

INTRODUCING THE ALL-NEW 2011 **OPTIMA**



Challenging the conventional with a 2.4-litre I4 GDI engine that delivers class-leading fuel efficiency and horsepower[†], not to mention being an IIHS Top Safety Pick, it does exactly that.*



optimakia.ca

SPECIFICATIONS

ENGINE	LX AND EX	SX	CAPACITIES, L (CU. FT.)	LX AND EX	SX
Type	2.4L GDI, all aluminum 4-cylinder	2.0L Turbo GDI, all aluminum 4-cylinder	Interior volume	3,330 (117.6)	3,330 (117.6)
Valve train	Chain drive, DOHC, Dual-Cam Variable Valve Timing (D-CVVT), 4-valves per cylinder	Chain drive, DOHC, Dual-Cam Variable Valve Timing (D-CVVT), 4-valves per cylinder	Cargo capacity	437 (15.4)	437 (15.4)
Horsepower	200 hp @ 6,300 rpm	274 hp @ 6,000 rpm	BODY & CHASSIS	LX AND EX	SX
Torque	186 lb. ft. @ 4,250 rpm	269 lb. ft. @ 1,750-4,500 rpm	Body type	Unibody	Unibody
Transmission	6-speed manual transmission	6-speed Steptronic automatic transmission	Front suspension	Independent, McPherson struts, dynamic dampers, coil springs and anti-roll bar	Sport-tuned, independent, McPherson struts, dynamic dampers, coil springs and anti-roll bar
Intake	Available 6-speed Steptronic automatic transmission	Available 6-speed automatic transmission with paddle shifters	Rear suspension	Independent, multi-link, coil springs, dynamic dampers and anti-roll bar	Sport-tuned, independent, multi-link, dynamic dampers, coil springs, and anti-roll bar
Drive type	Variable Intake System (VIS)	Turbocharged (Twin-Scroll)	Steering	Electric Motor Driven Power Steering (MDPS)	Electric Motor Driven Power Steering (MDPS)
Compression ratio	11.3:1	9.5:1	DIMENSIONS, MM (IN.)	LX AND EX	SX
Recommended fuel	Regular unleaded	Regular unleaded	Wheelbase	2,795 (110)	
Length, Width, Height	4,845 (190.7); 1,830 (72); 1,455 (57.2)		Length, mm (in.)	4,845 (190.7)	
Head room - Front/Rear	1,015/955 (39.9/37.6)		Width, mm (in.)	1,830 (72)	
Shoulder room - Front/Rear	1,455/1,415 (57.3/55.7)		Height, mm (in.)	1,455 (57.2)	
Leg room - Front/Rear	1,155/880 (45.4/34.6)		CURB WEIGHT, KG (LB.)	LX AND EX	SX
Hip room - Front/Rear	1,388/1,384 (54.6/54.5)		Manual transmission	1,454 (3,206)	-
			Automatic transmission	1,462 (3,223)	1,535/3,385
FUEL ECONOMY, HWY/CITY, L/100 KM (MPG)	LX AND EX	SX	FUEL ECONOMY, HWY/CITY, L/100 KM (MPG)	LX AND EX	SX
			Manual transmission	8.7 / 5.7 (32/50) (LX)	-
			Automatic transmission	8.7 / 5.8 (32/49)	9.2 / 5.8 (31/49)

