

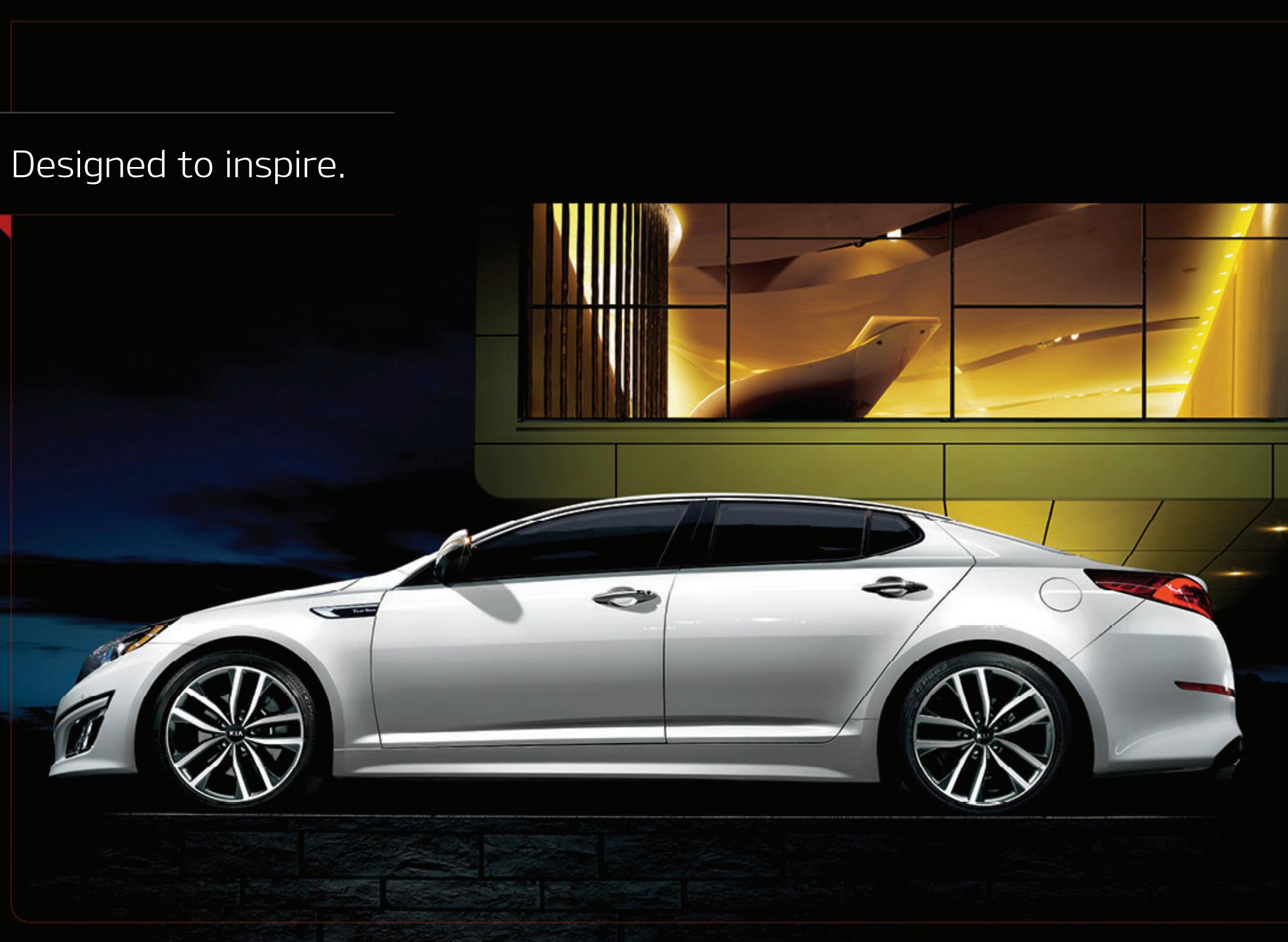


2015

OPTIMA



The Power to Surprise



Designed to inspire.

