

2020

OPTIMA. FOR TAKING A BOLD DIRECTION.



THRIVES ON THE CHICAGO SCENE, AND OTHER CITIES TO BE SEEN.

WHEN WAS THE LAST TIME YOU WERE WOWED?



WHEN THE WINDY CITY BLEW THE WORLD AWAY.

The Chicago World's Fair thrust Chicago onto the international stage in 1893, attracting 27 million visitors who journeyed from every corner of the globe to marvel at its incredible displays of art, architecture, and first-ever innovations including the Ferris wheel, a primitive fax machine, neon lights, and even an electric "moving sidewalk." Had the Optima's advanced technologies been on display back then, it's safe to say 27 million minds would have been blown.

It will draw you in with its stunning looks. Surprise you with its level of innovative and premium features — from standard advanced driver-assistance technologies¹ and an 8" touch screen² to available embedded modem technology.* And keep you thoroughly entertained behind the wheel with its sporty, invigorating performance and handling — with two available turbocharged engines to choose from. Whether you're skirting the lake in Chicago or maneuvering through the streets of another world-class city, the 2020 Optima puts on quite a show.

START HERE TO EXPLORE THE TRIMS.

The Optima comes in five trims. Here's a list of key features and options for the first two — the refined LX and sporty S — to help you decide if one of them is perfect for you.



LX

distinct style,
advanced safety features

DRIVING

2.4L Gasoline Direct Injection
4-cylinder engine
185 hp @ 6,000 rpm
6-speed Sportmatic® transmission
Drive Mode Select
16" alloy wheels

High Beam Assist³
LED Daytime Running Lights

S

adds larger wheels,
fog lights, and more
sporty details

2.4L Gasoline Direct Injection
4-cylinder engine
185 hp @ 6,000 rpm
6-speed Sportmatic® transmission
Drive Mode Select
18" alloy wheels
Dual exhaust w/chrome tips
High Beam Assist³
LED Daytime Running Lights & tail lights
Fog lights
Body-color rear spoiler
Sport side sills w/gloss black accent trim

TECHNOLOGY

Apple CarPlay®⁴ & Android Auto^{TM5}
AM/FM/MP3 w/8" touch screen²

Cruise control
Rear View Monitor w/Parking Guidance⁴
Parking Distance Warning — Reverse⁴
Forward Collision Warning¹
Forward Collision-Avoidance Assist
w/Pedestrian Detection¹
Lane Departure Warning¹
Lane Keeping Assist¹
Driver Attention Warning⁶
Blind-Spot Collision Warning
w/Lane Change Assist¹
Rear Cross-Traffic Collision Warning¹

Apple CarPlay®⁴ & Android Auto^{TM5}
AM/FM/MP3 w/8" touch screen²
Push Button Start w/Smart Key
Cruise control
Rear View Monitor w/Parking Guidance⁴
Parking Distance Warning — Reverse⁴
Forward Collision Warning¹
Forward Collision-Avoidance Assist
w/Pedestrian Detection¹
Lane Departure Warning¹
Lane Keeping Assist¹
Driver Attention Warning⁶
Blind-Spot Collision Warning
w/Lane Change Assist¹
Rear Cross-Traffic Collision Warning¹

INTERIOR

Cloth-trimmed seats
w/anti-soiling fabric
6-way adjustable driver's seat
w/2-way power lumbar support
6-way adjustable front passenger's
seat w/height adjuster

Sport black cloth-trimmed seats
w/leatherette side bolsters
10-way power-adjustable driver's
seat w/2-way power lumbar support
6-way adjustable front passenger's
seat w/height adjuster
Leather-wrapped steering wheel
Panoramic sunroof w/power sunshade*

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 1-6 See inside back cover for endnotes.
S WITH PANORAMIC SUNROOF PACKAGE SHOWN

EX

adds leather seat trim and more

DRIVING

1.6L Turbo Gasoline Direct Injection
4-cylinder engine
178 hp @ 5,500 rpm
7-speed dual-clutch transmission
Drive Mode Select

17" alloy wheels
Dual exhaust w/chrome tips

High Beam Assist³
LED Daytime Running Lights & tail lights
Fog lights

TECHNOLOGY

UV0 link⁷
Apple CarPlay^{®4} & Android Auto^{TM5}
AM/FM/MP3 w/8" touch screen²

Wireless smartphone charger⁸
Push Button Start w/Smart Key
Electronic Parking Brake w/Auto-Hold
Smart Cruise Control w/Stop & Go¹
Rear View Monitor w/Parking Guidance¹
Parking Distance Warning – Reverse¹
Forward Collision Warning¹
Forward Collision-Avoidance Assist w/Pedestrian Detection¹
Lane Departure Warning¹
Lane Keeping Assist¹
Driver Attention Warning⁶
Blind-Spot Collision Warning w/Lane Change Assist⁴
Rear Cross-Traffic Collision Warning¹

