

GUIDEBOOK SERIES

# OPTIMA

OPTIMA • OPTIMA HYBRID

OPTIMA PLUG-IN HYBRID

A simple guide to help you decide



# FIRST UP:

Which Optima speaks to you?



## THE OPTIMA

It's got innovative technology and a unique, sleek shape. Optima is a modern, midsize model of refinement, and the gas model gives you dynamic performance along with impressive standard features like advanced driver-assistance technologies — plus a range of available premium features like embedded modem technology with an 8" touch screen.\*

\*Optional feature available only on certain trims. See kia.com for details.  
Cover: SX WITH LIMITED PACKAGE SHOWN. This page: SX SHOWN

## THE OPTIMA HYBRIDS

Love the Optima and feeling the urge to go hybrid? Then you'll want to check out Optima Hybrid (HEV) and Optima Plug-In Hybrid (PHEV), both of which give you Kia's state-of-the-art, efficiency<sup>1</sup>-focused technologies — along with innovative features designed specifically for our hybrid models.

<sup>1</sup> See back cover for endnote. 120V charger is included with vehicle. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. This page: HEV EX AND PHEV EX SHOWN

If you prefer the Optima gas model,  
**START HERE**  
 to explore the trims

The Optima comes in four 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.



**JUST ASK  
KIAN**

GET YOUR KIA QUESTIONS ANSWERED.  
 GO TO [WWW.KIA.COM/KIAN](http://WWW.KIA.COM/KIAN) TO LEARN MORE,  
 OR SCAN THE FACEBOOK MESSENGER CODE AT RIGHT.



## LX

distinct style,  
 advanced safety features

### DRIVING

2.4L Gasoline Direct Injection (GDI)  
 4-cylinder engine  
 185 hp @ 6,000 rpm  
 6-speed Sportmatic® transmission  
 16" tires w/alloy wheels  
 17" tires w/alloy wheels\*

LED daytime running lights

2019 EPA-estimated fuel economy<sup>1</sup>:  
 25 City/35 Highway/29 Combined

### TECHNOLOGY

UVO link<sup>2\*</sup>  
 Apple CarPlay<sup>TM3</sup> & Android Auto<sup>TM4</sup>  
 AM/FM/MP3 w/8" touch screen  
 Rear-Camera Display<sup>5</sup>  
 Cruise control  
 Parking Distance Warning — Reverse<sup>5</sup>  
 Blind Spot Collision Warning<sup>5</sup>  
 Lane Change Assist<sup>5</sup>  
 Rear Cross Traffic Collision Warning<sup>5</sup>  
 Lane Departure Warning<sup>5</sup>  
 Lane Keeping Assist<sup>5</sup>  
 Driver Attention Warning<sup>6</sup>  
 Forward Collision Warning<sup>5</sup>  
 Forward Collision-Avoidance Assist<sup>5</sup>

### INTERIOR

Cloth seat trim  
 w/CleanTex anti-soiling fabric  
 6-way adjustable front passenger's seat w/height adjuster  
 10-way power-adjustable driver's seat w/2-way power lumbar support\*  
 Dual-zone automatic temperature control\*  
 Panoramic sunroof w/power sunshade\*

## S

adds larger wheels, sporty details, and even more advanced technology

2.4L Gasoline Direct Injection (GDI)  
 4-cylinder engine  
 185 hp @ 6,000 rpm  
 6-speed Sportmatic® transmission  
 18" tires w/alloy wheels

LED daytime running lights  
 Fog lights  
 LED taillights  
 Dual exhaust

2019 EPA-estimated fuel economy<sup>1</sup>:  
 24 City/33 Highway/27 Combined

UVO link<sup>2</sup>  
 Apple CarPlay<sup>TM3</sup> & Android Auto<sup>TM4</sup>  
 AM/FM/MP3 w/8" touch screen  
 Push-button start w/Smart Key  
 Rear-Camera Display<sup>5</sup>  
 Cruise control  
 Parking Distance Warning — Reverse<sup>5</sup>  
 Blind Spot Collision Warning<sup>5</sup>  
 Lane Change Assist<sup>5</sup>  
 Rear Cross Traffic Collision Warning<sup>5</sup>  
 Lane Departure Warning<sup>5</sup>  
 Lane Keeping Assist<sup>5</sup>  
 Driver Attention Warning<sup>6</sup>  
 Forward Collision Warning<sup>5</sup>  
 Forward Collision-Avoidance Assist<sup>5</sup>

Sport black cloth seat trim  
 6-way adjustable front passenger's seat w/height adjuster  
 10-way power-adjustable driver's seat w/2-way power lumbar support  
 Dual-zone automatic temperature control  
 Push-button start w/Smart Key  
 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 back cover for endnotes.  
 S WITH PANORAMIC SUNROOF PACKAGE SHOWN

