Kia-sponsored football events, and a competitive, family-friendly Shootout Challenge online game, with some amazing 'money can't buy' Euro 2016 experiences as prizes.

Kia's fleet survey results – how do you compare?

A fleet car's design and green credentials are more important than efficiency, according to Kia research. In the Fleet Market Attitudes Study of 150 fleet managers, 43% said appearance was the top reason for choosing their leading fleet vehicles, with 42% for environmental friendliness, and 32% for fuel efficiency.

Running costs still figure highly, with 17% admitting to budget worries when it comes to servicing their fleet.

According to managers, the eco-friendly proportion of fleets will increase to 42% in the next five years. To change their whole fleet to eco-friendly models, they'd need fuel savings of £483 on each car per year.

"17% of fleet managers admit to budget worries for servicing"

Time was also a concern, with 49% of fleet managers lacking time to handle queries, and 24% citing a lack of resource to identify the best vehicles in market.

"While cost efficiency is high on a fleet manager's agenda, it might not be the deciding factor," said John Hargreaves, Head of Fleet and Remarketing at Kia Motors UK. "There are many things to consider, such as employee satisfaction, benefits, and image. It's also interesting to see that eco-friendly features such as Kia's ISG stop-start technology are now just as important as appearance."

Come and meet our team

Kia's fleet team will be at *Fleet World* Fleet Show at Silverstone on 11th May and *Fleet News* Company Car In Action (CCIA) 14th-15th June at Millbrook. Both events offer the chance to meet our team and see our latest models – you can even test-drive some of them at CCIA. So, come along, and learn how we can help you. Learn more at fleetnews.co.uk and thefleetshow.co.uk

The All-New Kia Sportage has

THE ART OF DESIGN

received a radical redesign for 2016. There's plenty of change under the skin as well

WORDS **TOBY WALLER** | IMAGES **MALCOLM GRIFFITHS**

How do you reinvent the car that redefined Kia? That was the challenge facing Chief Design Officer Peter Schreyer and his global design team when creating the All-New Sportage.

As Gregory Guillaume, Chief Designer for Kia Design Centre Europe, explains: "The outgoing Sportage was hugely successful. It represented Kia better than any other car in Europe, and was our best-selling model in the UK. It also revolutionised the SUV segment. Never before had an SUV been that sporty, that dynamic. It was a game-changer, and quickly became the car to beat.

"When you design the next generation of a vehicle with such a successful heritage, it's an amazing challenge – a big responsibility. But we've been thrilled to take that on. The key is finding the right balance of what to carry over to maintain that recognition, and how much you innovate with something new and modern.

"We definitely wanted to retain the outgoing Sportage's swept-back, sporty silhouette – with that orientation to the rear pillar that feels so stable, and the sharp shoulder line that runs right from the front to the tail lamp, creating a feeling of tension and dynamism. But we also wanted to treat the front and rear of the All-New Sportage in a completely different way."

SLEEKER, MORE SPACIOUS

The result is a Sportage that feels even leaner and sportier. From the side, there's a sportscar-like ratio between the muscular body and narrow glass of the cabin, enhanced by an increase in length of 40mm, and a 30mm longer wheelbase. Combined with the option of dramatic 19" alloy wheels, it creates a much more dynamic profile. "The All-New Sportage has a fantastic stance," says Gregory. "The relationship of the wheels and body to the cabin is really extreme, which is what Sportage is all about."

There are practical benefits to the increased length, too. Rear passengers benefit from 7mm extra legroom (a total of 970mm), and 16mm more headroom. There's also lots of luggage space, with 491 litres and 60:40 split-folding rear seats. A two-level floor offers more storage options, while the rear lift-over height is 47mm lower, for even easier loading.

ALL-NEW FRONT-END

It's all change at the front of the All-New Sportage. A 20mm longer overhang delivers further enhancements in collision performance and pedestrian protection, helping the Sportage seal a 5* Euro NCAP ▶

"THE RESULT IS A SPORTAGE THAT FEELS EVEN LEANER AND SPORTIER"

GT-LINE

The new GT-Line Sportage - pictured here - adds even more dynamic flourishes to the range, with exclusive engine and transmission choices including a turbocharged 1.6 T-GDi and seven-speed dual-clutch automatic.

The grille has high-gloss black 'blade mesh' styling which, combined with the rugged 'Ice-cube' style LED front foglights, makes a serious impression. You also get body-coloured and satin-chromed detailing for added impact.

Inside, there's stylish black leather upholstery with grey leather inserts, allied to silver stitching on the D-shaped leather steering wheel, the front centre armrest and the centre dashboard.

Under your feet lie stainless steel pedals with an aluminium finish, and a stylish chromed sill guard.

rating. Then there's the visual design. "The front has a much bolder, more powerful, self-confident look," says Gregory.

