



AUTOMOBILE JOURNALISTS  
ASSOCIATION OF CANADA

**MOTORING**  
**2012**  
CAR OF THE YEAR

Best New Family Car  
(under \$30,000)

**MOTORING**  
**2012**  
"BEST NEW FAMILY CAR"

2012 **OPTIMA**





# IF THERE WAS AN AWARD FOR DRIVING PASSION, OPTIMA JUST MIGHT WIN THAT TOO.

The 2012 Kia Optima mid-size sedan has officially raised the bar. With its elegant and athletic design, world-class engineering and advanced safety systems, the 2012 Kia Optima gives you good reason to be passionate about driving.

Optima is the excitement leader among mid-size sedans with a trophy case full of major awards, including *Best New Family Car (under \$30,000)* from the Automotive Journalists Association of Canada (AJAC) and *Motoring 2012 Car of the Year*.

The all-new, award-winning Kia Optima comes with passion as standard equipment.

**MOTORIZING**  
**2012**  
**CAR OF THE YEAR**



reddot design award  
Best of the Best 2011



product  
design  
award  
2011



Design Award



Best New Family Car  
(under \$30,000)



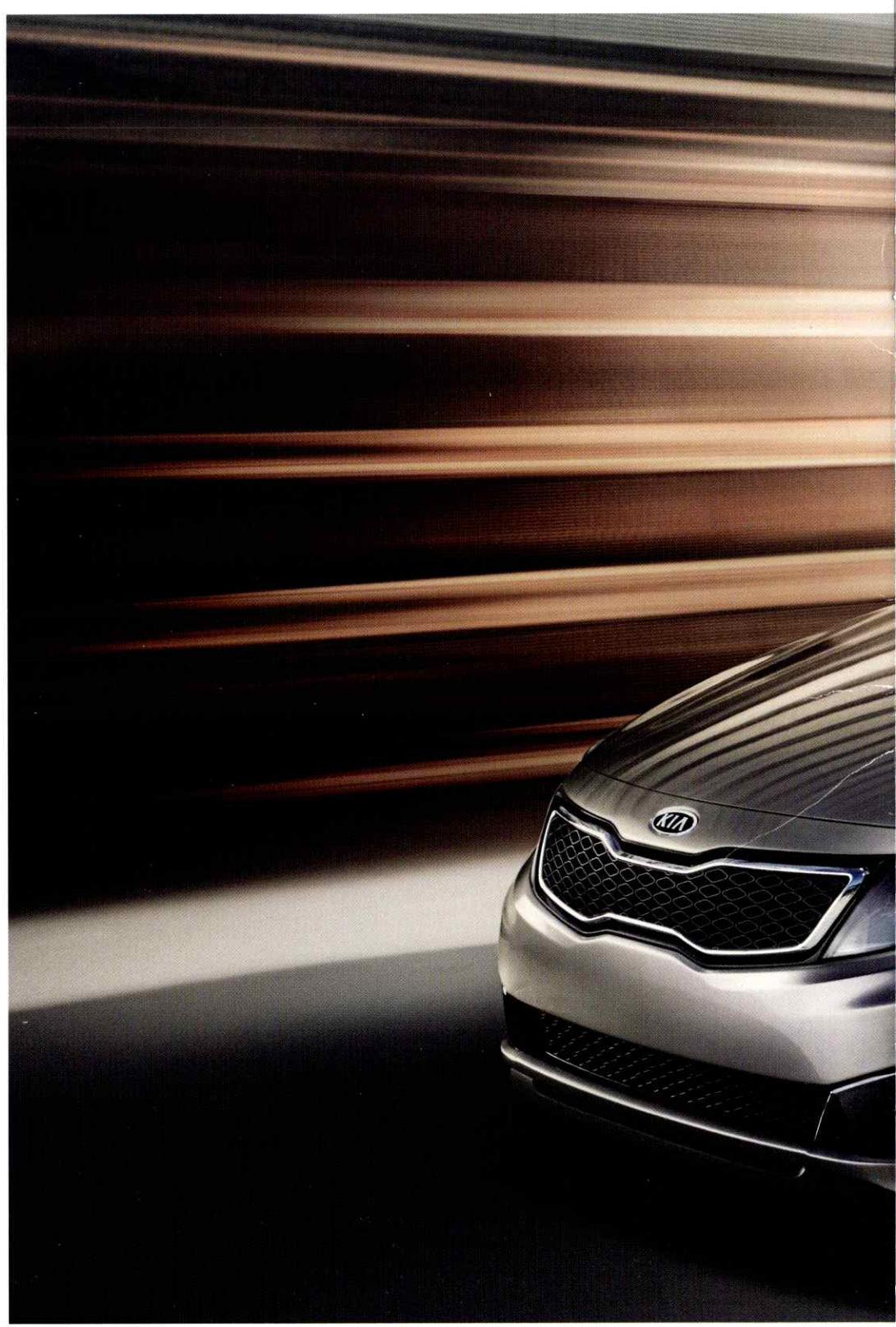
2012 Mid-size  
Car of the Year



"BEST NEW FAMILY CAR"



<sup>1</sup> Optima was recognized with a "Best of the Best" award in Germany's 2011 Automotive Brand Contest; a 2011 iF Product Design Award by the International Forum of Design; and a 2011 Red Dot "Best of the Best" Design Award. <sup>2</sup> Optima awarded the Top Safety Pick by the Insurance Institute for Highway Safety (IIHS). Visit [www.iihs.org](http://www.iihs.org) for full details.







AVAILABLE  
274 HP



STEERING WHEEL  
CONTROLS



AVAILABLE  
PUSH BUTTON  
START



ADVANCED  
SAFETY