**EX**

adds leather and stylish details

**DRIVING**

1.6L Turbo Gasoline Direct Injection (GDI)  
4-cylinder engine  
178 hp @ 5,500 rpm  
7-speed Dual-Clutch Transmission  
17" tires w/ alloy wheels  
Fog lights  
LED taillights  
Dual exhaust

2019 EPA-estimated fuel economy<sup>1</sup>:  
27 City/37 Highway/31 Combined

**TECHNOLOGY**

UVO link<sup>2</sup>  
Premium Navigation<sup>7\*</sup>  
Apple CarPlay<sup>TM3</sup> & Android Auto<sup>TM4</sup>  
AM/FM/MP3 w/8" touch screen  
Harman Kardon<sup>®8</sup> premium surround-sound system w/10 speakers\*  
Push-button start w/Smart Key  
Rear-Camera Display<sup>5</sup>  
Smart Cruise Control w/Stop & GO<sup>5</sup>  
Parking Distance Warning — Reverse<sup>5</sup>  
Blind Spot Collision Warning<sup>5</sup>  
Lane Change Assist<sup>5</sup>  
Rear Cross Traffic Collision Warning<sup>5</sup>  
Lane Departure Warning<sup>5</sup>  
Lane Keeping Assist<sup>5</sup>  
Driver Attention Warning<sup>6</sup>  
Forward Collision Warning<sup>5</sup>  
Forward Collision-Avoidance Assist w/Pedestrian Detection<sup>5</sup>

**INTERIOR**

Leather seat trim  
Heated front seats  
Ventilated front seats\*  
10-way power-adjustable driver's seat w/2-way power lumbar support  
10-way power-adjustable front passenger's seat w/2-way power lumbar support\*  
Heated steering wheel\*  
Dual-zone automatic temperature control w/rear vents  
Panoramic sunroof w/power sunshade\*

**SX**

for even more technology, premium audio, two-tone leather — the works

2.0L Turbo Gasoline Direct Injection (GDI)  
4-cylinder engine  
245 hp @ 6,000 rpm  
6-speed Sportmatic<sup>®</sup> transmission  
18" tires w/ alloy wheels  
LED fog lights  
LED taillights  
Dual exhaust  
Dual Projection LED headlights w/Auto-Leveling & Low Beam Assist — Dynamic Sport-tuned suspension  
2019 EPA-estimated fuel economy<sup>1</sup>:  
21 City/30 Highway/24 Combined

UVO link<sup>2</sup>  
Premium Navigation<sup>7</sup>  
Apple CarPlay<sup>TM3</sup> & Android Auto<sup>TM4</sup>  
AM/FM/MP3 w/8" touch screen  
Harman Kardon<sup>®8</sup> premium surround-sound system w/10 speakers  
Push-button start w/Smart Key  
Rear-Camera Display<sup>5</sup>  
Smart Cruise Control w/Stop & GO<sup>5</sup>  
Parking Distance Warning — Reverse<sup>5</sup>  
Blind Spot Collision Warning<sup>5</sup>  
Lane Change Assist<sup>5</sup>  
Rear Cross Traffic Collision Warning<sup>5</sup>  
Lane Departure Warning<sup>5</sup>  
Lane Keeping Assist<sup>5</sup>  
Driver Attention Warning<sup>6</sup>  
Forward Collision Warning<sup>5</sup>  
Forward Collision-Avoidance Assist w/Pedestrian Detection<sup>5</sup>  
Surround-View Monitor<sup>8\*</sup>

Sport leather seat trim  
Nappa leather seat trim\*  
Heated front seats  
Heated rear outboard seat cushions\*  
Ventilated front seats  
12-way power-adjustable driver's seat w/4-way power lumbar & memory  
10-way power-adjustable front passenger's seat w/2-way power lumbar support  
Heated steering wheel w/paddle shifters<sup>7</sup>  
Dual-zone automatic temperature control w/rear vents  
Panoramic sunroof w/power sunshade

If you love the feel of a  
**TURBO**,  
have a look at these two

The EX 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.

1-8 See back cover for endnotes. SX WITH LIMITED PACKAGE SHOWN

# Choose your mode of **PERFORMANCE**

Since different drivers have different styles, pick the gas trim that has the performance you prefer. Three Gasoline Direct Injection (GDI) 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 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 shifters<sup>7</sup>





Behold your own personal

## COMMAND CENTER

Voice-command calling and texting\* 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.

### PADDLE SHIFTERS<sup>7</sup>\*

put sporty shifting at your fingertips

### HARMAN KARDON<sup>®</sup> PREMIUM AUDIO SYSTEM\*

with 10 speakers and rich, crisp, QuantumLogic<sup>™8</sup> surround sound

### APPLE CarPlay<sup>™3</sup> & ANDROID AUTO<sup>™4\*</sup>

let you make calls, play voicemails, and send texts via voice command<sup>7</sup> on your compatible smartphone<sup>9</sup>

### TWO RAPID-CHARGE USB CHARGING PORTS\*

keep your mobile devices charged up and ready for the day

### ELECTRONIC PARKING BRAKE\*

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

\*Optional feature available only on certain trims. See kia.com for details.  
3, 4, 7–9 See back cover for endnotes. Simulated screen shown. SX SHOWN

# The many wonders of the embedded modem, COURTESY OF UVO

UVO link<sup>2\*</sup> available on Optima gas models, is Kia's smart telematics system that lets you integrate your compatible smartphone<sup>9</sup> via an embedded modem to perform an array of impressive functions.

