

FEATURES

	Hybrid	Premium
Exterior		
16" alloy wheels	•	-
17" alloy wheels	-	•
P205/65R16 tires	•	-
P215/55R17 tires	-	•
Tire mobility kit	•	•
Panoramic sunroof	-	•
Fog lights	•	•
Automatic headlights	•	•
Delayed headlight escort function	•	•
High Intensity Discharge (HID)	-	•
Xenon headlights		
LED taillights	•	•
Power heated side mirrors with integrated LED turn signals	•	•
Power folding side mirrors	-	•
Obstacle-detecting front power windows	•	•
Heated windshield wiper de-icer	•	•
Rain-sensing windshield	-	•
Solar glass	•	•
Split-chrome door handles	•	•
Chrome door moulding	•	•
Side fender garnish	•	•
Kia signature sport grille	•	•
Sport ground effects	•	•
Splash guards (front and rear)	•	•
Rear bumper reflectors	•	•
Rear lip spoiler	•	•
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)	•	•
Vehicle stability management (VSM)	•	•
Panic brake assist system (BAS)	•	•
Hill assist system (HAC)	•	•
Impact-sensing auto door unlock	•	•
Obstacle-detecting front power windows with express up/down	•	•
Front seat belt pre-tensioners and load limiters	•	•
Occupant sensor	•	•
Lower Anchors and Tethers for Children (LATCH)	•	•
Rearview camera ⁸	•	•

• = Standard - = Not Available

SPECIFICATIONS

	Comfort & Convenience	Hybrid	Premium
Dual zone fully automatic climate control with cabin air filter	•	•	
Automatic defog system	-	•	
Rear climate vent	•	•	
Cooling glove box	•	•	
Push button ignition	•	•	
Smart Key	•	•	
Power door locks and windows	•	•	
Remote keyless entry with panic alarm function	•	•	
Tilt and telescopic steering wheel	•	•	
Leather-wrapped steering wheel	•	•	
Leather-wrapped shift knob	•	•	
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/SIRIUSXM ⁹ Satellite ¹⁰ stereo	•	•	
6-speaker audio	•	-	
8-speaker premium Infinity ¹¹ audio (with subwoofer) ¹²	-	•	
AUX & USB input ports	•	•	
iPod ¹³ cable ¹⁴	-	•	
Bluetooth ¹⁵ hands-free connectivity ¹⁶	•	•	
UVO ¹⁷ infotainment system powered by Microsoft ¹⁸	•	-	
Navigation system ¹⁹	-	•	
LED mood lighting	-	•	
Auto dimming rearview mirror with Homelink ²⁰ and compass	•	•	
Black metal painted dash trim plates	•	-	
Leatherette dash stitching	-	•	
Leatherette door centre trim	-	•	
Leatherette console lid	•	•	
Stainless steel illuminated door scuff plates	-	•	

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)
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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)