Kia's design is more than shapes, lines and surfaces. It is a sharing of unexpected new and pleasant experiences.

To ensure that the 2015 Kia Optima exceeds the highest standards of design, technology and quality, Peter Schreyer — one of the world's top 3 automotive designers — thoroughly oversees every aspect in its design direction. For Schreyer, each element should bear the 'absolute purity' in order to create the design as a whole. The 'simplicity' philosophy is at the core of Kia's creative language.

**PETER SCHREYER**

President and Chief Design Officer,  
Kia Motors Corporation





Brilliant design,  
stirring performance.



With outstanding engineering, exceptional performance and advanced safety systems, the 2015 Kia Optima gives you good reason to be passionate about driving a midsize sedan. It combines bold exterior styling with a spacious and luxurious interior, loaded with technologically advanced features that make driving more convenient than ever and give you more choices in entertainment. Like all Kia models, every Optima is backed by a worry-free 5-year/100,000 km comprehensive warranty<sup>1</sup> — a reflection of its outstanding quality and reliability.



#### SPACIOUSNESS

Optima's spacious and luxurious cabin is designed for genuine five-passenger comfort, while a roomy 437-litre (15.4 cu. ft.) trunk handles large suitcase and cargo with ease.



**ADVANCED SAFETY SYSTEMS**  
All Optima models come with a full complement of standard safety systems, including six airbags, four-wheel anti-lock disc brakes, Electronic Stability Control (ESC) and Vehicle Stability Management (VSM).



**INNOVATIVE TECHNOLOGY**  
Select Optima models are available with the convenience of an in-dash navigation system<sup>2</sup> with rear camera display<sup>3</sup> and the comfort of heated and air-cooled front seats.

## Unsurpassed elegance and refinement.

Optima combines striking styling and meticulous craftsmanship. Spacious seating accommodates five adults, while a driver's seat with power-adjustable lumbar support provide first-class comfort. For added versatility, rear seats feature a 60/40 split-folding design along with a convenient foldout armrest with cupholders. In addition, rear air vents allow backseat passengers to adjust their own direct airflow.



**PANORAMIC SUNROOF.** Brighten any drive with the available panoramic sunroof that expands everything about the Optima – visibility, feeling of spaciousness and sporty appeal. Open it up and let the light flood in with the simple press of a button. The front portion of the sunroof tilts and slides.



**HEATED STEERING WHEEL.** Driving during colder months is more comfortable with Optima's available heated steering wheel.



**HEATED AND COOLED SEATS.** Standard heated front seats and available heated rear seat cushions help ensure comfortable driving in cold weather. Enjoy optimal comfort in warm weather with available air-cooled driver and front passenger seats that circulate air through perforations in the seat leather.



International model shown.



**LUGGAGE COMPARTMENT.** A spacious luggage compartment lets you carry all your gear with ease.



**DRIVER'S MEMORY SEAT.** Available memory with presets allows two drivers to lock in their personal settings for the driver's seat.





## Visionary technology.

Treat yourself to a world of elegant functionality and convenience by taking the wheel of the Optima and get the most out of the latest in-vehicle technologies on the market. Bluetooth®<sup>4</sup> wireless technology puts streaming audio at your command when using a compatible Bluetooth® wireless technology-enabled device. Available features include convenient voice-command navigation<sup>2</sup>, an Infinity®<sup>5</sup> audio system with excellent audio performance, and a Supervision cluster with Thin-Film Transistor (TFT) color LCD that's exceptionally easy to read.



**IN-DASH NAVIGATION SYSTEM.** Featuring a large LCD touch-screen, this available feature includes voice command capability<sup>2</sup>. The screen also serves as the video display for the rearview camera<sup>3</sup> and includes controls for Optima's premium audio system.