"We moved from the horizontal alignment for the headlights and grille, and placed the Bi-Xenon headlights on top of the sculpted bonnet, curving them round the side for a more fluid design. That's something you'd normally expect on a sportscar, which gives the Sportage a more sporty look."

The bonnet has a muscular sculpture to its form, while a larger interpretation of the Kia 'Tiger Nose' – similar to that on the new Sorento and Optima – creates a much wider, stronger feel to the front of the car, without any actual increase in physical width.

At the rear, that feeling of enhanced width continues, amplified by the central chrome strip and red insert, which connects the dramatic brake-light signature. "We wanted to give the rear of the Sportage the width it deserves," says Gregory. "As a result, we made the LED tail-lamps much wider and more horizontal. The fenders also grow to sit perfectly aligned with the wheels. It gives the Sportage a confident stance from the rear."

EVEN MORE EFFICIENT

The unchanged width and height are allied to clever aerodynamic thinking right around the car – such as a rear spoiler that reduces drag and improves vortex flow, and alloy wheel designs that are more aero-efficient. As a result, the All-New Sportage's coefficient of drag (Cd) has been significantly reduced from 0.35 to 0.33.

Across the Sportage's EU6-compliant engine range, that means improvements in fuel economy of up to 7mpg and reduction in CO_2 emissions of up to 29g/km. On the 1.7 CRDi engine and six-speed manual with Kia's ISG stop-start technology – the most popular choice in the four-strong engine range – there's an impressive 61.4mpg and 119g/km, delivering a real benefit in company car tax.

In addition to the front-wheel-drive 1.6 GDi and 1.7 CRDi options, you can choose from a turbocharged 1.6 T-GDi and two 2.0 CRDi with all-wheel-drive (AWD). The 2.0 CRDi engines now deliver even more torque across a wider rev range for improved driveability – 373Nm on the 134bhp variant, and 400Nm on the 182bhp variant. They also have the option of automatic transmission.

It's not only improvements in the engine department that make the All-New Sportage more fun and easier to drive. The body shell is now made up of 51% advanced high-strength steel, compared to just 18% on the old Sportage, helping to create a body with an increase of 39% in torsional stiffness for more assured handling.

The suspension – MacPherson struts at the front, multi-link at the rear – is mounted on lightweight hydro-formed sub-frames to minimise road noise. It's allied to an advanced motor-driven power steering connected directly to the rack – like guiding a person by the hips, rather than the shoulders, for sharper response, greater precision and lower turning effort in tight manoeuvres. It's also more efficient, delivering a 3% improvement in fuel economy.

PACKED WITH TECHNOLOGY

The intelligent AWD, available with the 1.6 T-GDi and 2.0 CRDi, can deliver 100% torque to the front wheels for normal driving, or adapt for better cornering stability or slippery conditions. The AWD is now linked to Advanced Traction Cornering Control – a system which monitors speed, throttle and steering, then distributes torque between the wheels to maximise stability.

Off-road, you can select a 50:50 front/rear split on the AWD at speeds up to 25mph. Downhill Brake Control (DBC) keeps a steady 5mph while descending steep slopes, while Hill Assist Control (HAC) prevents slip-back and wheelspin on slippery climbs. A Roll-Over Sensor also detects when the car might be in danger of tipping, and deploys curtain airbags and seatbelt pre-tensioners when needed.

All-disc Anti-lock Braking (ABS), Electronic Brake-force Distribution (EBD), Brake Assist System (BAS), Electronic Stability Control (ESC), Vehicle Stability Management (VSM) and Trailer Stability Assist all work together to keep you safer on the road.

Combined, it creates an All-New Sportage that is better looking, more dynamic, more spacious, more efficient, more intelligent, and more refined than ever before. Now that's the art of design. ■

Clockwise from top: The Kia Sportage's bonnet is now more muscular, while the rear load space is larger, and driving ergonomics have been improved

A GREAT PLACE TO DRIVE

Every aspect of the All-New Sportage's interior has been refined. "We've raised the game," says Chief Designer Gregory Guillaume,. "It's more driver-focused, with higher quality materials and better ergonomics."

The centre console is angled at 7.2° towards the driver, while the upper area offers a choice of 7" or 8" touchscreen for navigation, infotainment and parking. The Supervision Cluster in the driver's eyeline has a large 4.2" thin-film LCD to clearly display key data.

Visibility is better, thanks to thinner A-pillars and lower door mirrors at the front, and a taller tailgate and narrower C-pillars at the rear. The Sportage's floor is 40mm lower for easier access, while seat comfort is improved.

Options include Smart Key, wireless mobile phone charging, Smart Park Assist System and Kia Connected Services featuring TomTom® for traffic, speed camera and weather data. Driver Assist Systems such as Blind Spot Detection, Autonomous Emergency Braking, Speed Limit Information and High Beam Assist are also available.

