



ALL-NEW 2011

OPTIMA



WE CHANGED THE GAME. NOW YOU GET TO PLAY IT.

The all-new 2011 Kia Optima takes everything about a mid-size sedan and flips it on its head. It starts with breathtaking design, recognized with a string of prestigious awards from the world's leading design forums.¹ Reviewers have called it "striking, yet restrained"² and "close to show-stopping."³ Optima is sophistication in motion.

Optima's game-changing qualities go beyond design to deliver class-leading horsepower, torque and fuel economy.⁴ Plus top-rated safety in both NHTSA and IIHS crash tests.⁵

It's a new game now. Play it in the 2011 Kia Optima.



Optima SX shown in Ebony Black.

Exceptional performance. Optima is available with either of two exceptional 4-cylinder engines. LX and EX models come with a 2.4-litre gasoline direct injection (GDI) engine that delivers a class-leading 200 horsepower and best-in-class fuel economy.⁴ For stirring V6-calibre performance with 4-cylinder fuel efficiency, look to the exciting 274-horsepower, 2.0-litre turbocharged GDI engine in the Optima SX.



reddot design award

★★★★★
Crash Test Rating
NHTSA - Frontal impacts



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

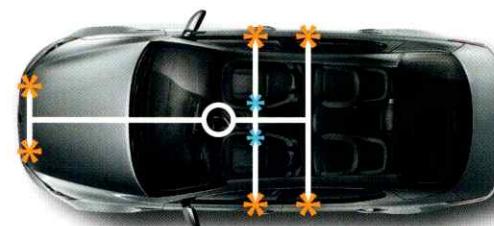
Paddle Shifters. Optima SX is equipped with steering wheel-mounted paddle shifters to let you take manual control of the 6-speed Steptronic automatic transmission for a sportier driving experience.

Entertaining and Informing. Kia's exclusive UVO Powered by Microsoft[®] is an available, cutting-edge entertainment, communication and information system that gives you voice-activated control over Optima's audio system, your MP3 player and your Bluetooth[®]-enabled cell phone.



Optima SX interior.

The 2011 Optima's award-winning interior package includes comfortable seating for five – in cloth or available leather trim – with standard heated front seats, a tilt-and-telescoping steering wheel that adjusts to suit your height and comfort preferences, and voice-activated Bluetooth[®] hands-free cell phone connectivity⁶ for safer driving. Optima EX Luxury and SX models add further luxury to the spacious cabin, including standard ventilated and cooled front seats, heated rear seats and a premium eight-speaker Infinity[™] audio system.



Advanced Sensing. Electronic sensors help Optima's airbag system 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.⁸

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	-	-	-	S
Panoramic sunroof	O	O	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 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	-	-	-	S
Dual exhaust with chrome 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

¹ Optima received a 2011 iF Product Design Award from the International Forum of Design (ifdesign.de) and 2011 red dot "best of the best" award (red-dot.org). ² Jim Kenzie, Toronto Star. ³ Charles Renny, Auto123.com. ⁴ Class-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 May 2011. ⁵ Visit the National Transportation Safety Administration (safercar.gov) and Insurance Institute for Highway Safety (iihs.org) websites for more information. ⁶ Bluetooth®-enabled cell phone required. ⁷ Late availability. ⁸ For maximum protection, always wear your seat belt.

Comfort & Convenience	LX	EX	EX Luxury	SX
Air conditioning	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
Climate-controlled 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	-	-	-	S
AM/FM/CD/MP3/Sirius Satellite ¹ stereo	S	S	S	S
6-speaker audio	S	S	S	S
8-speaker premium 530-watt Infinity ² audio (with subwoofer)	-	-	S	S
AUX & USB input ports	S	S	S	S
iPod cable	-	-	O	S
Bluetooth hands-free connectivity ²	S	S	S	S
Microsoft ³ UVO [™] infotainment system	-	S	O	-
Navigation system ³	-	-	O	S
Front map lights	S	S	S	S
Rear map lights	O	S	S	S
Front LED pin lamp	O	S	S	S
LED mood lighting	-	-	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 2011 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 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

Exterior Colours



Pearl White (P)



Bright Silver (M)



Platinum Graphite (M)



Santorini Blue (M)



Spicy Red (M)



Dark Cherry (M)



Metal Bronze (M)



Satin Metal (M)



Ebony Black



Black cloth



Black leather



Grey leather



Beige leather



Black leather seats with sport cloth trim

M = Metallic paint, P = Pearl paint.

The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

Interior Colours



Reward Yourself.

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 for full terms and conditions.

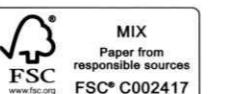
Specifications

Engine

	LX & EX	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), Twin-scroll turbocharger, Electronic Throttle Control (ETC)	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" (16" and 17" wheel) vented disc	12.6" vented disc
	12.6" (18" wheel) vented disc	
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 (mpg)

Manual transmission	5.7/8.7 (50/32)	-
Automatic transmission	5.8/8.7 (49/32)	5.8/9.2 (49/31)



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 or call 1-877-542-2886

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 first bicycle 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.



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