INTERIOR

Leather-trimmed seats

Heated front seats

10-way power-adjustable driver's seat w/2-way power lumbar support

Dual Zone – Full Automatic Temperature Control w/rear vents

EX PREMIUM

includes features like navigation and a premium audio system

1.6L Turbo Gasoline Direct Injection
4-cylinder engine
178 hp @ 5,500 rpm
7-speed dual-clutch transmission
Drive Mode Select

17" alloy wheels
Dual exhaust w/chrome tips

High Beam Assist³
LED Daytime Running Lights & tail lights
Fog lights

SX

even sportier all around, with a sport-tuned suspension, two-tone leather seat trim – the works

2.0L Turbo Gasoline Direct Injection
4-cylinder engine
245 hp @ 6,000 rpm
6-speed Sportmatic[®] transmission
Drive Mode Select
Sport-tuned suspension

18" alloy wheels
Dual exhaust w/chrome tips
Dual Projection LED headlights w/Low Beam Assist – Dynamic
High Beam Assist³
LED Daytime Running Lights & tail lights
LED fog lights
Gloss black rear spoiler
Sport side sills w/gloss black accent trim

LOVE THE FEEL OF A TURBO? CHOOSE FROM THESE THREE.

The EX, EX Premium, and SX trims give you turbo power and even more premium features and options. Use this chart to help you decide between them.



*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY).
SEE KIA.COM FOR DETAILS. 1-9 See inside back cover for endnotes. SX SHOWN

CHOOSE YOUR MODE OF PERFORMANCE.

Since different drivers have different styles, pick the trim that has the performance you prefer. Three Gasoline Direct Injection engines — two of which are turbocharged — give you strong acceleration. No matter which trim you choose, you'll enjoy responsive handling and a smooth, quiet ride.

LX & S

2.4L Gasoline Direct Injection 4-cylinder engine
185 hp @ 6,000 rpm
178 lb.-ft. torque @ 4,000 rpm
6-speed Sportmatic® transmission

EX & EX PREMIUM TURBO

1.6L Turbo Gasoline Direct Injection 4-cylinder engine
178 hp @ 5,500 rpm
195 lb.-ft. torque @ 1,500–4,500 rpm
7-speed dual-clutch transmission

SX TURBO

2.0L Turbo Gasoline Direct Injection 4-cylinder engine
245 hp @ 6,000 rpm
260 lb.-ft. torque @ 1,350–4,000 rpm
6-speed Sportmatic® transmission
Sport-tuned suspension
Paddle shifters²





BEHOLD — YOUR OWN PERSONAL COMMAND CENTER.

Voice-command calling and texting,² premium surround-sound system* — these and more available premium features are at your command inside Optima's modern, driver-centric cockpit. Here are a few of the convenient luxuries you'll soon wonder how you ever lived without.

*Optional feature available only on certain trims. See kia.com for details. 2, 4, 5, 8, 9 See inside back cover for endnotes. Simulated screen shown. SX SHOWN

PADDLE SHIFTERS^{2*}

put sporty shifting at your fingertips

HARMAN KARDON^{®9} PREMIUM AUDIO SYSTEM*

with 10 speakers and rich, crisp, QuantumLogic^{™9} surround sound

APPLE CarPlay^{®4} & ANDROID AUTO^{™5}

let you make calls, play voicemails, and send texts via voice command² on your compatible smartphone

WIRELESS SMARTPHONE CHARGER⁸

gives you cord-free convenience — a brand-new feature for Optima

ELECTRONIC PARKING BRAKE*

with Auto-Hold helps prevent rolling when stopped in traffic or on an incline

IT CONNECTS, FINDS, REMINDS. MEET UVO, YOUR NEW ASSISTANT.

UVO^{7*} is Kia's smart telematics system that lets you integrate your compatible smartphone via an embedded modem to perform an array of impressive functions. Just download and activate the Kia Access with UVO link⁷ app from the App Store^{®4} or Google Play^{™5} Store. We'll even cover your subscription fees for one year from the original retail purchase/lease date.