EVOLUTION OF THE SPECIES

Welcome to the All-New Optima range – three new variants that offer more space, more performance and even lower emissions

MORE SPACE

ALL-NEW OPTIMA SPORTSWAGON

Kia's first D-segment estate was inspired by the Sportspace concept shown at Geneva in 2015. It's the most practical variant of the Optima, with 553 litres of cargo space behind the rear seats – 48 litres more than the Optima saloon.

There has been a big focus on practicality, with a safety net built into the rear seats, and pop-up sliding luggage rails to secure individual items. A low, flat boot-lip and a Smart Power Tailgate – which opens automatically when the Smart Key is close by – makes loading easy. Highly versatile 40:20:40 split-folding rear seats let you slide long loads through the central seat, while two rear passengers can sit in comfort.

The All-New Optima Sportswagon uses Kia's 1.7 CRDi diesel, while the Sportswagon GT has the new turbocharged 2.0 T-GDi direct-injection petrol engine, offering the ultimate choice of practicality and performance.

MORE PERFORMANCE

ALL-NEW OPTIMA GT

Kia has gone to great lengths to deliver something truly special in the All-New Optima GT. First of all, there's the recruitment of Albert Biermann – the former Vice-President of Engineering for BMW's famous 'M' division, who is now responsible for developing Kia's performance models.

Under the bonnet is Kia's new 2.0 T-GDi – a turbocharged gasoline direct injection engine, delivering 242bhp and 353Nm of torque.

As you'd expect, there are larger disc brakes to keep the power in check, and a motor-driven power steering system to provide the perfect dynamic feel. There's also more aggressive, athletic exterior styling, with a redesigned 'Tiger Nose' grille and a new alloy-wheel design.

Inside, you can find the same high-quality interior as the regular Optima, but with a much more dynamic, sporty twist.

