KIA.OPTIMA HYBRID

AN ENGINEERING MASTERPIECE

With world-class engineering, outstanding performance and advanced safety systems, the Optima Hybrid gives you good reason to be passionate about driving a hybrid midsize sedan. It combines bold exterior styling, performance and a spacious, luxurious cabin. It also comes with a long list of technologically advanced features for your entertainment, convenience and safety.

MAKING A DIFFERENCE

The Optima Hybrid powertrain helps capture electricity for storage in a highly efficient and compact battery. That electricity is then used in the hybrid system to help increase fuel efficiency. With a 10-year warranty program,[2] you have one more reason to invest in the Optima Hybrid.

INNOVATIVE TECHNOLOGY

Technological innovations boost Optima Hybrid's efficiency in a variety of ways. To drive the car without the gas engine running, it uses an electric motor and a small clutch that fits between the engine and the 6-speed automatic transmission. It replaces the conventional Optima transmission's torque converter. To further help increase mpg, an active air-flap system behind the front grille is used to help improve aerodynamics.

ADVANCED ACTIVE SAFETY SYSTEMS

The Optima Hybrid is equipped with the latest active safety equipment. Features such as Electronic Stability Control (ESC), a Traction Control System (TCS), Electronic Brake-force Distribution (EBD) and a Brake Assist System (BAS) are engineered to help you maintain control, even in challenging driving conditions.[3] It also includes Hill-start Assist Control (HAC) to help keep you from rolling backward when starting off on a steep hill.

PREPARED FOR THE UNEXPECTED

Advanced safety systems are included to help provide you with peace of mind. Features such as front active headrests, seat-belt pretensioners, dual front airbags, front-seat-mounted side airbags and side curtain airbags are engineered to help minimize injury when an accident is unavoidable.[4]

Not your ordinary hybrid midsize sedan. Kia is proud to introduce the all-new 2011 Optima Hybrid. It delivers class-leading fuel economy,[1] thanks to advanced technology that includes an electric motor, a lighter and more powerful lithium polymer battery, regenerative braking, reduced engine friction, electric-powered air conditioning, aerodynamic styling and tires with less rolling resistance. Like all Kia models, the Optima Hybrid comes with an industry-leading 10-year/100,000-mile warranty program.[2]

1. Class-leading claims based on comparison as of Feb. 2011 to available 2011 and 2010 hybrid midsize sedans. EPA-estimated 35 city/40 highway mpg. Actual mileage may vary. **2.** Warranty program includes limited powertrain, basic and roadside assistance. See retailer for warranty details or go to kia.com. **3.** No system, however advanced, can prevent all accidents. Always drive safely at a reasonable speed. **4.** For maximum protection, always wear your seat belt. PREMIUM TECHNOLOGY PACKAGE SHOWN.

STRIKING INTERIOR STYLING
Available features like luxurious leather seat trim, heated and air-cooled seats, a heated steering wheel and a panoramic sunroof provide you with a superb combination of contemporary styling and first-class comfort.

REMARKABLE SPACIOUSNESS
Optima Hybrid provides seating for five and includes an 8-way power-adjustable driver's seat, plenty of storage compartments throughout, and a roomy trunk thanks to the compact lithium polymer battery.

EFFICIENT AIR CONDITIONING
A high-performance electric compressor ensures efficient air conditioning even when the gas engine is not running. It's one more way to help increase fuel efficiency while improving your comfort.

VIRTUAL ENGINE SOUND SYSTEM
At low speed when the vehicle is powered only by the electric motor, the virtual engine sound system plays an audible signal to indicate to pedestrians that the vehicle is approaching.

4. Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase. Subscriptions governed by SiriusXM Customer Agreement at www.siriusxm.com. If you decide to continue your Sirius service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call Sirius at 888-539-7474 to cancel. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, D.C. and PR. ©2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. and its subsidiaries. PREMIUM TECHNOLOGY PACKAGE SHOWN.

Advanced technology — remarkable comfort. The all-new Optima Hybrid includes standard convenience features like dual-zone automatic temperature control with rear vents and push-button start with Smart Key. An available Premium Technology package includes air-cooled front seats and a voice-command Navigation system.

SEE FOR YOURSELF

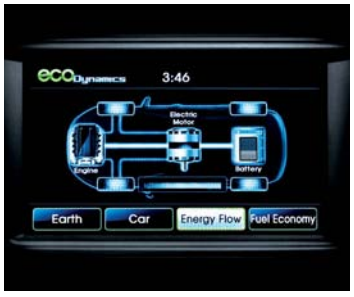
Premium Technology Package* includes a seven-inch high-resolution touch screen display. It is located on the center stack and shows helpful information like instant and average mpg.

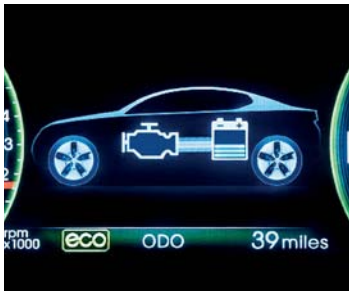
UVO POWERED BY MICROSOFT®[1]

UVO, short for "your voice," is a voice-activated system that lets you manage your music and enjoy hands-free use of your phone.[2] It includes a digital jukebox with an in-dash hard drive large enough to hold 700 megabytes of music.