**YOUR MUSIC, YOUR WAY.** For your listening enjoyment, Optima comes with standard AUX and USB audio ports, available internal music storage, voice-recognition technology and is compatible with your standard iPod<sup>®6</sup> cable.

**UVO POWERED BY MICROSOFT.<sup>®7 10</sup>** UVO is an available voice-activated infotainment system that puts you in command of all your onboard media – radio, CD, digital jukebox, USB drive and MP3 player – and your Bluetooth<sup>®8</sup> enabled cell phone.



**MOOD LIGHTING.** Red-tinted mood lamps are available on the front doors and lower-center console, contributing to the interior's sporty style.

**PUSH-BUTTON START.** There's no need to search for the ignition key when you have the luxury of Optima's Smart Key keyless push-button ignition switch. It's standard on EX, EX Luxury and SX models.

**PADDLE SHIFTERS.<sup>®8</sup>** For sportier driving, available steering-wheel-mounted paddle shifters give you precise control of the six-speed Sportmatic<sup>®</sup> transmission.



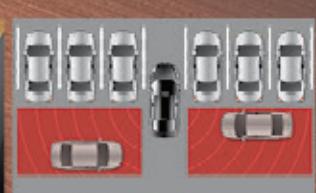
Blurring the distinction  
between midsize sedan  
and sports car.

Exhilaration is standard with Optima. The key to its exciting performance is a 192-horsepower, 2.4L Gasoline Direct Injection (GDI) engine. Or you may choose Optima SX Turbo, equipped with a turbocharged, 2.0L GDI I4 engine that delivers 274 horsepower. For an even sportier driving experience, Optima features a standard six-speed Sportmatic® transmission.



**BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERTS<sup>3</sup>**

This available radar system helps detect vehicles in the driver's blind spots, alerting the driver with a warning light in the side mirrors. Rear Cross-Traffic Alert helps detect approaching vehicles while in reverse.



**SMOOTH, PRECISE HANDLING**  
Four-wheel independent suspension features front MacPherson struts and a rear multi-link design with high-performance dampers for a smooth ride and agile handling.

**SPORTMATIC® TRANSMISSION**  
The six-speed automatic transmission provides smooth, seamless shifting. Its Sportmatic® function allows you to choose between automatic mode or, for even sportier driving, clutch-free manual shifting.

**HID HEADLIGHTS**  
Available LED accent lights with High-Intensity Discharge (HID) headlights provide bright, crisp lighting. Available LED fog lights and rear taillights add to its stylish design.



## Simply connected.

What could be simpler than using your voice or a touch screen to control the onboard navigation and entertainment systems on your new Optima? Optima EX-Luxury and SX models are available with Kia's multimedia interface, combining a dynamic display and brilliant graphics with touch screen gestures and speech recognition technology for precise control of multiple systems and functions.

### TOUCH-SCREEN TECHNOLOGY

A bright, LCD touch screen features smartphone-like controls that respond with a touch of your finger.

### MEDIA AND MUSIC INTEGRATION

The interface provides hands-free connectivity for your Bluetooth<sup>®</sup><sup>4</sup>-enabled cell phone and supports digital music streaming from your MP3 player or USB-connected music sources, as well as the system's internal hard drive. Your music is accompanied by extra-large album artwork on the screen.

### REARVIEW CAMERA DISPLAY<sup>3</sup>

When you shift into reverse, the multimedia interface automatically displays a high-resolution image from the vehicle's rearview camera. Like an extra set of eyes, it shows you what you might not see in the rearview mirror or by looking over your shoulder.

### PREMIUM AUDIO SYSTEM INTEGRATION

The multimedia interface is fully integrated with Optima's available Infinity<sup>™</sup><sup>5</sup> premium audio system – a concert-hall-quality system featuring precisely placed speakers, including a subwoofer and external amplifier.

### ONBOARD NAVIGATION<sup>2</sup>

Optima's available onboard navigation system is also fully integrated with the multimedia interface. Call-up a destination, find a point of interest or type in an address on the touch screen and Optima will take you there.