EVEN LOWER EMISSIONS

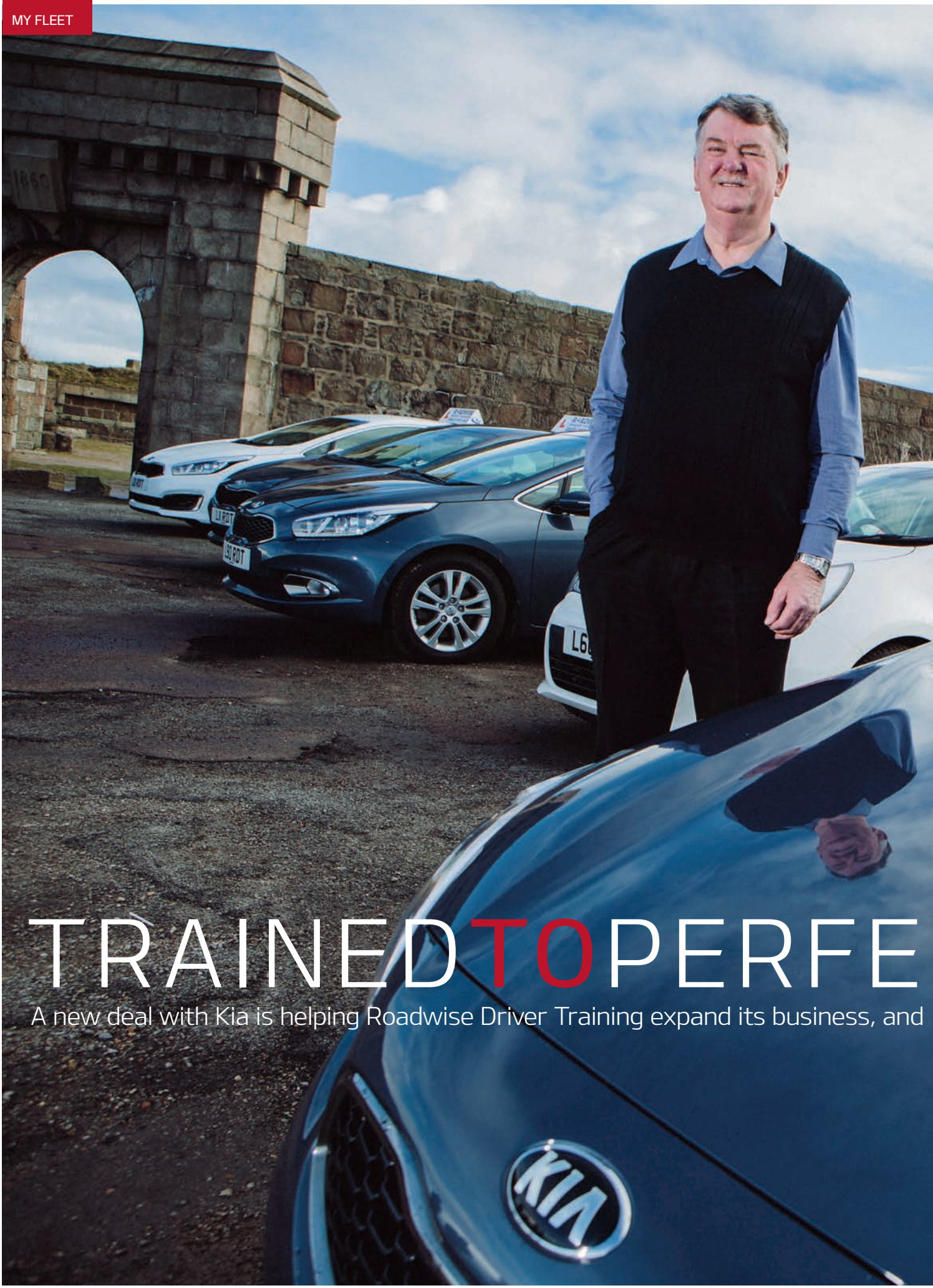
ALL-NEW OPTIMA PLUG-IN HYBRID

The All-New Optima Plug-In Hybrid is Kia's first PHEV, and can travel up to 33 miles on a full charge of its 9.8kWh lithium-polymer battery.

The average UK commute is less than 10 miles, so most journeys can be done on electric power alone – and with recharging costing around 2p a mile, that means real savings. CO_2 emissions are targeted at 37g/km for low cost of ownership.

Assisting the 50kW electric motor for increased range is Kia's efficient 'Nu' 2.0 GDi, with 154bhp and 189Nm of torque. Using the petrol engine and electric motor for intense acceleration, it creates 202bhp and 375Nm of torque, so you can have performance driving when you want it.

The exterior of the Optima Plug-In Hybrid is optimised for even more efficient aerodynamics, with an active grille that only opens when required for engine cooling. It reduces the car's coefficient of drag (Cd) to just 0.25.



TRAINED TO PERFE

A new deal with Kia is helping Roadwise Driver Training expand its business, and

IMAGES: DEAN BELCHER

CTION

contribute to the community

With driver training, you learn to expect the unexpected. As Dave Watson, founder of Roadwise Driver Training, explains: "You always have to make allowances and prepare for what somebody could do next. On more than one occasion I have asked a driver to take the right-hand exit at a roundabout, and they have tried to turn right and go round the wrong way. It's quite astonishing what people can do when they're behind the wheel."

In an industry where the unexpected is commonplace, it pays to be able to rely on the cars that you and your colleagues use every day, which is why Dave is delighted to be working with Kia.

First, a little back story. Dave – born, raised and still based in Aberdeen – became a civilian driving instructor after a career in the police force. "During my time as a traffic police officer I developed a passion for road safety," he says. "Too often I saw the tragic consequences of simple driver error and blatant bad driving."

In 1994 he set up Roadwise, specialising in learner tuition and defensive driver training for corporate and fleet drivers. "Defensive driving teaches you to navigate roads in such a way that you proactively manage dangers," says Dave.

Roadwise is now a social enterprise, having been acquired in 2012 by Aberdeen Foyer – a charity that supports people in the North East of Scotland towards independent living, learning and work. Dave continues to develop the business as managing director. "The broader Roadwise business generates income for Aberdeen Foyer which enables them to continue to do great work with former homeless young people and individuals getting into work," he says.

In early 2015, Dave started working with Kia as a vehicle supplier. Currently eight of Roadwise's 16-strong fleet are Kia models – a mix of cee'd, Venga and Rio. "These models work well for both learner drivers and fleet training," says Dave. "The cars have proven to be really economical and good value, and everyone loves driving them. The vehicles all have excellent forward vision, which is a great advantage when you're coaching and learning. They're also incredibly comfortable, which is useful for instructors who spend a lot of time in the car every day. It's effectively their mobile office."

A network of fleet coaches has been put in place, working in Scotland, England and Wales. As Dave looks to expand Roadwise, he highlights the fact that a strong relationship with a vehicle supplier will be crucial. "We really value our connection with Kia as it brings consistency and a strong brand identity, which I believe is vital to our expansion, " he says. "We've responded to the change in driver development, which is now heavily slanted towards risk assessment and driver behaviour. We are delivering this method of coaching to meet the needs of companies and individuals throughout the UK.