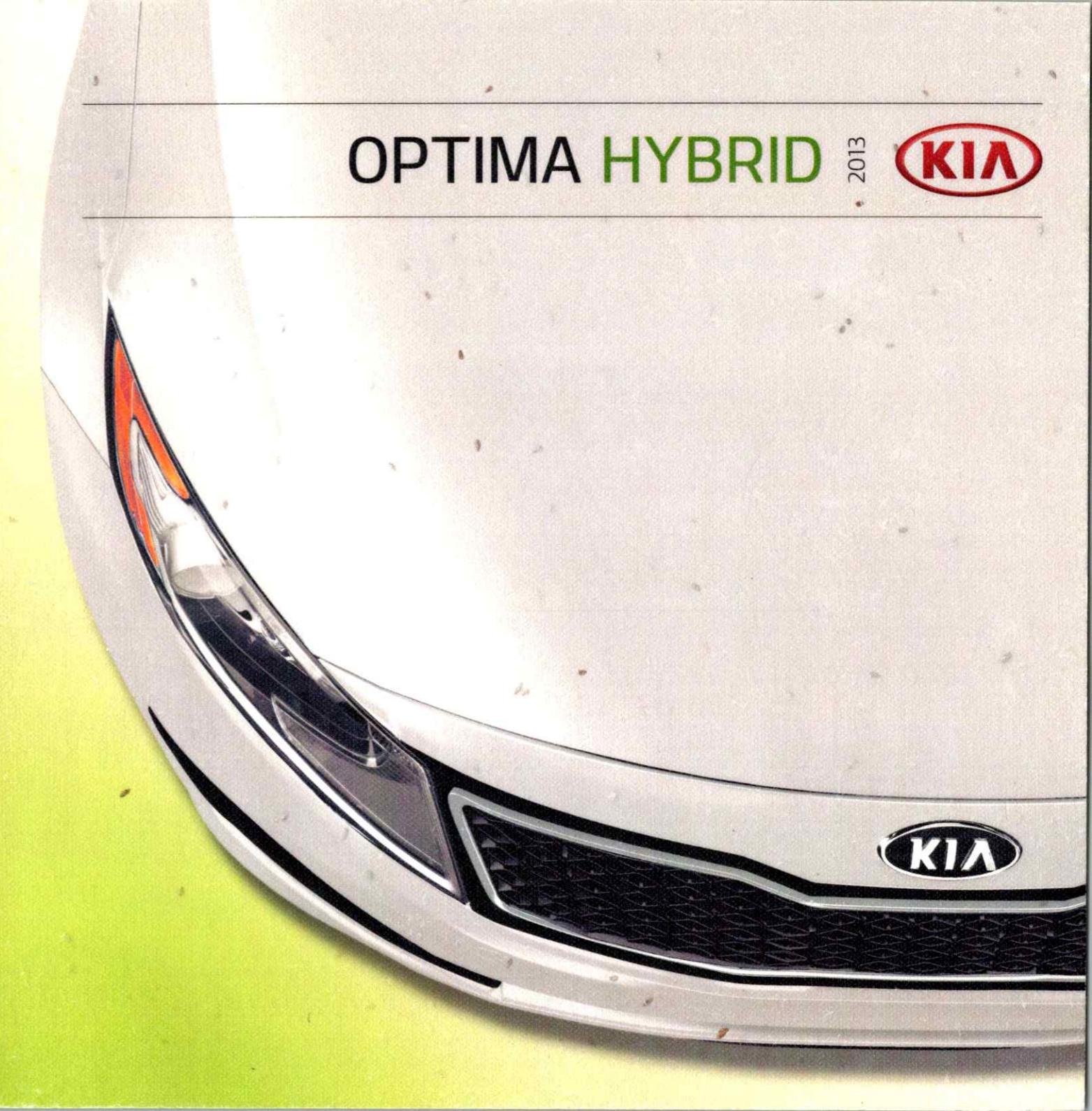
Capacities, L (cu. ft.)

Interior passenger volume	2,893 (102.17)
Trunk volume	305 (10.77)
Fuel tank capacity, L (imp. gal.)	65 (14.3)

Hybrid	Premium
Automatic transmission	4.9/5.4 (58/52) 5.0/5.6 (56/50)

OPTIMA HYBRID

2013



WE'VE GOT
YOU COVERED.

5-year/100,000 km Worry-free comprehensive warranty¹⁰
5-year/100,000 km Powertrain warranty¹⁰
5-year/100,000 km Extra care roadside assistance¹⁰
5-year/unlimited km Anti-perforation corrosion warranty¹⁰
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 iPod[®] is a registered trademark of Apple Inc. ⁸ The rear camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up. ⁹ NHTSA 5-Star rating for 2013 Optima Hybrid sedan. ¹⁰ Some restrictions apply. For more information on our Total Care Ownership Coverage, call us at 1-877-542-2886. 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. ¹¹ Copyright 2013 Kia Canada Inc. Printed in Canada, March 2013. Part # 99999 032THE13

A Better Hybrid for a Better World

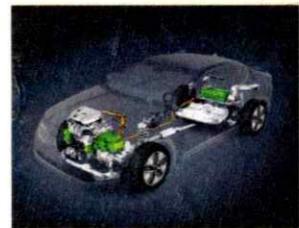


5
NHTSA Five-Star⁹
Crash Safety Rating
FOR THE 2013 OPTIMA

TOP
SAFETY
PICK⁹
2013
INSURANCE INSTITUTE
FOR HIGHWAY SAFETY



THE SEEDS OF A MORE SUSTAINABLE WORLD. Optima Hybrid is part of Kia's commitment to sustainability. So is the wildflower seed paper this brochure is printed on. Plant it and watch it grow!



THE GAME-CHANGING LITHIUM POLYMER BATTERY The 270-volt lithium polymer battery is more powerful than most hybrid batteries. It's also lighter and more compact compared to the competition, 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 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.¹¹ 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.

SMOOTH TRANSITION FROM EV TO HYBRID OPERATION When you bring the Optima Hybrid

to a complete stop, the gas engine shuts off unless charging is required. When you press the accelerator to resume driving, the Hybrid Starter-Generator (HSG) automatically restarts the engine and provides a fast, seamless transition from electric motor to hybrid operation.¹¹ The HSG also functions as a generator to charge the battery.

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 Vehicle Stability Management (VSM).



INNOVATIVE TECHNOLOGY Optima Hybrid Premium is equipped with the convenience of an in-dash navigation system⁵ with rear camera display⁸ and the comfort of heated and air-cooled front 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.



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

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 (52 mpg) in the city and 4.9 litres/100 km (58 mpg) on the highway¹ combined with a driving experience that rivals the finest performance sedans.