REMOTE LOCK/UNLOCK^{10*}

can lock or unlock your Optima from afar

REMOTE CLIMATE CONTROL^{10*}

lets you get the air conditioning or heater going before you get to your car

REMOTE FIND MY CAR^{10*}

can locate where you parked your Optima, and even give you directions to it

911 CONNECT¹¹ & ROADSIDE ASSISTANCE^{12*}

will automatically attempt to call 911 to send help if your airbags deploy — or for non-emergencies, it lets you connect with our call center for 24/7 roadside assistance

VEHICLE DIAGNOSTICS^{13*}

helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE^{14*}

will let you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, curfew, and — for Optimas equipped with Navigation²⁴ — even geographic boundaries

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR*

can sync your favorite POIs from your compatible smartphone to the Navigation system^{2*}

UVO | link



GO TO OWNERS.KIA.COM OR DOWNLOAD THE KIA ACCESS WITH UVO link APP TO ACTIVATE

*Optional feature available only on certain trims. See kia.com for details.

2, 4, 5, 7, 10-14 See inside back cover for endnotes. Image shown for illustration only. SX SHOWN



**HEATED & VENTILATED
FRONT SEATS***

with multiple settings for each mode

HEATED STEERING WHEEL*

makes all the difference on chilly mornings

MEMORY CONTROLS*

remember the seating preferences and
outside mirror settings for two drivers

**DUAL ZONE — FULL AUTOMATIC
TEMPERATURE CONTROL WITH REAR VENTS***

lets you create personalized climate zones

SPACE. COMFORT. THRILLS. YES, YES, AND MORE YES.

Optima's impressively crafted cabin is both sleek and sporty, with a range of available amenities like two-tone sport leather-trimmed seats.* So take in those sweeping panoramic sunroof* views, sink into that soft leather trim, and, yes, have a great drive.

*Optional feature available only on certain trims. See kia.com for details. Simulated screen shown. SX SHOWN



DESIGNED TO HELP LOOK OUT, SPEAK UP, AND EVEN STEP IN.

Even the best drivers can't be perfect 100% of the time. So we created Kia Drive Wise, a suite of standard and available advanced driver-assistance technologies that are designed to help keep you alert, aware of surrounding traffic, and even intervene in certain situations to help you avoid collisions.¹

LOOK FOR THE  DRIVE
W_ISE LABELS AHEAD →

1 See inside back cover for endnote. Image shown for illustration only. SX SHOWN

THE SECRETS TO STAYING CENTERED.

Vehicles in your blind spot, changing lanes in traffic, and unintentional drifting are just a few occasional hazards of life behind the wheel. Thankfully, these standard advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.¹

LANE DEPARTURE WARNING¹ DW

If the system detects you drifting too close to lane markers without signaling, it can help alert you with a warning beep

LANE KEEPING ASSIST¹ DW

If the system detects the vehicle getting close to lane markers, it can apply steering input to help prevent you from drifting into another lane

BLIND-SPOT COLLISION WARNING¹ DW

Radar works to help detect vehicles in your blind spot and give visual and audible alerts to help you avoid some hazardous lane-change decisions

LANE CHANGE ASSIST¹ DW

When you put your blinker on to change lanes, it is designed to help warn you of vehicles that it detects in adjacent lanes approaching from behind

DW=  DRIVE WISE

1 See inside back cover for endnote. Image shown for illustration only. SX SHOWN

SENSES, ALERTS, AND HELPS STOP.

Who needs a copilot when you can have the help of these advanced features that are designed to enhance your ability to put on the brakes — plus other technologies to assist you on the road.

FORWARD COLLISION WARNING¹ DW

This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close

FORWARD COLLISION-AVOIDANCE ASSIST WITH PEDESTRIAN DETECTION¹ DW

This system is designed to help detect and alert you of a potential forward collision with a preceding vehicle or pedestrian and even automatically apply the brakes in some cases

SMART CRUISE CONTROL WITH STOP & GO^{1*} DW

This system is designed to automatically adjust your driving speed to help maintain a predetermined distance from the vehicle detected ahead of you

DRIVER ATTENTION WARNING⁶ DW

This system is designed to give you a warning signal to take a break if it detects inattentive driving practices

DW=  DRIVE WISE

*Optional feature available only on certain trims. See kia.com for details.
1, 6 See inside back cover for endnotes. Image shown for illustration only. SX SHOWN

HOW TO AVOID THE OBSTACLES THAT COME YOUR WAY.