"Compared with other brands, Kia has taken a real interest in our business, and the relationship we have is excellent. Our Kia contact, Lorraine Mitchell, really believes in what we're doing as a social enterprise. Kia isn't just selling us a car. The company has shown real commitment in working with us as we move forward. We're very happy to have chosen Kia." ■

Learn more about Roadwise at roadwisedrivertraining.co.uk

PLUG & PLAY

Hybrids and ultra-low-emissions vehicles (ULEVs) could save you money, thanks to lower running costs, tax breaks and government grants

THE TECHNOLOGY

The subtle differences between each of the hybrid and electric technologies on offer can be complex, but we've put together a simple guide to help you out

HYBRID ELECTRIC VEHICLE (HEV)

A conventional engine and electric motor with a small battery, each of which can drive the vehicle. The battery charges when the vehicle decelerates, but is small and cannot be charged by plugging in, so the full-electric range is shorter – around 1.5 miles. It's best at helping to reduce fuel consumption and emissions in traffic.

PLUG-IN HYBRID ELECTRIC VEHICLE (PHEV)

The benefits of a full electric vehicle, with the flexibility of a standard engine for added range. The electric motor's mid-size battery is chargeable in public or at home, so the vehicle can run on electricity for trips of around 25 miles. Once the battery is depleted, the standard engine offers a back up for longer journeys.

BATTERY ELECTRIC VEHICLE (BEV)

An electric motor with a large battery, which can be charged in public or at home. BEVs have a greater electric range than a PHEV, but a shorter total range. They have zero tailpipe emissions – good for the planet and your wallet. They are also cheaper to run than a normal car on a mile-for-mile basis and whole-life costs.

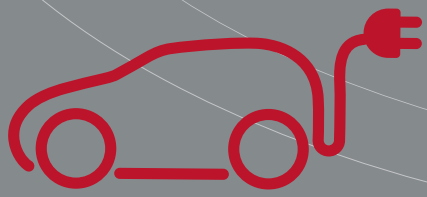
FUEL CELL ELECTRIC VEHICLE (FCEV)

A mix of hydrogen and air creates energy to drive an electric motor. The hydrogen is stored in a high-pressure tank, which fills in 3-5 minutes. The only by-product is water from the tailpipe. The technology is expensive, and the refuelling infrastructure is still small-scale, but FCEVs are a viable long-term alternative and Kia has been working on the technology for some time.

A FLEET OF 10 ULEVS COULD BE

£50,000 MORE COST EFFECTIVE

OVER A FOUR-YEAR CYCLE



AN ELECTRIC CAR CAN BE 6X CHEAPER,

AS LOW AS 2P A MILE

KIA'S LATEST LOW-EMISSION MODELS

Kia will expand its green-car line-up to 11 models over the next five years, as it aims to improve average fuel efficiency by 25% and become a low-emissions leader by 2020. The range will include a variety of powertrains, from hybrids and plug-in hybrids to battery-electric and hydrogen fuel cells. Here are three cars that you can consider now.

THE AVERAGE UK COMMUTE IS LESS THAN

10 MILES

66% of the **UK's** ULEVs have been bought by businesses

A COMPANY CAR DRIVER CAN SAVE UP TO

£6,000

BENEFIT-IN-KIND TAX OVER FIVE YEARS WITH AN ELECTRIC VEHICLE

The **UK** is the fastest growing market for ULEVS in europe

UK ULEV SALES INCREASED BY **230%** FROM 2014 TO 2015

90% OF CHARGING TAKES PLACE AT HOME

A UK TARGET OF **600** RAPID CHARGE POINTS

THE BEST NETWORK IN EUROPE

KIA NIRO

The stylish Niro Hybrid Utility Vehicle uses an all-new compact platform, with a 1.6 GDi engine allied to a 32kW motor and a 1.56kWh battery. It's targeted to have sub-90g/km CO_2 emissions, as well as class-leading fuel efficiency.

KIA SOUL EV

An advanced BEV with an 81kW motor and a battery capacity of 27kWh. The Soul EV delivers a range of up to 132 miles - more than 10 times the average commute. It is exempt from VED and congestion charges. 'Rapid' public chargers give you 80% charge in 33 minutes, while a 'Fast' home charger can do a 100% charge in 4-5 hours.

KIA OPTIMA PHEV

Features a 50kW motor and 9.8kWh lithium-polymer battery, which should give a pure electric range of 27 miles. For longer trips, the Optima uses a new 2.0 GDi petrol engine. Under intense acceleration, the electric motor and petrol engine can work together to offer a total output of 202bhp at 6,000 rpm.