SEE HOW YOU DRIVE

The supervision cluster includes a readout of the vehicle's performance. When you're driving in a more fuel-efficient manner, a computer graphic shows green leaves growing to represent increasing efficiency.





HYBRID SYSTEM GUIDE

Premium Technology Package's various display screens help you monitor your driving and hybrid operation system. These can help you develop fuel-efficient driving habits.

REAR-CAMERA DISPLAY

Whenever you shift into reverse, an image from the rear camera is displayed on a screen on the center stack. It lets you see things behind your vehicle that you might not spot when looking over your shoulder.[3]

POWER RATIO GAUGE

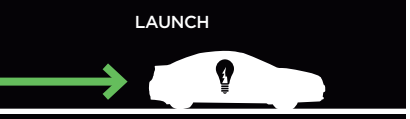
The gauge lets you know when the vehicle is operating with the electric motor or with the gas engine. It also provides information about the regenerative battery-charging system.

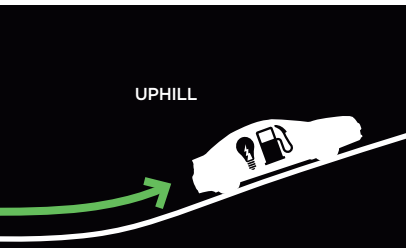
SIRIUS® SATELLITE RADIO

SIRIUS® SATELLITE RADIO

Get over 130 channels, including 100% commercial-free music, plus all your favorite sports, news, talk and entertainment. It all comes with crystal-clear, coast-to-coast coverage 24/7.[4]

*Optional Premium Technology Package. **1.** Microsoft® is a registered trademark of Microsoft® Corporation in the United States and/or other countries. **2.** Operate the UVO system, even with voice commands, only when it is safe to do so. **3.** The rear-camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.





MPG COMPARISON[1]

2011 KIA OPTIMA HYBRID
35 CITY MPG
40 HWY MPG

2011 NISSAN ALTIMA HYBRID
33 CITY MPG
33 HWY MPG

2011 TOYOTA CAMRY HYBRID
31 CITY MPG
35 HWY MPG

ELECTRIC-ONLY OR HYBRID OPERATION AS NEEDED

The Optima Hybrid launches from a stop in EV (electric-only) mode and then operates in either EV or gas/electric (hybrid) mode depending on driving conditions. The Regenerative Braking System helps charge the battery while braking.

THE GAME-CHANGING LITHIUM POLYMER BATTERY

At the core of the Optima Hybrid is a lithium polymer battery. It's lighter and more compact than other hybrid batteries — so it takes up less space. In addition to its compact size, it is more powerful than other hybrid batteries.

CLASS-LEADING[1] HP AND MPG

With the new Optima Hybrid, advanced technology has multiple benefits. It provides exceptional performance, with class-leading horsepower of 206 total (electric motor and gas engine). It also delivers class-leading fuel efficiency of 35 city/40 highway mpg.

SEAMLESS TRANSITION FROM EV TO HYBRID OPERATION

At stops, the engine shuts off. On acceleration, the Hybrid Starter-Generator (HSG) automatically restarts the engine and provides a fast, seamless transition from electric to hybrid operation. The HSG also functions as a generator to help charge the battery.[2]

ELECTRIC MOTOR DESIGNED FOR EFFICIENT PERFORMANCE

An innovative Transmission Mounted Electrical Device consists of an electric motor and a clutch mounted in place of the conventional transmission's torque converter. It provides smooth, quiet operation while helping to significantly boost fuel efficiency of the Optima Hybrid.

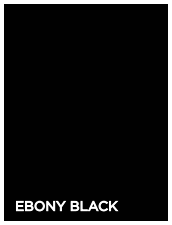
Discover the benefits of advanced technology. The all-new Optima Hybrid features an integrated electric motor and state-of-the-art battery for increased efficiency. The electric motor can operate the car in EV (electric-only) mode, running strictly on energy stored in the battery. It also assists the gas engine in hybrid operation, reducing fuel consumption. With four-wheel independent suspension, the Optima Hybrid delivers a remarkably smooth ride and precise handling.

1. Class-leading claims based on comparison as of Feb. 2011 to available 2011 and 2010 hybrid midsize sedans. EPA-estimated mpg. Actual mileage may vary. **2.** Charges the 12-V battery only.
PREMIUM TECHNOLOGY PACKAGE SHOWN.

OFFICIAL AUTOMOTIVE PARTNER OF THE NBA

Colors

EXTERIOR



(M) = METALLIC PAINT

Actual vehicle colors may vary from printed brochure.