Home of 100% commercial-free music, news, talk, entertainment, traffic, weather and data. To find out more about SiriusXM satellite radio, speak to your Kia dealer or visit [siriusxm.ca](http://siriusxm.ca).



The 2015 Optima is equipped with standard Bluetooth<sup>®</sup> wireless technology to provide hands-free calling connectivity with Bluetooth-enabled cell phones.

# Advanced safety systems.

Safety systems add peace of mind in certain situations. That's why all Optima models are equipped with advanced safety systems designed to help you maintain control, even in challenging road conditions and in some emergency situations. They function automatically, leaving you free to focus on the road.



**FRONT SEAT BELT PRETENSIONERS**  
Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries in some situations.

**FRONT & REAR CRUMPLE ZONES**  
Front and rear crumple zones are specially engineered to help absorb and dissipate impact energy, helping to preserve the structural integrity of the passenger compartment in certain collisions.

**SIDE-IMPACT DOOR BEAMS**  
All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The A and B pillars are also reinforced to help strengthen the body of the vehicle.



**VEHICLE STABILITY MANAGEMENT<sup>3</sup>**  
Vehicle Stability Management (VSM) monitors Optima's response to your throttle, brake and steering inputs in tight corners and evasive-maneuvre situations. If your steering input and the vehicle's response are out of sync, VSM briefly takes over to restore stability through precise brake, electric steering and engine control interventions.



**BRAKE ASSIST**  
When the Brake Assist System (BAS) detects an emergency braking situation it instantly applies full braking force, faster than you might be applying it, to help shorten overall stopping distance.



**ELECTRONIC BRAKEFORCE DISTRIBUTION**  
Electronic brakeforce distribution (EBD) adjusts front-to-rear brake pressure to compensate for varying passenger/cargo loads and deliver more confident braking performance.



**ELECTRONIC STABILITY CONTROL**  
ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Optima on course.

## FEATURES

	LX	EX	EX Luxury	SX
<b>Exterior</b>				
16" alloy wheels	●	—	—	—
17" alloy wheels	—	●	●	—
18" machined-finish alloy wheels	—	—	—	●
P205/65R16 tires	●	—	—	—
P215/55R17 tires	—	●	●	—
P225/45R18 tires	—	—	—	●
Tire mobility kit	●	●	●	○
Temporary spare tire	—	—	—	○
Panoramic sunroof	○	○	●	○
Fog lights	●	●	●	—
Quad-LED fog lights	—	—	—	●
Automatic headlights	●	●	●	●
LED daytime running lights	—	●	●	●
High Intensity Discharge (HID) Xenon headlights	—	—	●	●
LED light bar taillights	—	—	●	●
Power heated side mirrors with integrated LED turn signals	●	●	●	●
Power folding sideview mirrors	—	●	●	●
Power door locks and windows	●	●	●	●
Obstacle-detecting front power windows	●	●	●	●
Heated windshield wiper de-icer	●	●	●	●
Rain-sensing windshield	—	●	●	●
Aero blade wipers	—	●	●	●
Solar glass	—	●	●	●
Automatic defog system	—	●	●	●
Body coloured door handles	●	—	—	—
Split-chrome door handles	—	●	●	●
Chrome door moulding	●	●	●	●
Side fender garnish	●	●	●	○
Turbo fender garnish	—	—	—	○
Splash guards (front and rear)	●	●	●	●
Rear bumper reflectors	●	●	●	●
Dual exhaust with stainless steel tips	●	●	●	●
<b>Safety</b>				
Dual advanced front airbags	●	●	●	●
Dual front side airbags	●	●	●	●
Dual curtain airbags	●	●	●	●
4-wheel anti-lock braking system (ABS)	●	●	●	●
Electronic brake force distribution (EBD)	●	●	●	●
Electronic stability control (ESC)	●	●	●	●
Vehicle stability management (VSM) <sup>3</sup>	●	●	●	●
Brake assist system (BAS)	●	●	●	●
Hill assist control (HAC)	●	●	●	●
Impact-sensing auto door unlock	●	●	●	●
Obstacle-detecting front power windows	●	●	●	●
Front seat belt pre-tensioners and load limiters	●	●	●	●
Occupancy sensor	●	●	●	●
Rear child seat tethers	●	●	●	●
Remote keyless entry with panic alarm function	●	●	●	●
Automatic headlights	●	●	●	●
Rain-sensing windshield wipers	—	●	●	●
Rearview camera parking assist <sup>3</sup>	—	●	●	●
Blind spot detection including rear parking sensors <sup>3</sup>	—	—	●	●