Just activate UVO link<sup>2</sup> and download the UVO link app from the App Store<sup>®3</sup> or Google Play<sup>™4</sup> Store. We'll even cover your subscription fees for one year from the original retail purchase/lease date.



## REMOTE LOCK/UNLOCK<sup>10\*</sup>

can lock or unlock your Optima from afar

## REMOTE CLIMATE CONTROL<sup>10\*</sup>

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

## REMOTE HEATED ACCESSORIES<sup>10\*</sup>

include the heated steering wheel, heated outside mirrors, and rear window defroster, so you'll be ready to go as soon as you hop in

## REMOTE FIND MY CAR<sup>10\*</sup>

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

## 911 CONNECT<sup>11</sup> & ROADSIDE ASSISTANCE<sup>12\*</sup>

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<sup>13\*</sup>

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

## MY CAR ZONE<sup>14\*</sup>

lets you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

## MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR<sup>\*</sup>

can sync your favorite POIs from your compatible smartphone<sup>9\*</sup> to the Premium Navigation<sup>7\*</sup> system

UVO | link

GO TO [MYUVO.COM](http://MYUVO.COM) OR DOWNLOAD THE UVO link APP TO ACTIVATE

\*Optional feature available only on certain trims. See [kia.com](http://kia.com) for details. 2–4, 7, 9–14 See back cover for endnotes. Image shown for illustration only. SX WITH LIMITED PACKAGE SHOWN

**HEATED & VENTILATED  
FRONT SEATS\***

have three settings in each mode

**HEATED REAR OUTBOARD  
SEAT CUSHIONS\***

make the back seat even more welcoming

**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 AUTOMATIC  
TEMPERATURE CONTROL\***

lets you create personalized climate zones

Space. Comfort. Thrills.  
**YES, YES, AND MORE YES**

Optima's impressively crafted cabin is both refined and exhilarating — from its sporty looks to its 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

# Now it's time to meet **THE HYBRIDS**



Optima Hybrid (HEV) and Plug-In Hybrid (PHEV) give you the best of Kia's advanced hybrid technologies that help maximize your vehicle's operating efficiency,<sup>1</sup> along with a variety of other benefits. Use this chart to compare their key features and options.

## ECO dynamics

Kia is dedicated to reducing environmental impact and increasing social responsibility. We call this philosophy EcoDynamics — the inspiration behind our growing line of hybrids, plug-in hybrids, and all-electric models.

120V charger is included with vehicle. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately.

### HEV EX

advanced technology,  
premium features, and more

#### DRIVING

2.0L Gasoline Direct Injection (GDI) 4-cylinder engine  
50-hp electric motor, 1.76 kWh lithium-ion polymer battery  
6-speed Sportmatic<sup>®</sup> transmission  
16" tires w/alloy wheels  
17" tires w/alloy wheels<sup>5</sup>  
LED headlights w/Low Beam Assist — Dynamic<sup>\*</sup>  
2019 EPA-estimated fuel economy<sup>1</sup>:  
39 City/45 Highway/41 Combined

#### TECHNOLOGY

UVO eServices<sup>2</sup>  
Premium Navigation<sup>7</sup> w/8" touch screen<sup>\*</sup>  
Apple CarPlay<sup>TM3</sup> & Android Auto<sup>TM4</sup>  
AM/FM/MP3 w/7" touch screen  
Harman Kardon<sup>®8</sup> premium surround-sound system w/10 speakers<sup>\*</sup>  
Push-button start w/Smart Key  
Rear-Camera Display<sup>5</sup>  
Blind Spot Collision Warning<sup>5</sup>  
Lane Change Assist<sup>5</sup>  
Rear Cross Traffic Collision Warning<sup>5</sup>  
Parking Distance Warning — Reverse<sup>5</sup>  
Lane Departure Warning<sup>5\*</sup>  
Forward Collision Warning<sup>5\*</sup>  
Forward Collision-Avoidance Assist w/Pedestrian Detection<sup>5\*</sup>  
Smart Cruise Control w/Stop & GO<sup>5\*</sup>

#### INTERIOR

Leather seat trim  
10-way power-adjustable driver's seat w/2-way power lumbar support  
10-way power-adjustable front passenger's seat w/2-way power lumbar support<sup>\*</sup>  
60/40 split-folding rear seats  
Heated front seats  
Ventilated front seats<sup>\*</sup>  
Heated steering wheel<sup>\*</sup>

