

FEATURES

Exterior	LX	EX	EX Premium
16" aerodynamic alloy wheels	●	–	–
17" aerodynmaic 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	●	●	●
Comfort & Convenience	LX	EX	EX Premium
Dual zone fully automatic climate control with cabin air filter	●	●	●
Automatic defog system	–	●	●
Rear climate ventilation	●	●	●
Cooling glove box	●	●	●
Smart Key with push button ignition	●	●	●
Remote keyless entry with panic alarm function	●	●	●
Power door locks and windows	●	●	●
Obstacle-detecting front power windows with express up/down	●	●	●
Tilt and telescopic steering wheel	●	●	●
Heated steering wheel	–	●	●
Steering wheel mounted audio controls	●	●	●
Steering wheel mounted cruise controls	●	●	●
Steering wheel mounted cell phone controls	●	●	●
Steering wheel mounted trip computer control	●	●	●
Steering wheel mounted 'Active Eco' control	●	●	●
Trip computer	●	●	●
Enhanced LCD Supervision instrument cluster	●	●	●
AM/FM/CD/MP3/Satellite ³ stereo	●	●	●
6-speaker audio	●	●	–
8-speaker premium Infinity™ audio (including subwoofer) ⁶	–	–	●
AUX & USB input ports	●	●	●
Bluetooth® hands-free cell phone connectivity ⁴	●	●	●
Microsoft ^{®2} UVO™ infotainment system	●	●	–
8" multimedia interface with voice-activated navigation ⁵	–	–	●
LED mood lighting	–	●	●
Auto-dimming rearview mirror with Homelink® and compass	●	●	●
Leatherette console lid	●	●	●
Gloss black trim	●	●	●
Leatherette dash trim	–	●	●
Cloth sunvisor with mirrors	●	●	●
Sunglass holder	●	●	●
Stainless steel illuminated door scuff plates	–	●	●
Seating & trim			
Cloth seats	●	●	–
Leather seats	–	–	●
Heated front seats	●	●	●
Heated rear seats	–	●	●
Air-cooled front seats	–	–	●
Power 8-way driver's seat with lumbar support	●	●	●
Power passenger seat	–	–	●
Driver's seat memory function	–	–	●
Leather-wrapped steering wheel	●	●	●
Leather-wrapped gear shift knob	●	●	●
Fixed rear seat with passthrough	●	●	●
Seat back pockets	●	●	●

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Year Warranty*

WE'VE GOT YOU COVERED.

5-year/100,000 km

5-year/100,000 km

5-year/100,000 km

5-year/unlimited km

For more information

Worry-free comprehensive warranty⁹

Powertrain warranty⁹

Extra care roadside assistance⁹

Anti-perforation corrosion warranty⁹

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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. Part # 99999 03TBE14

SPECIFICATIONS

Engine		
Type	2.4L Atkinson-cycle Theta II, Interior-permanent magnet synchronous motor - electric	
Configuration	Inline 4 cylinder, DOHC	
Material	All aluminum	
Valve train	4-valves per cylinder chain drive, dual-cam variable valve timing	
Horsepower	159 hp @ 5,500 rpm - gasoline 46 hp @ 1,630-3,000 rpm - electric 199 @ 5,500 rpm - combined performance	
Torque	154 @ 4,500 rpm : gasoline. 151 @ 0 - 1,630 rpm : electric	
Intake	Composite intake manifold	
Fuel System	Multi Port Injection (MPI)	
Fuel Management	Hybrid, Active ECO	
Recommended Fuel	Regular unleaded	
Compression ratio	13:1	
Transmission	6-speed Sportmatic automatic	
Dimensions, mm		
Wheelbase	2,795 (110)	
Length	4,845 (190.7)	
Width	1,830 (72)	
Height	1,450 (57.1)	
Head room (front/rear)	1,015/955 (40/37.6)	
Shoulder room (front/rear)	1,455/1,415 (57.3/55.7)	
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.)		
Automatic transmission	1,586-1,643 (3,496-3,622)	
Body & Chassis		
Layout	Front engine, front wheel drive	
Body type	High-tensile steel unibody	
Front suspension	Independent, MacPherson struts, dynamic dampers, coil springs, anti-roll bar	
Rear suspension	Independent, multi-link, dynamic dampers, coil springs, anti-roll bar	
Steering	Electric motor power assist	
Brakes		
Type	4-wheel disc	
ABS	4 sensor, 4 channel	
Front (rear)	11.8" disc (11.2" solid disc)	
Capacities, L (cu. ft.)		
Interior passenger volume	2,893 (102.17)	
Trunk volume	305 (10.77)	
Fuel tank capacity, L (imp. gal.)	65 (14.3)	
Fuel Economy, Highway/City, L/100km		
LX	EX & EX Premium	
Automatic transmission	4.9/5.4	5.0/5.6



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.



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.

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.



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 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.