● = Standard ○ = Optional — = Not Available

## SPECIFICATIONS

Engine	LX, EX, EX Luxury, SX	SX Turbo
Type	2.4L GDI (Theta II)	2.0L Turbo GDI (Theta II)
Configuration	Inline 4-cylinder, DOHC	Inline 4-cylinder, DOHC
Valve train	4 valves per cylinder, Chain drive, Dual-cam Variable Valve Timing (CVVT)	4 valves per cylinder, Chain drive, Dual-cam Variable Valve Timing (CVVT)
Horsepower	192 hp @ 6,300 rpm	274 hp @ 6,000 rpm
Torque	181 lb.-ft. @ 4,250 rpm	269 lb.-ft. @ 1,650-4,500 rpm
Compression ratio	11.3:1	9.5:1
Intake	Variable Intake System (VIS), Electronic Throttle Control (ETC)	Twin-scroll Turbocharger, Electronic Throttle Control (ETC)
Fuel management	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Recommended Fuel	Regular unleaded	Regular unleaded
Transmission	6-speed automatic, Sportmatic sequential shifter, adaptive learning, neutral control	6-speed automatic (close gear ratio), steering wheel-mounted paddle shifters, Sportmatic sequential shifter, adaptive learning, neutral control
Dimensions, mm (in.)		
Wheelbase	2,795 (110)	
Length	4,845 (190.7)	
Width	1,830 (72)	
Height	1,450 (57)	
Head room - (front/rear)	1,015/955 (40/37.6)	
Shoulder room - (front/rear)	1,455/1,415 (57.2/55.7)	
Leg room - (front/rear)	1,155/880 (45.5/34.6)	
Hip room - (front/rear)	1,388/1,384 (54.6/54.5)	
Curb Weight, kg (lb.)		
LX	1,468 (3,237)	
EX, EX Luxury	1,484 (3,272)	
SX	1,509 (3,327)	
SX Turbo	1,573 (3,468)	
Brakes	LX, EX, EX Luxury	SX, SX Turbo
Type	4-wheel disc	4-wheel disc
ABS	4 sensor, 4 channel	4 sensor, 4 channel
Front, mm (in.)	11.8" vented disc	12.6" vented disc
Rear, mm (in.)	11.2" solid disc	11.2" solid disc
Capacities, L (cu. ft.)		
Interior volume	2,893 (102.17)	
Trunk volume	437 (15.43)	
Fuel tank capacity, L (Imp. gal.)	70 (18.5)	
Fuel Economy, Highway/City, L/100km	LX, EX, EX Luxury, SX	SX Turbo
Automatic transmission	6.9/10.2	7.7/11.7



Starting with the 2015 model year, Natural Resources Canada in conjunction with the automotive manufacturers, have introduced a new testing procedure that will result in higher fuel consumption ratings that are more representative of everyday driving. Kia Canada is one of the first automotive manufacturers to implement the new testing practice and would like to ensure you fully understand the difference. The new procedure incorporates 3 additional test cycles that account for air conditioner usage, cold temperature operation, and higher speeds with more rapid acceleration and braking.