Dual-zone automatic temperature control w/rear vents  
Panoramic sunroof w/power sunshade<sup>\*</sup>

### PHEV EX

with plug-in technology and advanced features made especially for PHEV

2.0L Gasoline Direct Injection (GDI) 4-cylinder engine  
66-hp electric motor, 9.8 kWh lithium-ion polymer battery  
6-speed Sportmatic<sup>®</sup> transmission  
17" tires w/alloy wheels

LED headlights w/Low Beam Assist — Dynamic<sup>\*</sup>  
2019 EPA-estimated fuel economy<sup>1</sup>:  
0–29<sup>8</sup> all-electric range/103 MPGe combined city/hwy (electric + gas)/  
40 MPG city/hwy (gas)

UVO eco<sup>2</sup>  
Premium Navigation<sup>7</sup> w/8" touch screen  
Apple CarPlay<sup>TM3</sup> & Android Auto<sup>TM4</sup>  
AM/FM/MP3  
Harman Kardon<sup>®8</sup> premium surround-sound system w/10 speakers  
Push-button start w/Smart Key  
Rear-Camera Display<sup>5</sup>  
Blind Spot Collision Warning<sup>5</sup>  
Lane Change Assist<sup>5</sup>  
Rear Cross Traffic Collision Warning<sup>5</sup>  
Parking Distance Warning — Reverse<sup>5</sup>  
Lane Departure Warning<sup>5\*</sup>  
Forward Collision Warning<sup>5\*</sup>  
Forward Collision-Avoidance Assist w/Pedestrian Detection<sup>5\*</sup>  
Smart Cruise Control w/Stop & GO<sup>5\*</sup>

Leather seat trim  
12-way power-adjustable driver's seat w/4-way power lumbar & memory  
10-way power-adjustable front passenger's seat w/2-way power lumbar support<sup>\*</sup>

Heated front seats  
Ventilated front seats<sup>\*</sup>  
Heated steering wheel  
Auto-dimming rearview mirror  
Laminated front-door windows  
Metal door-scuff plates  
Dual-zone automatic temperature control w/rear vents  
Panoramic sunroof w/power sunshade<sup>\*</sup>

\*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. <sup>8</sup>29-MILE RANGE ON FULL BATTERY CHARGE. 1–5, 7, 8 See back cover for endnotes. PHEV EX WITH TECHNOLOGY PACKAGE SHOWN



## OPTIMA HYBRID

MILEAGE (EPA-ESTIMATED)<sup>1</sup>:39<sup>MPG<sup>1</sup></sup> CITY / 45<sup>MPG<sup>1</sup></sup> HWY / 41<sup>MPG<sup>1</sup></sup> COMBINED

## OPTIMA PLUG-IN HYBRID

MILEAGE (EPA-ESTIMATED)<sup>1</sup>:0-29<sup>ALL-ELECTRIC RANGE<sup>1A</sup></sup> / 103<sup>MPGe<sup>1</sup> COMBINED CITY/HWY (ELECTRIC+GAS)</sup> / 40<sup>MPG<sup>1</sup> COMBINED CITY/HWY (GAS)</sup><sup>1A</sup>29-mile range on full battery charge.