From approaching cars to that wayward shopping cart hiding in your blind spot, Optima's standard features are designed to help make parking easier by alerting you to potential surrounding hazards.

REAR CROSS-TRAFFIC COLLISION WARNING¹ DW

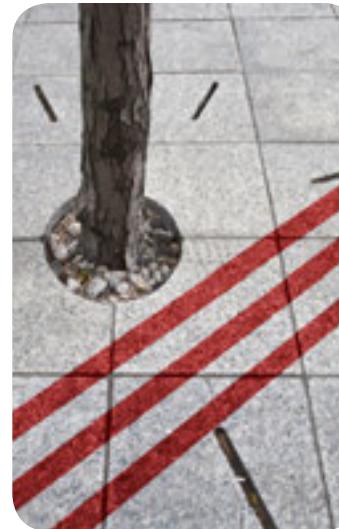
uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you're in reverse

PARKING DISTANCE WARNING — REVERSE¹ DW

is designed to give an audible warning if it detects certain objects close to your vehicle when you're in reverse

REAR VIEW MONITOR WITH PARKING GUIDANCE¹ DW

includes a large, bright screen that helps you see what's behind your vehicle, with guidelines that adjust to follow the direction you're turning



DARK NIGHTS AND CURVED ROADS? WE CAN HELP WITH THAT.

Optima's available advanced illuminating technologies are designed to help combat the rigors of nighttime driving and help boost visibility in all sorts of conditions.

LOW BEAM ASSIST – DYNAMIC* DW

headlights are designed to track with your steering angle and vehicle speed to help enhance directional lighting

HIGH BEAM ASSIST³ DW

is designed to automatically dim the headlights for oncoming vehicles the system detects, then return to high-beam setting once the vehicle passes

AUTO-ON/OFF HEADLIGHTS

turn on or off automatically depending on outside light levels

DUAL-PROJECTION LED HEADLIGHTS WITH AUTO-LEVELING*

are designed to help illuminate dark roads

PROJECTION OR LED FRONT FOG LIGHTS*

help you see better in foggy weather

DW=  DRIVE
WISE

*Optional feature available only on certain trims. See kia.com for details.

³ See inside back cover for endnote. Simulated images shown for illustration only.





SAFETY NEVER TAKES A DAY OFF.

At Kia, the priority is always on improving all aspects of safety. Advanced sensor systems, strategically placed airbags, and breakthroughs in materials and design that have led to strong body construction are just a few of the ways we never stop working to increase your protection.[†]



INSURANCE INSTITUTE
FOR HIGHWAY SAFETY
When equipped with
optional LED headlights.



NHTSA Overall 5-Star
Crash Safety Rating¹⁵



ELECTRONIC STABILITY CONTROL (ESC)[†]

In certain difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability.

VEHICLE STABILITY MANAGEMENT (VSM)[†]

VSM can intervene to help enhance stability and steering responses when driving on some slippery roads.

TRACTION CONTROL SYSTEM (TCS)[†]

When TCS senses wheelspin during acceleration, it uses a combination of engine power and brake force to help transfer power to the wheel that has more traction.

ADVANCED AIRBAG SYSTEM¹⁶

Dual front, front seat-mounted side, and full-length side curtain airbags help protect driver and passengers.

ADVANCED AIRBAG & SEAT-BELT SENSORS¹⁶

This advanced system monitors the severity of certain impacts and seat-belt use, and then helps to control airbag inflation accordingly.

REINFORCED BODY CAGE & SIDE-IMPACT DOOR BEAMS

A rigid body structure constructed of High Tensile Steel alloys helps absorb impact energy and deflect side-impact force in certain collisions.

[†]No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. 15, 16 See inside back cover for endnotes. Inflated airbags shown for illustration only. SX SHOWN

WHICH COLOR IS YOUR PERFECT MATCH?



EBONY BLACK
(LX, S, EX, EX PREMIUM, SX)
YOU ARE NOT AFRAID OF THE
DARK, NOR OF PLAYING THE
PIANO IN FRONT OF A CROWD.



HORIZON BLUE^
(LX, S, EX, EX PREMIUM, SX)
YOU HAVE A GIFT FOR SEEING THE
BIG PICTURE IN LIFE, AND FOR
KEEPING YOUR EYES ON THE PRIZE.



SANGRIA
(LX, EX, EX PREMIUM)
YOU'RE A FAN OF FESTIVE
BEVERAGES AND
FLAMENCO DANCING.