**Designed with passion.** All it takes is a glance to know that the 2012 Kia Optima is something special. Graceful, elegant and athletic all describe the styling that captured not one but three international design awards.<sup>1</sup> Standard features include automatic headlights, front fog lights and power heated side mirrors with integrated LED turn signals complemented by an available panoramic sunroof and rain-sensing windshield.



# FEATURES

Exterior	LX	EX	EX Luxury	SX
16" alloy wheels	S	-	-	-
17" alloy wheels	-	S	-	-
18" alloy wheels	-	-	S	-
18" sport alloy wheels	-	-	-	S
P205/65R16 tires	S	-	-	-
P215/55R17 tires	-	S	-	-
P225/45R18 tires	-	-	S	S
Kia signature grille	S	S	S	-
Kia signature sport grille	-	T	-	S
Panoramic sunroof	+	+	S	S
Fog lights	S	S	S	S
Automatic headlights	S	S	S	S
High Intensity Discharge (HID) Xenon headlights	-	-	S	S
LED taillights	-	-	S	S
Power heated side mirrors with integrated LED turn signals	S	S	S	S
Power folding side mirrors	-	-	S	S
Power door locks and windows	S	S	S	S
Obstacle-detecting front power windows	S	S	S	S
Heated windshield wiper de-icer	S	S	S	S
Rain-sensing windshield	-	S	S	S
Solar glass	-	S	S	S
Body colour door handles	S	-	-	-
Split-chrome door handles	-	S	S	S
Chrome door moulding	S	S	S	S
Side fender garnish	S	S	S	S
Sport ground effects (mouldings)	-	-	-	S
Mud guards (front and rear)	S	S	S	S
Rear bumper reflectors	S	S	S	S
Rear lip spoiler	-	T	-	S
Dual exhaust with stainless steel tips	S	S	S	S

Seating & Trim	LX	EX	EX Luxury	SX
Cloth seats	S	-	-	-
Leather seats	-	S	S	-
Black leather seats with sport cloth trim	-	-	-	S
Heated front seats	S	S	S	S
Rear heated seats	-	-	S	S
Ventilated and cooled front seats	-	-	S	S
Power lumbar driver's seat	S	S	S	S
Power driver seat	AT	S	S	S
Power passenger seat	-	-	S	S
Driver's seat memory settings	-	-	S	S
60/40 split folding rear seat	S	S	S	S
Seat back pockets	S	S	S	S

S = Standard - = Not available O = Optional + = Plus package T = Turbo package  
AT = Automatic transmission

<sup>1</sup> 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.