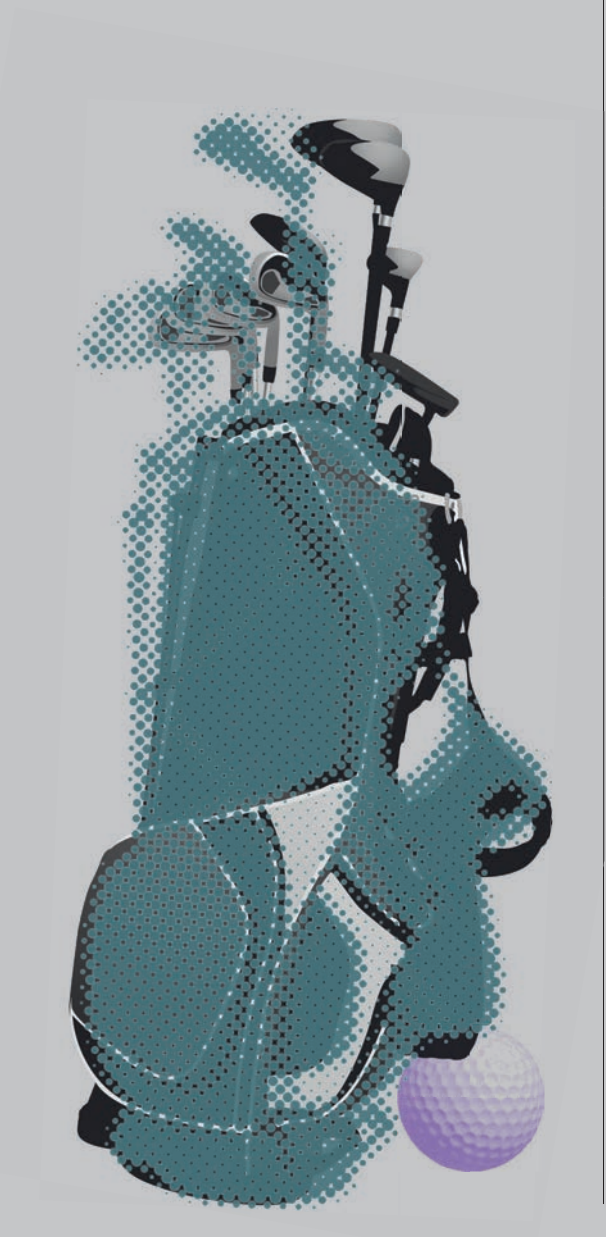
Meet Your Team

What better way could there be to introduce Kia Fleet's Regional Business Sales

"The Optima Sportswagon looks great, and it's perfect for mates with golf clubs"

Steve Rushton | North

Best thing about Kia: New cars, great design, and a simple range structure
Kia for work: With the mileage we do, comfort is vital, and nothing beats the Optima
Kia for play: The All-New Optima Sportswagon looks great, and is perfect for mates with golf clubs
'Big thing' in fleet: CO_2 is being self-policed, so drivers are looking at something different. Luckily, here comes the Kia range
Dream road trip: Route 66. Sedate pace, windows down, good music
Favourite movie car chase: *The Italian Job* (original, of course)
Best movie scene with a car: *The Bourne Identity*. Another classic Mini chase
Dream car: Ferrari 458
Tune to relax: *Orinoco Flow* by Enya
Tune to get pumped up: *Eye of the Tiger* by Survivor
Tech you can't live without: I may be old-fashioned, but you can't beat a steering wheel and good engine
Autonomous or hands-on: Driving is a pleasure, so hands-on for me



IMAGES: 123-RF

Lorraine Mitchell | Scotland, Northern Ireland and North East

Best thing about Kia: Kia is still growing in the UK fleet market, so I can tailor offers to the customer. I love that flexibility
Kia for work: My Sorento. It's perfect for the high mileage I do
'Big thing' in fleet: As company car tax boundaries change, fleet drivers are more switched on to personal costs. Kia models are well specced, so it keeps P11D values down and we can match rival vehicles on spec
Dream road trip: I love the highlands and islands of Scotland – especially the wildlife around Shetland. It was seals on the beach last time
Favourite movie car chase: *The Italian Job*
Tune to relax: Dance music on long drives. Just tapping my thumbs on the wheel
Tech you can't live without: I'm a spec-monster. I love the safety features in my Sorento, especially the heated steering wheel on cold Scottish winter mornings
Autonomous or hands-on: I can be sceptical until I see tech working and see the benefit. Autonomous driving will split opinion, but if it makes driving safer, I'm definitely for it

"I love Scotland – especially the wildlife. It was seals on the beach last time"

Managers than with a quick-fire quiz?