# LET'S TALK EFFICIENCY

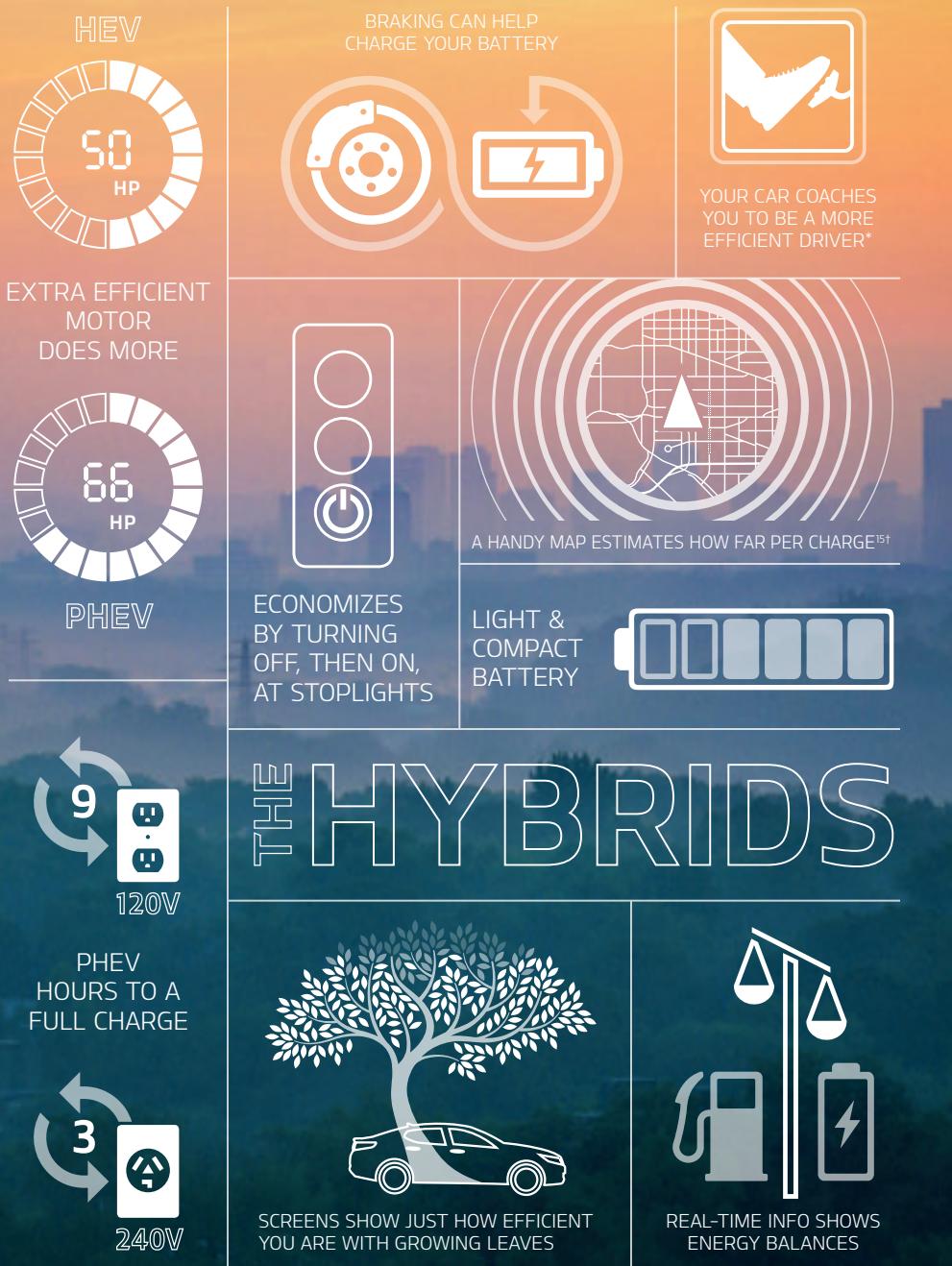
HIT THE OPEN ROAD  
WITH HEV

The Optima HEV is designed to allow both the gasoline engine and electric motor to work together simultaneously for optimum efficiency<sup>1</sup> — an EPA-estimated 39 mpg in the city, 45 mpg on the highway, and 41 mpg combined. So go ahead, take the scenic route.

GO ALL ELECTRIC AT THE  
PUSH OF A BUTTON WITH PHEV

Efficiency<sup>1</sup> and convenience go hand-in-hand with PHEV. Head out for the day, charge up when you get home, and rest assured that should you exceed your all-electric range, PHEV will kick into hybrid mode automatically. So you won't have to plug in and recharge until it's convenient for you.

\*Optional feature available only on certain trims. See kia.com for details. 1 See back cover for endnote. Images shown for illustration only. 120V charger is included with vehicle. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. HEV EX AND PHEV EX WITH TECHNOLOGY PACKAGES SHOWN



# TECHNOLOGIES

## that make it all happen

The Optima HEV and PHEV are powered by Kia's full parallel hybrid system. This advanced design allows both the gas engine and electric motor to simultaneously provide power directly to the wheels for optimum efficiency.<sup>1</sup> PHEV takes this technology a step further, letting you go all electric, on demand.

### EFFICIENT ELECTRIC MOTOR

HEV and PHEV use an electric motor called a Transmission Mounted Electrical Device (TMED) to power them in all-electric mode. The motor works in combination with the gasoline engine to provide the ideal amount of power

### LITHIUM-ION POLYMER BATTERY

This advanced, potent, lightweight, and compact battery powers the electric motor and is recharged through regenerative braking — the kinetic energy captured when the brakes are applied

### DRIVE MORE EFFICIENTLY

The Hybrid Starter-Generator (HSG) shuts the gas engine off when the vehicle comes to a complete stop, then automatically restarts it when you press the accelerator again. HEV and PHEV even feature an available Coasting Guide\* to help identify and suggest the most efficient times to coast during your drive

### CHARGE-ON-THE-GO, AT HOME, OR ON THE ROAD

PHEV features Charging Mode, which lets you recharge the battery while driving in HEV mode under certain driving conditions. You can also charge to full capacity in under 3 hours with a 240V power outlet, or under 9 hours at home with a standard household electrical outlet

\*Optional feature available only on certain trims. See kia.com for details.  
1, 15 See back cover for endnotes. <sup>†</sup>Feature available on PHEV only.

## How to stay connected **TO YOUR HEV**

Kia's UVO eServices<sup>2</sup> smart telematics lets you integrate your compatible smartphone<sup>9</sup> with your HEV to stay connected with a range of ingenious features (see a few of our favorites below). All you have to do is activate UVO eServices<sup>2</sup> and download the UVO eServices<sup>2</sup> app from the App Store<sup>®3</sup> or Google Play<sup>™4</sup> Store.