<sup>2</sup> Bluetooth® technology enabled cell phone required.

<sup>3</sup> Bluetooth® and navigation technology only recognizes English voice prompts, with the navigation system.

Comfort & Convenience	LX	EX	EX Luxury	SX
Air conditioning	S	S	S	S
Manual climate control	S	-	-	-
Dual zone fully automatic climate control	-	S	S	S
Automatic defog system	-	S	S	S
Rear climate vent	AT	S	S	S
Cooling glove box	S	S	S	S
Push button ignition	-	S	S	S
Smart Key	-	S	S	S
Trip computer	S	S	S	S
Enhanced Supervision instrument cluster	-	-	S	S
Tilt and telescopic steering wheel	S	S	S	S
Leather-wrapped steering wheel	-	S	S	S
Heated steering wheel	-	-	S	-
Steering wheel mounted audio controls	S	S	S	S
Steering wheel mounted cruise controls	S	S	S	S
Steering wheel mounted cell phone controls	S	S	S	S
Steering wheel mounted trip computer control	S	S	S	S
Steering wheel mounted 'Active Eco' economy control	AT	S	S	S
Steering wheel mounted paddle shifters	-	T	-	S
AM/FM/CD/MP3/Sirius Satellite <sup>1</sup> stereo	S	S	S	S
6-speaker audio	S	S	-	-
8-speaker premium 530-watt Infinity™ audio (with subwoofer)	-	-	S	S
AUX & USB input ports	S	S	S	S
iPod cable	-	-	O	O
Bluetooth hands-free connectivity <sup>2</sup>	S	S	S	S
UVO™ infotainment system powered by Microsoft®	-	S	S	-
Voice-activated navigation system <sup>3</sup>	-	-	O	S
Front map lights	S	S	S	S
Rear map lights	+	S	S	S
Front LED pin lamp	+	S	S	S
LED mood lighting (red hue)	-	-	S	S
Metal paint dash trim	S	-	-	-
Leatherette dash stitching	-	S	S	S
Carbon fibre patterned trim	-	-	S	S
Cloth door centre trim	S	-	-	-
Leatherette door centre trim	-	S	S	S
Leatherette door armrest	-	S	S	S
Door upper trim soft finish	S	S	S	S
Stainless steel illuminated door scuff plates	-	-	S	S



The 2012 Optima is equipped with standard Bluetooth® technology to provide hands-free calling capability with Bluetooth-enabled cell phones.



Radio Partner of the NFL, NASCAR, NBA and NHL. To find out more about SIRIUS Satellite Radio, speak to your Kia dealer or visit [www.sirius.ca](http://www.sirius.ca)

Safety	LX	EX	EX Luxury	SX
Dual advanced front airbags	S	S	S	S
Dual side airbags	S	S	S	S
Dual curtain airbags	S	S	S	S
4-wheel anti-lock braking system (ABS)	S	S	S	S
Electronic brake force distribution (EBD)	S	S	S	S
Electronic stability control (ESC)	S	S	S	S
Vehicle stability management (VSM)	S	S	S	S
Panic brake assist system (BAS)	S	S	S	S
Hill assist system (HAC)	S	S	S	S
Anti-whiplash active front headrests	S	S	S	S
Impact-sensing auto door unlock	S	S	S	S
Obstacle-detecting front power windows	S	S	S	S
Front seat belt pre-tensioners and load limiters	S	S	S	S
Occupant sensor	S	S	S	S
Lower Anchors and Tethers for Children (LATCH)	S	S	S	S
Remote keyless entry with panic alarm function	S	S	S	S
Delayed headlight escort function	S	S	S	S
Automatic headlights	S	S	S	S
Rain-sensing windshield	-	S	S	S
Rear camera parking assist	-	S	S	S