FEATURES

S = standard - = not available O = optional AT = with automatic transmission

EXTERIOR	LX	EX	EX LUXURY		SX	SAFETY				COMFORT AND CONVENIENCE				LX	EX	EX LUXURY	SX		
			LX	EX		LX	EX	EX LUXURY	SX	LX	EX	EX LUXURY	SX						
Signature Kia grille	S	S	S	-		Dual advanced front airbags	S	S	S	Air conditioning	S	S	S	S					
Kia sport grille & bumpers	-	-	-	S		Dual side-impact airbags	S	S	S	Manual climate control	S	-	-	-					
Rear spoiler	-	-	-	S		Dual curtain airbags	S	S	S	Fully automatic dual zone climate control	-	S	S	S					
Dual exhaust	S	S	S	S		Anti-whiplash active front headrests	S	S	S	Rear climate vent	AT	S	S	S					
Chrome door moulding	S	S	S	S		Impact-sensing auto door unlock	S	S	S	Automatic defog system	-	S	S	S					
Body coloured door handles	S	-	-	-		AT position sensing auto door lock (AT only)	S	S	S	Heated steering wheel	-	-	-	S					
Body coloured door handles with chrome inserts	-	S	S	S		Safety power front windows	S	S	S	Paddle shifters	-	-	-	S					
Power, heated side mirrors with integrated LED turn signals	S	S	S	S		High-tensile strength steel body structure	S	S	S	6-speaker AM/FM/CD/MP3/Sirius Satellite ⁴ audio system	S	S	S	S					
Safety power front windows	S	S	S	S		Front seat belts with pre-tensioners and load limiters	S	S	S	UVOTM infotainment system	-	S	S	-					
Rear bumper reflectors	S	S	S	S		Rear seat lower anchors and tethers for children (LATCH)	S	S	S	530-watt Infinity TM premium audio system with centre speaker & rear subwoofer	-	-	-	S					
Front & rear mud guards	S	S	S	S		Anti-theft immobilizer	S	S	S	Navigation system ²	-	-	0	S					
Daytime running lights	S	S	S	S		Rear parking camera ¹	-	S	S	Bluetooth TM hands-free connectivity ³	S	S	S	S					
Automatic headlights with delayed escort feature	S	S	S	S						Steering wheel mounted audio controls	S	S	S	S					
High Intensity Discharge (HID) headlights	-	-	S	S						Active-ECO system	AT	S	S	S					
Fog lights	S	S	S	S						AUX & USB inputs	S	S	S	S					
LED taillights	-	-	S	S						Cruise control	S	S	S	S					
Solar glass	-	S	S	S						Trip computer	S	S	S	S					
Rain-sensing windshield	-	S	S	S						Supervision instrument cluster	-	-	S	S					
Panoramic sunroof	0	0	S	S						Power windows and door locks	S	S	S	S					
16" alloy wheels	S	-	-	-						Remote keyless entry with panic function	S	S	S	S					
17" alloy wheels	-	S	-	-						Smart key with Push button ignition	-	S	S	S					
18" alloy wheels	-	-	S	-						Cooling glove box ³	S	S	S	S					
18" sport alloy wheels	-	-	-	S						Windshield wiper de-icer	S	S	S	S					
Side fender garnish	S	S	S	S						Auto-dimming rearview mirror with compass & Homelink TM	0	S	S	S					
SEATING AND TRIM				LX	EX	EX LUXURY	SX	COMFORT AND CONVENIENCE				SAFETY				AUX & USB inputs			
Cloth seats				S	-	-	-	Cruise control				Air conditioning				LX			
Leather seats				-	S	S	-	Trip computer				Manual climate control				EX			
Sport leather seats				-	-	-	S	Supervision instrument cluster				Fully automatic dual zone climate control				EX LUXURY			
Front heated seats				S	S	S	S	Power windows and door locks				Rear climate vent				SX			
Front ventilated/coolied seats				-	-	S	S	Remote keyless entry with panic function				Automatic defog system				LX			
Rear heated seats				-	-	S	S	Smart key with Push button ignition				Heated steering wheel				EX			
Rear heated seats				-	-	S	S	Cooling glove box ³				Paddle shifters				EX LUXURY			
Memory driver's seat				-	-	S	S	Windshield wiper de-icer				S				SX			
Power driver's seat				AT	S	S	S	Auto-dimming rearview mirror with compass & Homelink TM				S				LX			
Driver lumbar support				S	S	S	S	Year Warranty ⁵				EX				EX LUXURY			
Power passenger seat				-	-	S	S	WE'VE GOT YOU COVERED ¹				SX				SX			
60:40 rear folding seats				S	S	S	S	• 5-year/100,000 km worry-free comprehensive warranty				5				LX			
Seat back pockets				S	S	S	S	• 5-year/100,000 km powertrain warranty				5				EX			
Leather-wrapped steering wheel				-	S	S	S	• 5-year/100,000 km extra care roadside assistance				5				EX LUXURY			
Leather-wrapped gearshift knob				-	S	S	S	• no deductible charge				5				SX			
Carbon fibre patterned trim				-	-	S	S	Bluetooth TM SIRIUS ¹ SATELLITE RADIO				5				LX			
Metallic trim				S	S	-	-	SIRIUS ¹ SATELLITE RADIO				5				EX			
Leatherette dash trim				-	S	S	S	SIRIUS ¹ SATELLITE RADIO				5				EX LUXURY			

¹Class-leading horsepower claim based on a competitive comparison of all vehicles in the segment (POLK vehicle segmentation) equipped with a naturally aspirated, non-turbo, 4-cylinder engine, as of December 2010. Class-leading fuel efficiency claim based on a comparison of combined fuel consumption ratings for all vehicles in the segment (POLK vehicle segmentation) equipped with a naturally aspirated, 4-cylinder engine (non-hybrid) and an automatic transmission, as of December 2010. 1 Available with UVO or Navigation equipped vehicles. 2 Replaces UVO. 3 Temperature dependent on climate control setting. 4 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. 5 Bluetooth[®] technology enabled cellphone required. * Some restrictions apply. For more information on our 5-5-5 Total Care Ownership Coverage, call us at 1-877-542-2886. 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., 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. SIRIUS logo and related marks are trademarks of SIRIUS Satellite Radio Inc. The Bluetooth word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © Copyright 2011 Kia Canada Inc. Printed in Canada, January 2011.

WE'VE GOT YOU COVERED¹

- 5-year/100,000 km worry-free comprehensive warranty
- 5-year/100,000 km powertrain warranty
- 5-year/100,000 km extra care roadside assistance
- no deductible charge