PASSION RED TINTCOAT
(S, SX)
YOU CRAVE EXCITEMENT AND
SEE LIFE MORE VIVIDLY THAN
THE AVERAGE PERSON.



GRAVITY GRAY
(LX, S, EX, EX PREMIUM)
YOU VIEW AN OVERCAST DAY AS
AN OPPORTUNITY TO WEAR YOUR
FAVORITE SWEATSHIRT.



SPARKLING SILVER
(LX, EX, EX PREMIUM, SX)
YOU'VE LEARNED ALL THAT
GLITTERS IS NOT GOLD, AND
THAT'S THE WAY YOU LIKE IT.



SNOW WHITE PEARL
(LX, S, EX, EX PREMIUM, SX)
YOU HAVE A PURE HEART
AND GENTLE NATURE. YOU
LOVE LONG NAPS.

Actual colors may vary from printed brochure. See kia.com/optima for interior combinations. ^Limited availability.

THE FINAL TOUCH FOR YOUR OPTIMA S.

S PANORAMIC SUNROOF PACKAGE

Panoramic sunroof

Overhead LED front & rear reading lamps

Gloss black pillar & door-frame cover



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SX SHOWN

RESEARCHING WHOSE POWERTRAIN WARRANTY IS TOP OF THE LINE?

Kia	10-year/100,000-mile
Subaru	5-year/60,000-mile
Toyota	5-year/60,000-mile
Honda	5-year/60,000-mile
Ford	5-year/60,000-mile
Mazda	5-year/60,000-mile
Mercedes	4-year/50,000-mile
BMW	4-year/50,000-mile
Volvo	4-year/50,000-mile
Audi	4-year/50,000-mile



(let us give you a hint)

INDUSTRY-LEADING WARRANTY PROGRAM¹⁷

10-year/100,000-mile limited powertrain warranty
5-year/60,000-mile limited basic warranty
5-year/100,000-mile limited anti-perforation warranty
5-year/60,000-mile 24-hour roadside assistance

ENDNOTES **1.** These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. **2.** Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. **3.** High Beam Assist does not operate below certain speeds, or in some lighting and driving conditions. Please be aware of your surroundings and exercise proper road etiquette when operating a vehicle using the high beams. **4.** Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. **5.** Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android™ 5.0 Lollipop or higher. Data plan rates apply. Android Auto is a trademark of Google LLC. **6.** Driver Attention Warning is not a substitute for safe driving and may not detect all instances of inattentive driving practices. Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution. **7.** Purchase/lease of a new 2020 Kia Optima vehicle with UVO link includes a complimentary 1-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 1-year UVO link subscription expires, continued access to UVO link will require a paid subscription at the then-current subscription rate or your use of UVO link will immediately terminate. Use of UVO is subject to agreement to the UVO Privacy Policy (available at owners.kia.com/us/en/privacy-policy.html) and Terms of Service (available at owners.kia.com/us/en/terms-of-service.html). UVO link is transferable to subsequent owners during the original UVO link service term. Only use UVO link when safe to do so. Kia Access with UVO link app is available from the Apple® App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO link at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage is required to use most features. UVO link features may vary by model, model year, and trim level. Features, specifications, and fees are subject to change. For more on details and limitations, visit owners.kia.com or your authorized Kia dealer. Google and logos are trademarks of Google LLC. Apple and App Store are registered trademarks of Apple, Inc. **8.** Charging system only works with select devices. Refer to the vehicle's Owner's Manual for warnings and instructions. **9.** ©2019 Harman International Industries, Inc. All rights reserved. QuantumLogic is a trademark and Harman Kardon is a registered trademark of Harman International Industries, Inc. **10.** Remote features require a UVO subscription, a compatible smartphone, and a wireless signal with good coverage to function. Normal cellular service rates may apply. Do not use remote climate control if vehicle is in an enclosed area (e.g., closed garage) or a partially enclosed area without ventilation. Close all doors leading from adjacent living areas to the vehicle area before executing a remote climate control command. **11.** 911 Connect must be enabled on head unit and activates after airbag deployment. Requires cellular coverage. **12.** 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires cellular coverage. **13.** Vehicle Diagnostics is not a substitute for regularly scheduled maintenance. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and requires initial activation. See the UVO Maintenance section or Owner's Manual for maintenance schedule. **14.** My Car Zone requires cellular coverage. Cellular service rates apply. **15.** Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov/ratings). **16.** For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. **17.** Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.

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GIVE IT EVERYTHING 