"I can see autonomous braking being mandatory within five years"

Adrian Freeman | West

Best thing about Kia: There's always new product in our range. It keeps the brand fresh
Kia for work: The All-New Sportage is a perfect fit for all my cricket gear.
Kia for play: Got to be the cee'd GT.
'Big thing' in fleet: It's still CO_2 emissions in my opinion
Dream road trip: M40 - because that means I'm heading home
Dream car: A 2.8-litre Ford Capri in Racing Green
Tune to relax: It has to be *Silver Machine* by Hawkwind
Tune to get pumped up: Anything by Led Zeppelin. I once had a manager who loved loud music to get pumped up for meetings and presentations
Tech you can't live without: Sat-nav. I'd be lost without it. But now it's also traffic news, speed limits, petrol stations, which helps the journey
Autonomous or hands-on: The more a car does the better. Some people have an issue not being in control, but not me. I can actually see autonomous braking being mandatory within five years

Sara Stanborough | South

Best thing about Kia: Exciting brand, synonymous with value and quality
Kia for work: All-New Optima. Refined drive and great spec for long journeys
Kia for play: All-New Kia Sportage. Great drive; practical for the family
'Big thing' in fleet: Alternative fuels and hybrids
Dream road trip: I did Route 66 when I was 21. I'd love to do it in comfort
Three perfect passengers: David Attenborough, all-time hero. Stephen Fry, fascinating company. Chris Evans, love his upbeat attitude
Favourite movie car chase: The race in *American Graffiti*. Early Harrison Ford role, and the cars are amazing
Best movie scene with a car: When Clint Eastwood says: "Right turn, Clyde" in *Any Which Way You Can*
Dream car: American muscle car
Tune to relax: Any Rat Pack song
Tune to get pumped up: Anything by Elvis Presley
Tech you can't live without: Sat-nav
Autonomous or hands-on: With the miles we drive, adaptive cruise control is a great feature

"As company cars are used for family and leisure, SUVs are replacing saloons"

Ian Wilson | East

Best thing about Kia: Exciting to be a challenger brand, changing opinions
Kia for work: Soul. Can't get out of it without a smile
'Big thing' in fleet: Adaptability. As company cars are increasingly used for family and leisure, SUVs are starting to replace saloons
Dream road trip: Pacific Coast Highway. Amazing scenery
Three perfect passengers: Stirling Moss, Barry Sheene and Carl Fogarty - all arguing about how to do it properly
Favourite movie car chase: *Bullitt*
Best movie scene with a car: Bond getting the DB5 back in *Skyfall*
Dream car: I want my Maserati Granturismo back!
Tune to relax: *Air on a G String* by J S Bach
Tune for getting pumped up: *Highway Star* by Deep Purple
Tech you can't live without: Sat-nav. How did we manage without it?
Autonomous or hands-on: Automatic every time. I drive in London, so say no more

Every model in the Kia range comes with our pioneering 7-year warranty and is

PICANTO 3-DOOR	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
	From £8,290	3	50.4 - 62.8	105 - 130	18 - 23	1.0-litre petrol 1.25-litre petrol

PICANTO 5-DOOR	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
	From £8,490	5	50.4 - 62.8	105 - 130	18 - 23	1.0-litre petrol 1.25-litre petrol

RIO 3-DOOR	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
	From £10,290	3	56.5 - 74.3	98 - 115	19 - 20	1.25-litre petrol 1.4-litre petrol 1.1-litre CRDi 1.4-litre CRDi

RIO 5-DOOR	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
	From £10,890	5	44.8 - 85.6	86 - 147	18 - 26	1.25-litre petrol 1.4-litre petrol 1.1-litre CRDi 1.4-litre CRDi

VENGA	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
	From £11,940	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

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

independently rated by Reevoo. Read model reviews at kia.co.uk/reviews

Reevoo

7 YEAR KIA WARRANTY

	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
NEW PRO_CEE'D	From £17,240	3	38.2 - 74.3	99 - 170	19 - 31	1.0-litre eco***Turbo*** petrol 1.4-litre petrol 1.6-litre GDi petrol 1.6-litre T-GDi petrol 1.6-litre CRDi

	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
NEW CEE'D	From £14,720	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

	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
NEW CEE'D SPORTSWAGON	From £17,340	5	47.1 - 72.4	102 - 120	20 - 21	1.0-litre eco***Turbo*** petrol 1.4-litre petrol 1.4-litre CRDi 1.6-litre CRDi

	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
CARENS	From £17,995	5	45.6 - 62.8	117 - 143	23 - 25	1.6-litre GDi petrol 1.7-litre CRDi

	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
ALL-NEW OPTIMA	From £21,440	4	64.2 - 67.3	110 - 116	22 - 23	1.7-litre CRDi

	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
ALL-NEW SPORTAGE	From £17,760	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)

	P11D	DOORS	MPG	CO_2 g/km	BIK%	ENGINE OPTIONS
SORENTO	From £28,595	5	42.8 - 49.6	149 - 174	29 - 34	2.2-litre CRDi (AWD)

