

FEATURES

	LX	EX	EX Premium
Exterior			
16" aerodynamic alloy wheels	●	-	-
17" aerodynamic alloy wheels	-	●	●
16" low rolling resistance tires (205/65R16)	●	-	-
17" low rolling resistance tires (215/55R17)	-	●	●
Tire mobility kit	●	●	●
Panoramic sunroof	-	●	●
Automatic headlights	●	●	●
LED daytime running lights	-	●	●
Fog lights	●	-	-
LED fog lights	-	●	●
Delayed headlight escort function	●	●	●
Xenon high intensity discharge (HID) headlights	-	●	●
LED light bar taillights	●	●	●
Power heated sideview mirrors with integrated LED turn signals	●	●	●
Power folding sideview mirrors	-	●	●
Obstacle-detecting front power windows	●	●	●
Heated windshield wiper de-icer	●	●	●
Rain-sensing windshield	-	●	●
Aero blade wiper	●	●	●
Solar glass	●	●	●
Split-chrome door handles	●	●	●
Chrome door moulding	●	●	●
"Eco-Hybrid" fender garnish	●	●	●
Splash guards	●	●	●
Rear bumper reflectors	●	●	●
Hidden muffler	●	●	●
Safety			
Dual advanced front airbags	●	●	●
Dual side airbags	●	●	●
Dual curtain airbags	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock braking system (ABS)	●	●	●
Electronic brake force distribution (EBD)	●	●	●
Electronic stability control (ESC)	●	●	●
Panic brake assist system (BAS)	●	●	●
Hill assist system (HAC)	●	●	●
Impact-sensing auto door unlock	●	●	●
Front seat belt pre-tensioners and load limiters	●	●	●
Occupant sensor	●	●	●
Lower anchors and tethers for children (LATCH)	●	●	●
Rearview camera ⁷	●	●	●
Rear parking sensors ^{7,8}	-	-	●
Blind-spot detection system ^{7,8}	-	-	●

● = Standard - = Not Available

SPECIFICATIONS

Comfort & Convenience			Engine
Dual zone fully automatic climate control with cabin air filter			2.4L Atkinson-cycle Theta II, Interior-permanent magnet synchronous motor - electric
Automatic defog system			Inline 4 cylinder, DOHC
Rear climate ventilation			All aluminum
Cooling glove box			4-valves per cylinder chain drive, dual-cam variable valve timing
Smart Key with push button ignition			Horsepower 159 hp @ 5,500 rpm - gasoline
Remote keyless entry with panic alarm function			46 hp @ 1,630-3,000 rpm - electric
Power door locks and windows			199 @ 5,500 rpm - combined performance
Obstacle-detecting front power windows with express up/down			Torque 154 @ 4,500 rpm : gasoline.
Tilt and telescopic steering wheel			151 @ 0 - 1,630 rpm : electric
Heated steering wheel			Intake Composite intake manifold
Steering wheel mounted audio controls			Fuel System Multi Port Injection (MPI)
Steering wheel mounted cruise controls			Fuel Management Hybrid, Active ECO
Steering wheel mounted cell phone controls			Recommended Fuel Regular unleaded
Steering wheel mounted trip computer control			Compression ratio 13:1
Steering wheel mounted 'Active Eco' control			Transmission 6-speed Sportmatic automatic
Enhanced LCD Supervision instrument cluster			Dimensions, mm
AM/FM/CD/MP3/Satellite ³ stereo			Wheelbase 2,795 (110)
6-speaker audio			Length 4,845 (190.7)
8-speaker premium Infinity ⁶ audio (including subwoofer) ⁶			Width 1,830 (72)
AUX & USB input ports			Height 1,450 (57.1)
Bluetooth ⁸ hands-free cell phone connectivity ⁴			Head room (front/rear) 1,015/955 (40/37.6)
Microsoft ⁹ UVO ⁷ infotainment system			Shoulder room (front/rear) 1,455/1,415 (57.3/55.7)
8" multimedia interface with voice-activated navigation ⁵			Leg room (front/rear) 1,155/880 (45.5/34.6)
LED mood lighting			Hip room (front/rear) 1,388/1,384 (54.6/54.5)
Auto-dimming rearview mirror with Homelink ⁸ and compass			Curb Weight, kg (lb.)
Leatherette console lid			Automatic transmission 1,586-1,643 (3,496-3,622)
Gloss black trim			Body & Chassis
Leatherette dash trim			Layout Front engine, front wheel drive
Cloth sunvisor with mirrors			Body type High-tensile steel unibody
Sunglass holder			Front suspension Independent, MacPherson struts, dynamic dampers, coil springs, anti-roll bar
Stainless steel illuminated door scuff plates			Rear suspension Independent, multi-link, dynamic dampers, coil springs, anti-roll bar
Seating & trim			Steering Electric motor power assist
Cloth seats	●	●	Brakes
Leather seats	-	-	Type 4-wheel disc
Heated front seats	●	●	ABS 4 sensor, 4 channel
Heated rear seats	-	●	Front (rear) 11.8" disc (11.2" solid disc)
Air-cooled front seats	-	-	Capacities, L (cu. ft.)
Power 8-way driver's seat with lumbar support	●	●	Interior passenger volume 2,893 (102.17)
Power passenger seat	-	-	Trunk volume 305 (10.77)
Driver's seat memory function	-	-	Fuel tank capacity, L (imp. gal.) 65 (14.3)
Leather-wrapped steering wheel	●	●	
Leather-wrapped gear shift knob	●	●	
Fixed rear seat with passthrough	●	●	
Seat back pockets	●	●	