AVAILABLE  
274 HP



STEERING WHEEL  
CONTROLS



AVAILABLE  
PUSH BUTTON  
START



ADVANCED  
SAFETY



**Designed with passion.** All it takes is a glance to know that the 2012 Kia Optima is something special. Graceful, elegant and athletic all describe the styling that captured not one but three international design awards.<sup>1</sup> Standard features include automatic headlights, front fog lights and power heated side mirrors with integrated LED turn signals complemented by an available panoramic sunroof and rain-sensing windshield.





Optima SX interior



## DESIGNED TO EXCITE YOUR SENSES.

Roomy, comfortable and quiet, with excellent sightlines from every seating position, Optima exudes quality you can see and feel.

Heated front seats, a driver's seat power lumbar adjuster and soft-finish door trim are featured as standard equipment. Available amenities - including leather seating, ventilated and cooled front seats, heated rear seats and a voice-activated navigation system<sup>1</sup> - add to the feeling of genuine luxury. So, too, do the acoustics: quiet and conversation-friendly even at highway speeds and concert hall-like when you choose to listen to your favourite music on the available, premium Infinity™ audio system.



SEATING FOR FIVE



HEATED FRONT SEATS



INTERIOR COMFORT



AVAILABLE PANORAMIC SUNROOF



**Keyless Convenience.** Kia's Smart Key system lets you start the Optima with the push of a button - you never have to search through your pocket or purse for the key again. It's standard on EX and SX models.



**Paddle Shifters.** Optima EX Turbo and SX models are equipped with steering wheel-mounted paddle shifters, giving you manual control of the 6-speed Steptronic automatic transmission for a truly sporty driving experience.



**Entertaining and Informing.** Kia's exclusive, cutting-edge UVO Powered by Microsoft<sup>2</sup> infotainment system provides voice-activated control over Optima's audio system, your MP3 player and your Bluetooth®-enabled cell phone. It's standard on Optima EX models.

**UVO**  
Powered by **Microsoft**

**Plug and Play.** Every Optima model is equipped with standard USB and AUX audio inputs that let you connect a USB drive, iPod® or other digital music player directly to the audio system for interference-free enjoyment of your music library.

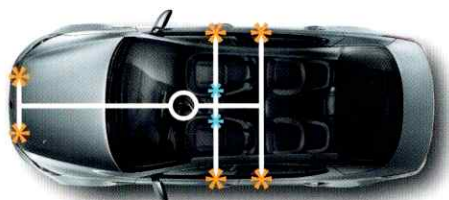
<sup>1</sup> Voice command function available in English only. French language is not available on navigation system with Bluetooth®. <sup>2</sup> UVO functionality and image may be different from what is illustrated. Microsoft is a registered trademark of Microsoft Corporation in Canada and/or other countries. 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. <sup>3</sup> Optima awarded the Top Safety Pick by the Insurance Institute for Highway Safety (IIHS). Visit [www.iihs.org](http://www.iihs.org) for full details.



# COMFORT AND SAFETY FOR ALL.

Whether it's comfort or safety, Optima doesn't ask you to compromise in any way. It comes with standard anti-whiplash active front headrests, electronic stability control (ESC) and vehicle stability management (VSM). It's also a 2012 Top Safety Pick of the U.S. Insurance Institute for Highway Safety<sup>3</sup> and has earned the highest-possible five-star safety rating in testing conducted by the U.S. government's National Highway Traffic Safety Administration (NHTSA).

→ **Advanced Sensing.** Electronic sensors help Optima's airbag systems determine the severity of a crash impact, the presence of a front passenger and whether or not the front seat occupants are wearing their seat belts. Then it controls airbag inflation accordingly for optimal protection.