Features & Specifications

EXTERIOR

16" tires w/alloy wheels
High-Performance Dampers
Black gloss/chrome front grille
Sculpted front & rear valence, side sills & rear lip spoiler
Chrome-accent door handles
Clear-lens projection headlights
Front fog lights
LED taillights
Side-mirror turn-signal indicators
Dual body-color heated power mirrors
Virtual engine sound system

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SIRIUS[1] audio system
6 speakers w/front door-mounted tweeters
UVO in-vehicle infotainment system
Rear-camera display
USB/auxiliary input jacks
Bluetooth® wireless technology[2]
Push-button start/Smart Key
Steering-wheel-mounted audio control buttons
Cruise control
Dual-zone automatic temperature control w/rear vents
Power door locks/windows/outside mirrors
Driver & front passenger's one-touch auto-up/down windows
Remote keyless entry w/panic alarm
Cooling glove box w/light
Supervision meter cluster w/LCD display
Front center console w/armrest & storage
Rear center console w/armrest & cup holders
Floor mats

SEATING & TRIM

Cloth seat trim
8-way power-adjustable driver's seat & power lumbar support
Fixed rear seat back w/ski pass-through
Leather-wrapped steering wheel/ gearshift knob

RESTRAINT & SAFETY SYSTEMS

Dual front advanced airbags
Dual front seat-mounted side airbags
Full-length side curtain airbags
Front active headrests
3-point seat belts for all seating positions
Front seat-belt pretensioners
Height-adjustable front seat-belt anchor
4-wheel disc brakes w/ABS
Hill-start Assist Control (HAC)
Electronic Stability Control (ESC)
Traction Control System (TCS)
Brake Assist System (BAS)
Electronic Brake-force Distribution (EBD)
Tire-Pressure Monitoring System (TPMS)[3]
Side-impact door beams
Front & rear crumple zones
Impact-absorbing steering column
Lower Anchors and Tethers for Children (LATCH)
Rear child-safety door locks

OPTION PACKAGE: HYBRID PREMIUM TECHNOLOGY*

Navigation system w/SIRIUS Traffic™[1] & rear-camera display
Infinity®[4] audio system & 8 speakers
Panoramic sunroof w/gloss black B pillar
HID headlights w/auto leveling
17" tires w/alloy wheels
4-way power-adjustable front passenger seat
Driver's seat memory
Heated & air-cooled front seats
Heated rear seats
Heated steering wheel
Black leather/cloth seat trim or beige leather seat trim
Leatherette-wrapped center fascia
Auto-dimming rear-view mirror w/HomeLink®[5] & compass
Door/center console insert film
Door mood lamp & overhead pin lamp
Illuminated door scuff plates

FULL PARALLEL HYBRID SYSTEM

System combined power: 206 hp @ 6,000 rpm, 195 lb.-ft.
2.4L Atkinson cycle 4-cyl engine
Horsepower (SULEV, SAE net): 166 hp @ 6,000 rpm
Torque: 154 lb.-ft. @ 4,250 rpm
Permanent Magnet Synchronous Electric Motor
40 hp (30 kW) @ 1,400-6,000 rpm
151 lb.-ft. @ 0-1,400 rpm
270 VDC maximum voltage (nominal)
1.4 kWh Lithium Polymer battery
Power output: 34 kW
Voltage: 270 V
Hybrid Starter-Generator (HSG)
EPA-estimated city/highway MPG: 35/40[6]

DIMENSIONS

Wheelbase: 110.0 in.
Length: 190.7 in.
Width: 72.0 in.
Height: 57.1 in.
Ground clearance: 5.1 in.
Headroom (front/rear): 40.0 in./37.6 in.
Shoulder room (front/rear): 57.3 in./55.7 in.
Legroom (front/rear): 45.5 in./34.6 in.
Passenger volume: 102.2 cu. ft.
Cargo volume: 9.9 cu. ft.
Curb weight: 3,490 lbs.

BODY & CHASSIS

Body type: Steel unibody
Front suspension: Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension: Independent, multi-link, stabilizer bar
Steering type: MDPS (Motor-Driven Power Steering)
Turns, lock-to-lock: 2.9
Turning circle, curb-to-curb: 35.8 ft.

TIRES

205/65R16
215/55R17 (Premium Technology Package)

KIA.COM

FACEBOOK.COM/KIA • TWITTER.COM/KIATEAM • YOUTUBE.COM/KIA

The Optima Hybrid is available in very limited quantities only at select dealers in limited geographic areas. Please contact your local retailer for availability. *UVO in-vehicle infotainment system is deleted when Premium Technology Package is added. **1.** Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase. Subscriptions governed by SiriusXM Customer Agreement at www.siriusxm.com. If you decide to continue your Sirius service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call Sirius at 888-539-7474 to cancel. Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, D.C. and PR. Go to www.siriusxm.com/traffic for coverage availability. **2.** A compatible *Bluetooth*® wireless technology-enabled cell phone is required to use *Bluetooth*® wireless technology. The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. **3.** Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis. **4.** Infinity® is a trademark of Harman International Industries, Inc. **5.** HomeLink® is a registered trademark of Johnson Controls, Inc. **6.** Actual mileage may vary. NBA Identifications are the intellectual properties of NBA Properties, Inc. ©2011 NBA Properties, Inc. All rights reserved. All information contained herein was accurate and correct at the time of printing. From time to time, Kia Motors America may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown may include optional equipment. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia retailer or website for further details concerning Kia's available limited warranties. ©2011 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc., is prohibited.

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