The best part is, the service is free for five years.

### **911 CONNECT<sup>11</sup>**

will attempt to call 911 and give emergency responders your location if your airbags deploy

### **ROADSIDE ASSISTANCE<sup>12</sup>**

connects you with our call center for 24/7 assistance

### **VEHICLE DIAGNOSTICS<sup>13</sup>**

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

### **MY CAR ZONE<sup>14\*</sup>**

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

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

can sync your favorite POIs from your compatible smartphone<sup>9,\*</sup> to HEVs with Premium Navigation<sup>7\*</sup>



[GO TO MYUVO.COM OR DOWNLOAD THE UVO eSERVICES APP TO ACTIVATE](http://GO TO MYUVO.COM OR DOWNLOAD THE UVO eSERVICES APP TO ACTIVATE)

## Get these extra perks **FOR YOUR PHEV**



UVO eco<sup>2</sup> includes all eServices<sup>2</sup> features on the left, plus you can enjoy three years of complimentary service from original retail purchase/lease date for the following features:

### **KEEP TRACK OF YOUR ALL-ELECTRIC DRIVING RANGE<sup>15</sup>**

on the large touch screen, which features a map with rings that show the approximate range you can travel in all-electric mode

### **FIND NEARBY CHARGING STATIONS**

by touching the Nearby Stations icon on your touch screen or within the UVO eco<sup>2</sup> app

### **SCHEDULE CHARGING WHEN RATES ARE LOWEST**

by scheduling to charge your battery during off-peak hours via the UVO eco<sup>2</sup> app — you can even set the schedule to repeat automatically

### **REMOTE LOCK/UNLOCK/CLIMATE CONTROL<sup>10</sup>**

using the UVO eco<sup>2</sup> app, which lets you precool or preheat the cabin remotely, and even lock or unlock the doors



[GO TO MYUVO.COM OR DOWNLOAD THE UVO eco APP TO ACTIVATE](http://GO TO MYUVO.COM OR DOWNLOAD THE UVO eco APP TO ACTIVATE)

LOOK FOR THE  DRIVE  
WISE LABELS AHEAD →

# KIA DRIVE WISE

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,<sup>4</sup> 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.<sup>5</sup>

<sup>4</sup>Optional feature available only on certain trims. See kia.com for details.  
<sup>5</sup> See back cover for endnote. Image shown for illustration only. SX SHOWN



## Four ways to help you **REMAIN CENTERED** amid the chaos of life

Vehicles in your blind spot, changing lanes in traffic, and unintentional drifting are just a few of the hazards that are part of everyday driving. Thankfully, these advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.<sup>5</sup>

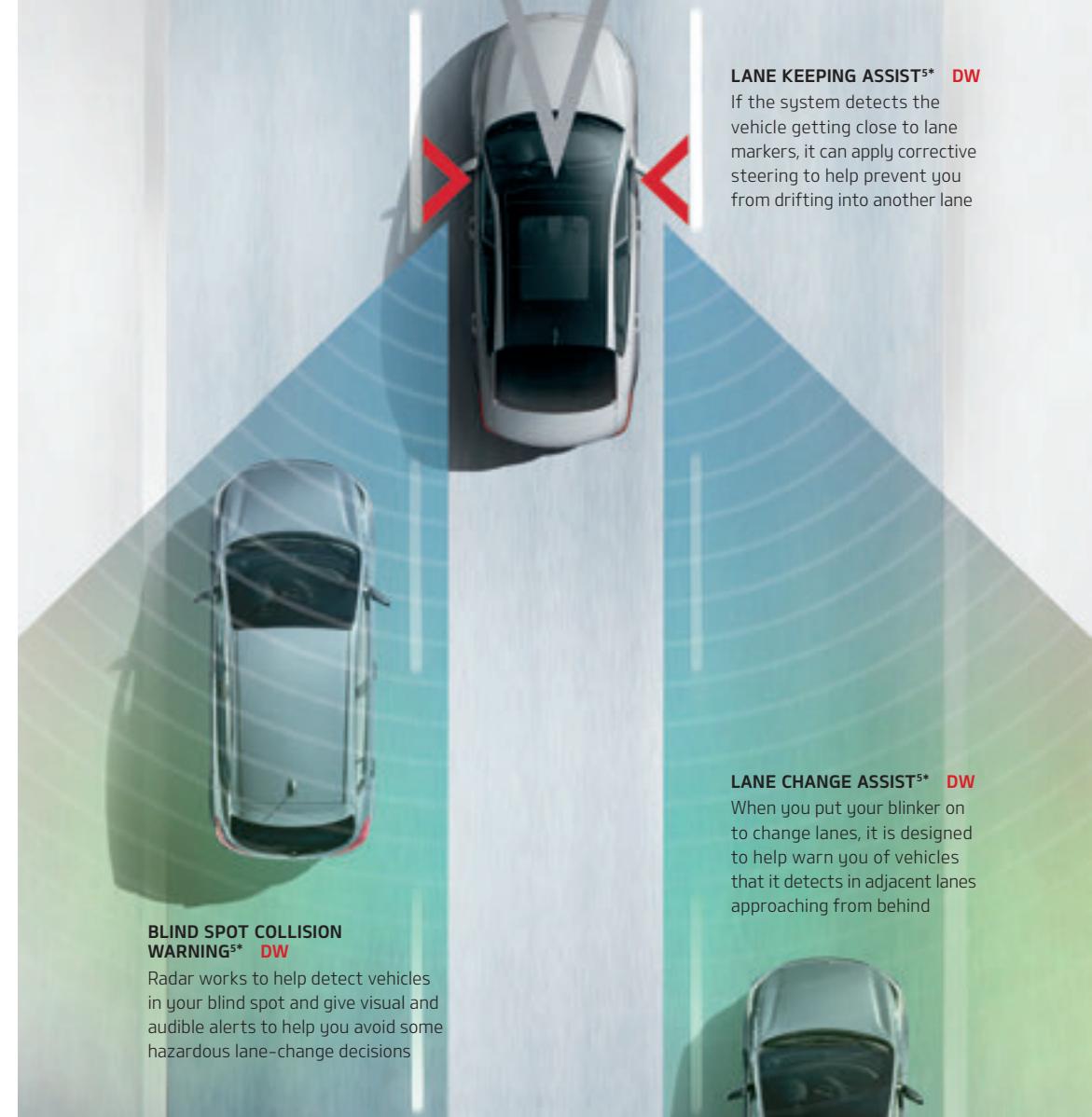
They come standard on all Optima gas models.