**All-Around Protection.** Optima's rigid, reinforced body structure and six standard airbags help protect you in a variety of front- and side-impact crash situations.



**Panoramic Sunroof.** A two-panel, panoramic sunroof bathes both rows of seats in sunlight. The front panel tilts and slides for your open-air driving pleasure. It's standard on Optima LX+, EX+, EX Luxury and SX models.



**Perfect Climate Control.** With standard dual-zone automatic climate control, Optima EX and SX models allow the driver and front passenger to choose individual comfort settings and have the system automatically maintain their selected temperatures.



↑ **Heated Comfort.** Fend off the cold with a heated steering wheel - one of the many features on the Optima EX Luxury.





# FEATURES

Exterior	LX	EX	EX Luxury	SX
16" alloy wheels	S	-	-	-
17" alloy wheels	-	S	-	-
18" alloy wheels	-	-	S	-
18" sport alloy wheels	-	-	-	S
P205/65R16 tires	S	-	-	-
P215/55R17 tires	-	S	-	-
P225/45R18 tires	-	-	S	S
Kia signature grille	S	S	S	-
Kia signature sport grille	-	T	-	S
Panoramic sunroof	+	+	-	S
Fog lights	S	S	S	S
Automatic headlights	S	S	S	S
High Intensity Discharge (HID) Xenon headlights	-	-	S	S
LED taillights	-	-	S	S
Power heated side mirrors with integrated LED turn signals	S	S	S	S
Power folding side mirrors	-	-	S	S
Power door locks and windows	S	S	S	S
Obstacle-detecting front power windows	S	S	S	S
Heated windshield wiper de-icer	S	S	S	S
Rain-sensing windshield	-	S	S	S
Solar glass	-	S	S	S
Body colour door handles	S	-	-	-
Split-chrome door handles	-	S	S	S
Chrome door moulding	S	S	S	S
Side fender garnish	S	S	S	S
Sport ground effects (mouldings)	-	-	-	S
Mud guards (front and rear)	S	S	S	S
Rear bumper reflectors	S	S	S	S
Rear lip spoiler	-	T	-	S
Dual exhaust with stainless steel tips	S	S	S	S

## Seating & Trim

	LX	EX	EX Luxury	SX
Cloth seats	S	-	-	-
Leather seats	-	S	S	-
Black leather seats with sport cloth trim	-	-	-	S
Heated front seats	S	S	S	S
Rear heated seats	-	-	S	S
Ventilated and cooled front seats	-	-	S	S
Power lumbar driver's seat	S	S	S	S
Power driver seat	AT	S	S	S
Power passenger seat	-	-	S	S
Driver's seat memory settings	-	-	S	S
60:40 split folding rear seat	S	S	S	S
Seat back pockets	S	S	S	S

S = Standard - = Not available 0 = Optional + = Plus package T = Turbo package  
AT = Automatic transmission

<sup>1</sup> 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.

<sup>2</sup> Bluetooth® technology enabled cell phone required.