5-year/100,000 km
5-year/100,000 km
5-year/100,000 km
5-year/unlimited km
For more information visit kia.ca or call 1-877-542-2886

¹ Based on Natural Resources Canada's Fuel Consumption Guide for Optima Hybrid base model. Your actual fuel consumption may vary. ² Microsoft is a registered trademark of Microsoft Corporation in Canada and/or other countries. Operate the UVO system, even with voice commands, only when it is safe to do so. ³ SIRIUSXM logo and related marks are trademarks of SIRIUSXM Satellite Radio Inc. Service available in the 10 provinces and 3 territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after 3 trial months. 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 Bluetooth[®] and navigation technology only recognizes English voice prompts, with the navigation system. ⁶ Infinity[®] is a registered trademark of Harman International Industries, Incorporated. ⁷ Blind Spot Detection, back-up warning system and rearview camera are not substitutes for proper and safe driving procedures. ⁸ Late availability. ⁹ Some restrictions apply. For more information on our Total Care Ownership Coverage, call us at 1-877-542-2886. ¹⁰ Based on battery state of charge. All information contained herein was accurate and correct at the time of printing. Kia Canada Inc. reserves the right to make changes at any time without notice, and without any obligations as to colours, materials, specifications, features, accessories, packages, models and any applicable programs. Some vehicles shown may include optional equipment or may not be exactly as shown. Kia Canada Inc., by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia dealer or website for further details. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © Copyright 2014 Kia Canada Inc. Printed May 2014.



2014

OPTIMA
HYBRID



The Power to Surprise

A BETTER HYBRID FOR A BETTER WORLD

The award-winning Optima Hybrid is the nexus of elegant automotive design and cutting-edge hybrid technology. New-for-2014 LED light bar taillights, aerodynamic bumper and trunk lid designs help reduce wind resistance and combine for a more luxurious and balanced look. There are no compromises here, evidenced by Optima Hybrid's wide array of standard features including UVO™ infotainment system, rearview camera⁷ and automatic climate control.



ELECTRIC MOTOR DESIGNED FOR EFFICIENT PERFORMANCE

At low speed, the Optima Hybrid uses an innovative Transmission Mounted Electrical Device to run in EV (electric only) mode.¹⁰ It consists of an electric motor and a clutch mounted in place of the conventional transmission's torque converter. Additionally, active air flaps behind the grille control air flow to cool or warm the engine as needed to increase efficiency and aerodynamics.

WHERE DESIGN AND PERFORMANCE MEET

Optima Hybrid seamlessly integrates one of the most advanced hybrid powertrains in the world with the acclaimed handling dynamics of the conventionally powered Optima sedan. The results are as stunning as its design: fuel economy of 5.4 litres/100 km in the city and 4.9 litres/100 km on the highway¹ combined with a driving experience that rivals the finest performance sedans.

REGENERATIVE BRAKING

To help charge the lithium polymer battery, a Regenerative Braking System uses the electric motor to convert kinetic energy from braking to electricity.



THE LITHIUM POLYMER BATTERY
The 270-volt lithium polymer battery is more powerful than most hybrid batteries. It's also light and compact, so it takes up less space.

POWER RATIO GAUGE
The power ratio gauge lets you know when the vehicle is operating with the electric motor, with the gas engine, or with both. It also provides information about the regenerative battery-charging system and is standard on Optima Hybrid EX Premium.

HORSEPOWER AND EFFICIENCY
With a total combined horsepower of 199 (electric motor and gas engine), the Optima Hybrid provides excellent performance and delivers exceptional highway fuel efficiency.



ADVANCED SAFETY SYSTEMS

Optima Hybrid models come with a full complement of standard safety systems, including six airbags, four-wheel anti-lock disc brakes, Electronic Stability Control (ESC) and a panic Brake Assist System (BAS).



INNOVATIVE TECHNOLOGY

Optima Hybrid's EX Premium is equipped with the convenience of an 8" multimedia interface with voice-activated navigation⁵ and the comfort of heated and air-cooled front seats, heated rear seats and heated steering wheel.



SLEEK STYLING

Optima Hybrid's sculpted bodywork features a contemporary design and enhanced aerodynamics, while unique alloy wheels help define it as the Hybrid.



SPORTMATIC TRANSMISSION

Optima Hybrid's 6-speed Sportmatic automatic transmission includes a clutchless manual-shift mode for a more performance-oriented driving experience – something that's definitely missing from most other hybrid vehicles.

1, 5, 10. See endnotes.