**DW** =  DRIVE WISE

\*Optional feature available only on certain trims. See kia.com for details. 5 See back cover for endnote.  
Image shown for illustration only. SX WITH LIMITED PACKAGE SHOWN

### LANE DEPARTURE WARNING<sup>5\*</sup> 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 ASSIST<sup>5\*</sup> DW

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

### LANE CHANGE ASSIST<sup>5\*</sup> 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

### BLIND SPOT COLLISION WARNING<sup>5\*</sup> 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

Senses, alerts,  
and helps

# STOP

Who needs a copilot when you can have the  
help of all these available advanced features?

#### FORWARD COLLISION WARNING<sup>5\*</sup> 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 DETECTION<sup>5\*</sup> DW

This system is designed to help detect and alert you of a collision risk or pedestrian  
approaching, and even automatically apply the brakes in some cases

#### DRIVER ATTENTION WARNING<sup>6\*</sup> DW

This system is designed to give you a warning signal to take  
a break if it detects you becoming drowsy or fatigued

#### SMART CRUISE CONTROL WITH STOP & GO<sup>5\*</sup> DW

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

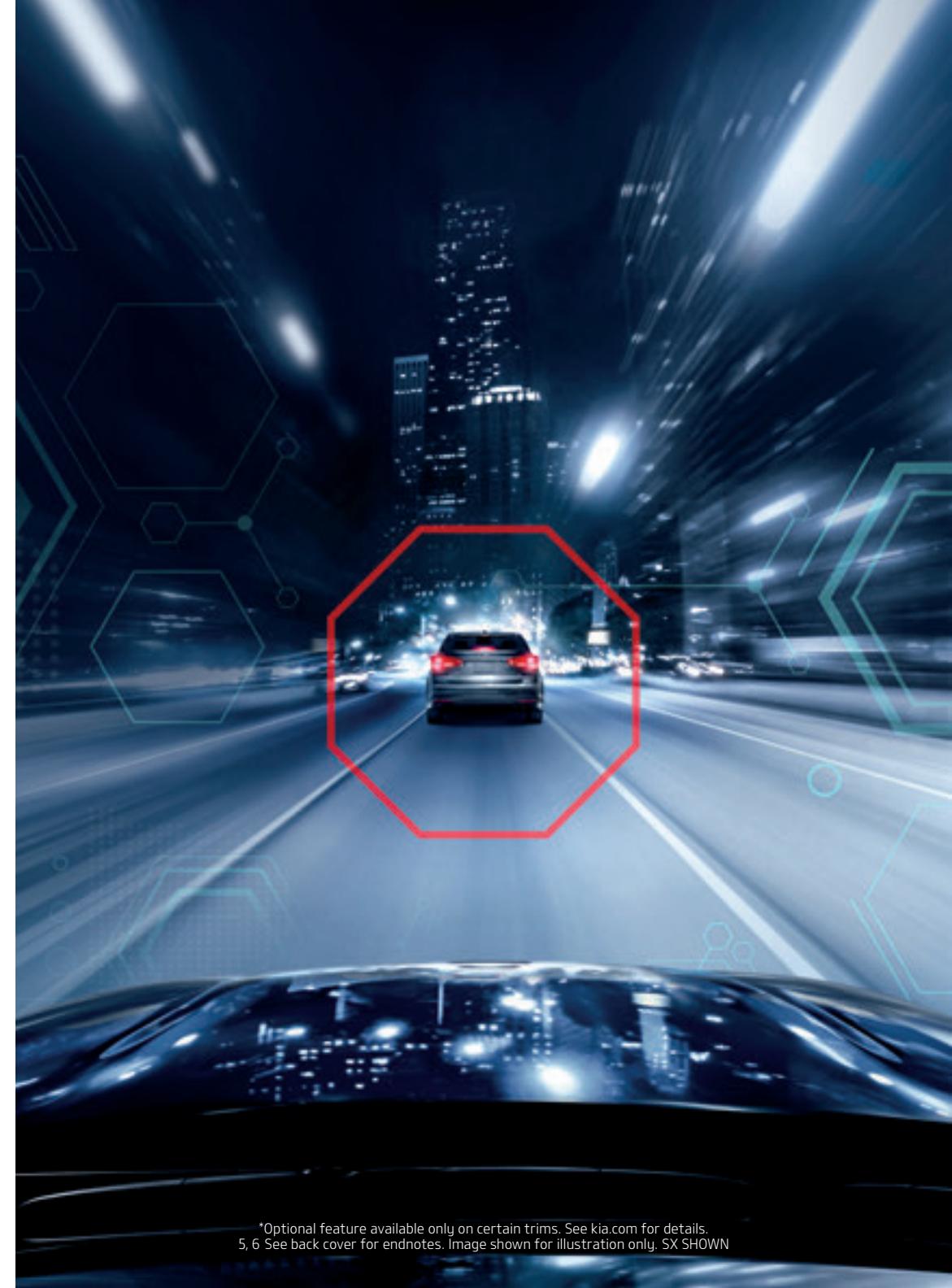
#### BRAKE ASSIST SYSTEM

If you suddenly slam on your brakes, it's designed to sense the urgency and  
apply full braking power, which can help shorten your braking distance

#### ELECTRONIC BRAKE-FORCE DISTRIBUTION<sup>\*</sup>

Based on the vehicle's weight distribution, it helps adjust the balance  
of braking power accordingly

DW = **DRIVE**  
**WISE**



\*Optional feature available only on certain trims. See kia.com for details.  
5, 6 See 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 available features are designed to help make parking easier by alerting you to potential surrounding hazards.