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Comfort & Convenience	LX	EX	EX Luxury	SX
Air conditioning	S	S	S	S
Manual climate control	S	-	-	-
Dual zone fully automatic climate control	-	S	S	S
Automatic defog system	-	S	S	S
Rear climate vent	AT	S	S	S
Cooling glove box	S	S	S	S
Push button ignition	-	S	S	S
Smart Key	-	S	S	S
Trip computer	S	S	S	S
Enhanced Supervision instrument cluster	-	-	S	S
Tilt and telescopic steering wheel	S	S	S	S
Leather-wrapped steering wheel	-	S	S	S
Heated steering wheel	-	-	S	-
Steering wheel mounted audio controls	S	S	S	S
Steering wheel mounted cruise controls	S	S	S	S
Steering wheel mounted cell phone controls	S	S	S	S
Steering wheel mounted trip computer control	S	S	S	S
Steering wheel mounted 'Active Eco' economy control	AT	S	S	S
Steering wheel mounted paddle shifters	-	T	-	S
AM/FM/CD/MP3/Sirius Satellite <sup>1</sup> stereo	S	S	S	S
6-speaker audio	S	S	-	-
8-speaker premium 530-watt Infinity™ audio (with subwoofer)	-	-	S	S
AUX & USB input ports	S	S	S	S
iPod cable	-	-	0	0
Bluetooth hands-free connectivity <sup>2</sup>	S	S	S	S
UVO™ infotainment system powered by Microsoft®	-	S	S	-
Voice-activated navigation system <sup>3</sup>	-	-	0	S
Front map lights	S	S	S	S
Rear map lights	+	S	S	S
Front LED pin lamp	+	S	S	S
LED mood lighting (red hue)	-	-	S	S
Metal paint dash trim	S	-	-	-
Leatherette dash stitching	-	S	S	S
Carbon fibre patterned trim	-	-	S	S
Cloth door centre trim	S	-	-	-
Leatherette door centre trim	-	S	S	S
Leatherette door armrest	-	S	S	S
Door upper trim soft finish	S	S	S	S
Stainless steel illuminated door scuff plates	-	-	S	S



Radio Partner of the NFL, NASCAR, NBA and NHL. To find out more about Sirius Satellite Radio, speak to your Kia dealer or visit [www.sirius.ca](http://www.sirius.ca)

The 2012 Optima is equipped with standard Bluetooth® technology to provide hands-free calling capability with Bluetooth-enabled cell phones.

Delivering 120 channels of some of the best programming available, SIRIUS is The Best Radio on Radio. Home of 100% commercial free music, news, talk, entertainment, traffic, weather and data, SIRIUS also broadcasts live play by play as the Official Satellite Radio.

Safety	LX	EX	EX Luxury	SX
Dual advanced front airbags	S	S	S	S
Dual side airbags	S	S	S	S
Dual curtain airbags	S	S	S	S
4-wheel anti-lock braking system (ABS)	S	S	S	S
Electronic brake force distribution (EBD)	S	S	S	S
Electronic stability control (ESC)	S	S	S	S
Vehicle stability management (VSM)	S	S	S	S
Panic brake assist system (BAS)	S	S	S	S
Hill assist system (HAC)	S	S	S	S
Anti-whiplash active front headrests	S	S	S	S
Impact-sensing auto door unlock	S	S	S	S
Obstacle-detecting front power windows	S	S	S	S
Front seat belt pre-tensioners and load limiters	S	S	S	S
Occupant sensor	S	S	S	S
Lower Anchors and Tethers for Children (LATCH)	S	S	S	S
Remote keyless entry with panic alarm function	S	S	S	S
Delayed headlight escort function	S	S	S	S
Automatic headlights	S	S	S	S
Rain-sensing windshield	-	S	S	S
Rear camera parking assist	-	S	S	S





SPECIFICATIONS

Engine	LX & EX	EX Turbo & SX
Type	2.4L GDI (Theta II)	2.0L Turbo GDI (Theta II)
Configuration	Inline 4 cylinder, DOHC	Inline 4 cylinder, DOHC
Material	All aluminum	All aluminum
Valve train	4-valves per cylinder chain drive, dual-cam variable valve timing	4-valves per cylinder chain drive, dual-cam variable valve timing
Horsepower	200 hp @ 6,300 rpm	274 hp @ 6,000 rpm
Torque	186 lb.-ft. @ 4,250 rpm	269 lb.-ft. @ 1,750-4,500 rpm
Intake	Variable Intake System (VIS), Electronic Throttle Control (ETC)	Twin-scroll turbocharger, Electronic Throttle Control (ETC)
Fuel System	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Recommended Fuel	Regular unleaded	Regular unleaded
Compression ratio	11.3:1	9.5:1
Transmission	6-speed manual	6-speed automatic (close gear ratio), steering wheel mounted paddle shifters, Steptronic sequential shifter, adaptive learning, neutral control
	Available 6-speed automatic, Steptronic sequential shifter, adaptive learning, neutral control	