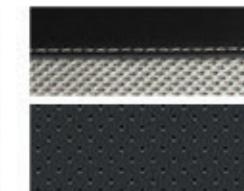
To learn more, please visit: <http://oeo.nrcan.gc.ca/fcr-rcf/public/index-e.cfm>

Seating & Trim
Cloth seats
Leather seats
Black leather with sport cloth trim
Heated front seats
Heated rear seats
Air-cooled front seats
Power driver seat lumbar support
Power driver's seat
Power front passenger seat
Driver's seat memory function
60:40 rear folding seats
Seat back pockets

## EXTERIOR COLOURS



## INTERIOR COLOURS



M = Metallic, P = Pearl

The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

## WHEELS



16" alloy wheel

17" alloy wheel

18" machined-finish alloy wheel



Hood deflector



All-weather floor mats



Rear bumper applique

Kia Genuine Parts and Accessories are engineered by Kia and installed by professionals at your Kia dealer. For more information on the full line of available Genuine Kia Parts and Accessories, see your local Kia dealer, visit [www.kia.ca](http://www.kia.ca) or call 1-877-542-2886.

## GET THE POINTS

**Kia Member Rewards is an exclusive rewards program for Kia customers.**

As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia dealer. Those Reward Points can be redeemed for discounts on future purchases - including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.



**Kia Member Rewards No-Charge Benefits include:**

- Fuel fill-up with the delivery of your new Kia vehicle
- Local shuttle service
- Multi-point vehicle inspection with every service visit
- Windshield washer fill-up with every paid service
- Windshield wiper installation with wiper purchase
- Preferential rates on car rentals, nationwide
- 24/7 Roadside Assistance for your vehicle under Kia's 5-year/100,000 km warranty or Certified Pre-Owned warranty
- Email notification of exclusive Kia specials and events - a great way to earn Reward Points and save on future purchases

**Become a Kia Premium Rewards Member:**

Ask your Kia Dealer how you can enjoy even more benefits.

Enroll Today. Becoming a Kia Rewards Member is easy. See your Kia Dealer today to join. Visit [rewards.kia.ca](http://rewards.kia.ca) for full terms and conditions.



**WE'VE GOT YOU COVERED.**

At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with one of the best warranties in the industry.

Our outstanding warranty coverage includes:

**5-year/100,000 km** - Worry-free comprehensive warranty covering virtually the entire vehicle<sup>1</sup>

**5-year/100,000 km** - Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts<sup>1</sup>

**5-year/100,000 km** - Roadside assistance covers you in case of mechanical breakdown anywhere in North America<sup>1</sup>

**5-year/unlimited km** - Anti-perforation warranty on body sheet metal defects in material/workmanship<sup>1</sup>

For more information visit [kia.ca](http://kia.ca) or call 1-877-542-2886

## ENDNOTES

1. The Kia 5-year/100,000-km warranty includes various warranties and roadside assistance. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to [kia.ca](http://kia.ca).
2. When equipped with the navigation system, French voice commands may be limited.
3. Blind Spot Detection, Vehicle Stability Management, back-up warning system and rearview camera are not substitutes for proper and safe driving procedures.
4. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. A compatible Bluetooth wireless technology-enabled cell phone is required to use Bluetooth hands-free wireless technology.
5. Infinity® is a registered trademark of Harman International Industries, Incorporated.
6. iPod® is a registered trademark of Apple Inc.
7. Microsoft® is a registered trademark of Microsoft Corporation in Canada and/or other countries.
8. Failure to pay attention to travel conditions and vehicle operation while the vehicle is in motion could result in loss of vehicle control. Operate the UVO system, even with voice commands, only when it is safe to do so.
9. Service available in the 10 provinces and three territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after three trial months.
10. UVO fascia may vary depending on vehicle model.



Rio



Rio 5-door



Soul



Forte Koup



Forte



Forte5



Optima



Cadenza



K900



Sportage



Sorento



Rondo

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