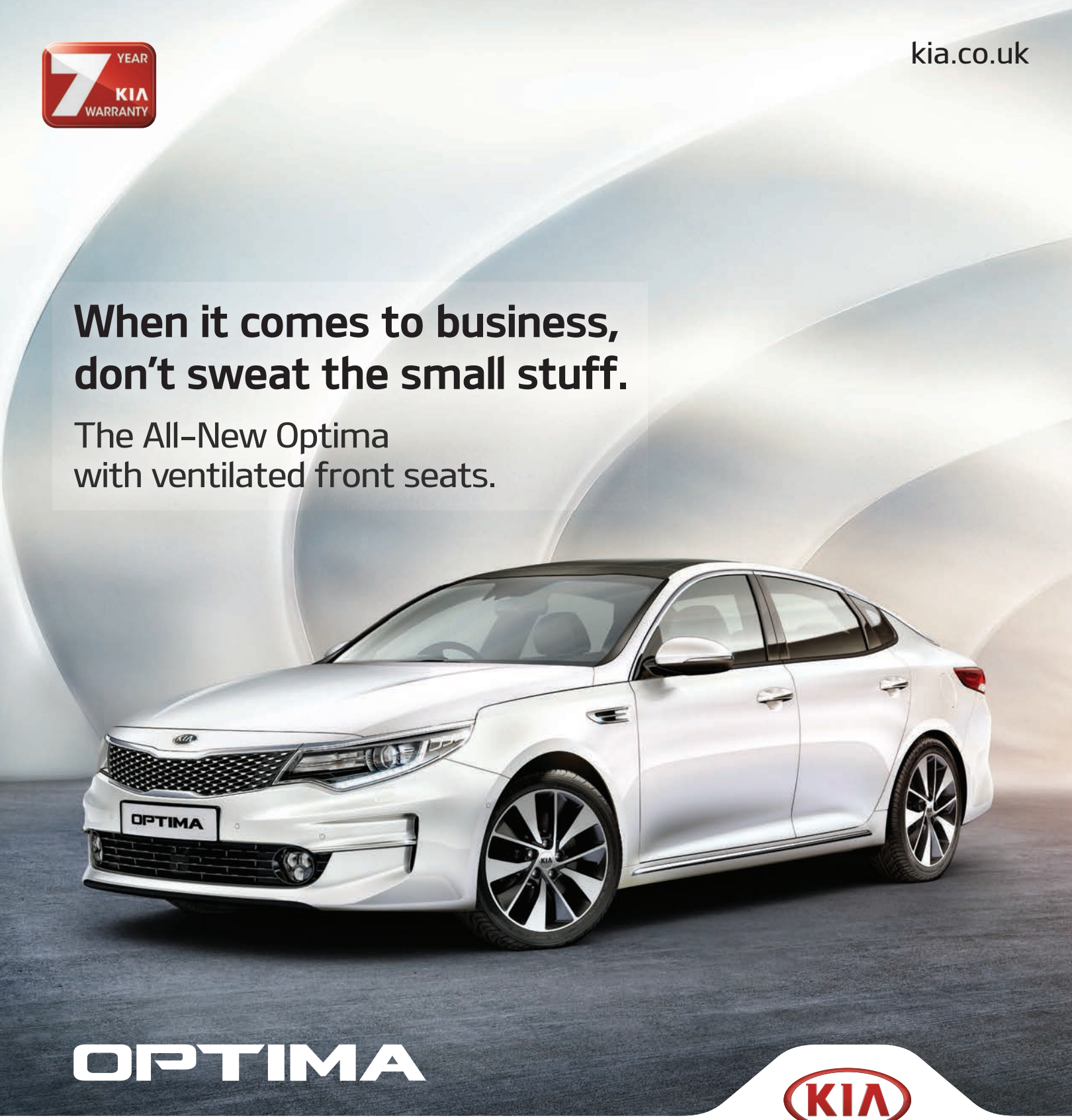
IMAGES ARE FOR ILLUSTRATION PURPOSES ONLY, AND MAY NOT BE TO UK SPECIFICATION

7 YEAR KIA WARRANTY

kia.co.uk

When it comes to business, don't sweat the small stuff.

The All-New Optima with ventilated front seats.



OPTIMA

KIA

The Power to Surprise

In business, it's best to avoid the clichés. That's why the All-New Optima is designed to help you keep a cool head and a chilled behind. Our panoramic sunroof will mean you'll never get tired of Blue Sky thinking and our quiet cabin will let you happily think inside the box for a change. With the most luxuriously comfortable interior to date you can be sure it'll be win-win at the end of the day.
The All-New Kia Optima. Inspired by innovation.

Fuel consumption in mpg (l/100km) for All-New Optima Saloon range: Urban 55.4 (5.1), Extra Urban 68.9 (4.1) - 76.3 (3.7), Combined 64.2 (4.4) - 67.3 (4.2), CO_2 emissions 116 -110g/km. MPG figures are official EU test figures for comparative purposes and may not reflect real driving results. Model shown: All-New Optima Saloon '4' 1.7 CRDi 139bhp 7-speed auto DCT ISG. 7 year / 100,000 mile manufacturer's warranty. For full terms and exclusions visit www.kia.co.uk.