Dimensions, mm	
Wheelbase	2,795
Length	4,845
Width	1,830
Height	1,455
Head room (front/rear)	1,015/955
Shoulder room (front/rear)	1,455/1,415
Leg room (front/rear)	1,155/880
Hip room (front/rear)	1,388/1,384



Body & Chassis	LX & EX	SX
Layout	Front engine, front wheel drive	Front engine, front wheel drive
Body type	High-tensile steel unibody	High-tensile steel unibody
Front suspension	Independent configuration, MacPherson struts, dynamic dampers, coil springs, anti-roll bar	Sport-tuned independent configuration, MacPherson struts, dynamic dampers, coil springs (higher spring rate), anti-roll bar (larger)
Rear suspension	Independent, multi-link configuration, dynamic dampers, coil springs, anti-roll bar	Sport-tuned independent, multi-link configuration, dynamic dampers, coil springs (higher spring rate), anti-roll bar (larger)
Steering	Electric motor power assist	Electric motor power assist

Brakes		
Type	4-wheel disc	4-wheel disc
ABS	4 sensor, 4 channel	4 sensor, 4 channel
Front brakes	11.8" vented disc (16" and 17" wheel)	12.6" vented disc
	12.6" vented disc (18" wheel)	
Rear brakes	11.2" solid disc	11.2" solid disc

Curb Weight, kg (lb.)		
Manual transmission	1,454 (3,206)	-
Automatic transmission	1,462 (3,223)	1,535 (3,385)

Capacities		
Interior volume, L (cu. ft.)	2,893 (102.17)	
Trunk volume, L (cu. ft.)	437 (15.43)	
Fuel tank capacity, L (imp. gal.)	70 (18.5)	

Fuel Economy Highway/City, L/100km		
Manual transmission	5.7/8.7	-
Automatic transmission	5.6/8.6	5.8/9.2

INTERIOR COLOURS



Black cloth



Grey leather



Black leather seats with sport cloth trim



Black leather



Beige leather\*

WHEELS



16" alloy wheels



17" alloy wheels



18" alloy wheels

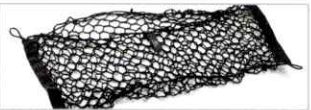


18" sport alloy wheels

ACCESSORIES



Hood deflector



Cargo net



Sport spoiler

EXTERIOR COLOURS



Pearl White (P)



Bright Silver (M)



Platinum Graphite (M)



Santorini Blue (M)



Temptation Red (M)



Satin Metal (M)



Bronze (M)



Ebony Black

M = Metallic paint, P = Pearl paint.  
\*Beige leather only available on EX Luxury models.  
The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.





## 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:

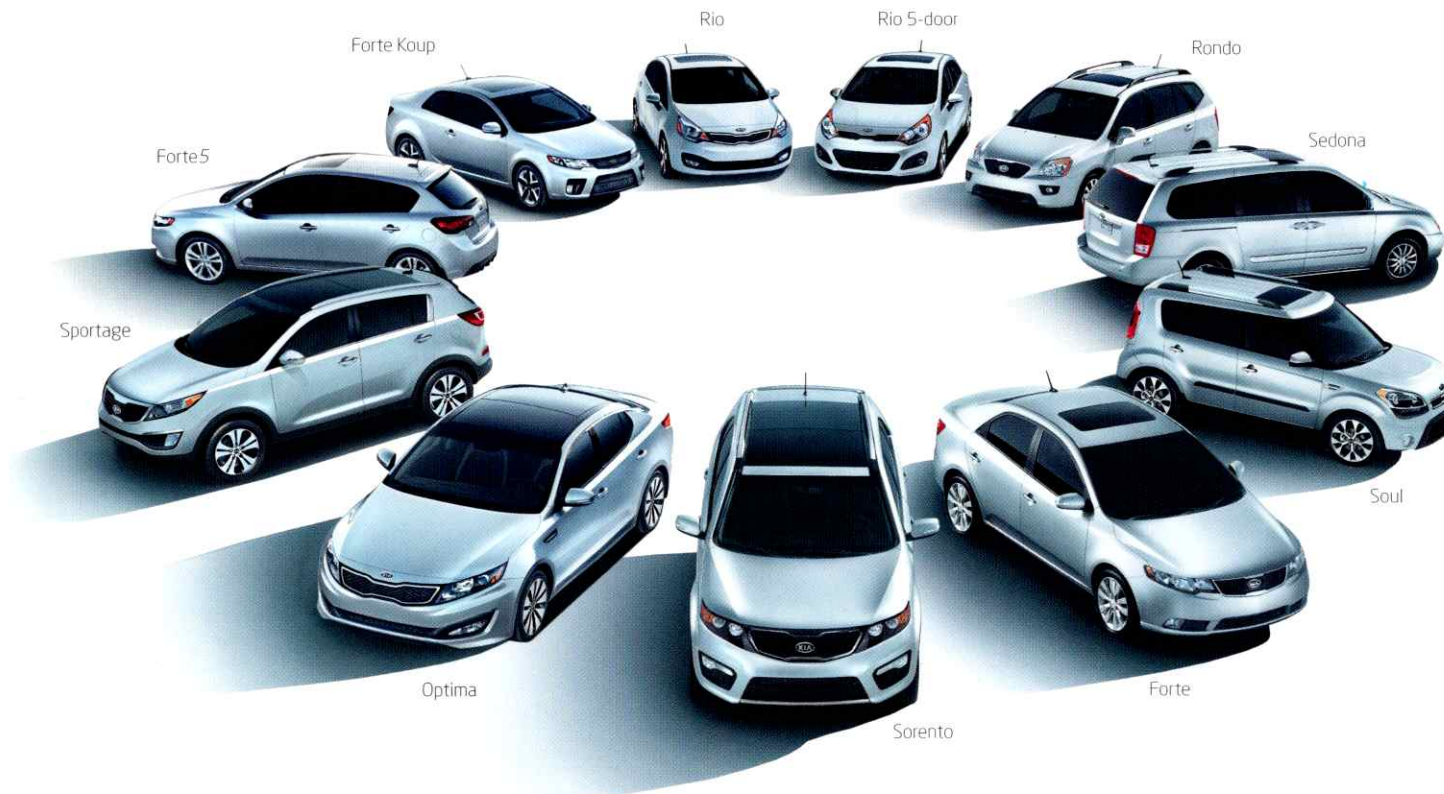
Ask your Kia Dealer how you can enjoy even more benefits.

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.



Official Partner



**Drive change.** It's about making things better. It's about thinking big, no matter how small you start. It's what took us from our beginnings in 1952 to the vehicles we make today. It's what Kia Motors Corporation has always been about.

Kia builds quality vehicles for the young-at-heart, led by world-class design and adherence to the highest standards of corporate responsibility. Together, these commitments drive our ongoing development of state-of-the-art, eco-friendly cars to meet the global demand for compact, fuel-efficient vehicles. They also guide our community relations efforts around the world, including a unique, made-in-Canada program promoting multi-cultural understanding through Kia's active support of sports, environmental issues, health initiatives and education projects across Canada.



## WE'VE GOT YOU COVERED.

### 5-year/100,000 km

Worry-free comprehensive warranty covering virtually the entire vehicle\*

### 5-year/100,000 km

Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts\*

### 5-year/100,000 km

Roadside assistance covers you in case of mechanical breakdown anywhere in North America\*

### 5-year/unlimited km

Anti-perforation warranty on body sheet metal defects in material/workmanship\*

### For more information

visit [kia.ca](http://kia.ca)

or call 1-877-542-2886

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