### **SURROUND-VIEW MONITOR<sup>5</sup> DW**

uses four cameras to provide a view around the vehicle — especially helpful when parking in tight spots

### **REARVIEW MONITOR WITH DYNAMIC PARKING GUIDANCE<sup>5</sup>**

with an available bright 8" screen,\* helps you see what's behind your vehicle, with guidelines that adjust to follow the direction you're turning

### **REAR CROSS TRAFFIC COLLISION WARNING<sup>5</sup> DW**

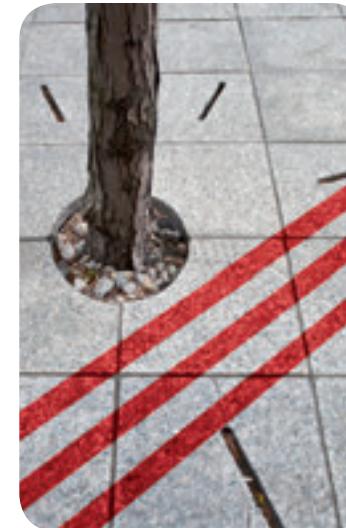
uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you're in reverse

### **PARKING DISTANCE WARNING — REVERSE<sup>5</sup> DW**

is designed to give an audible warning if it detects certain objects close to your vehicle when parking, while Dynamic Guidelines that track with your steering are displayed on the screen to further help guide you

**DW =**  **DRIVE  
WISE**

\*Optional feature available only on certain trims. See kia.com for details. 5 See back cover for endnote. Simulated screen shown. Images shown for illustration only. SX WITH LIMITED PACKAGE SHOWN



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 ASSIST\* DW**

is designed to automatically dim the headlights for oncoming vehicles, 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

**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.  
Simulated images shown for illustration only.



# When life throws you a CURVE

here's how to stay on track

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 stronger body construction are just a few of the ways we never stop working to increase your protection.<sup>1</sup>



#### ELECTRONIC STABILITY CONTROL (ESC)<sup>†</sup>

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

#### VEHICLE STABILITY MANAGEMENT (VSM)<sup>†</sup>

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

#### TRACTION CONTROL SYSTEM (TCS)<sup>†</sup>

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



INSURANCE INSTITUTE  
FOR HIGHWAY SAFETY  
FOR 2019 OPTIMA GAS MODEL AND OPTIMA HEV  
when equipped with optional Forward  
Collision-Avoidance Assist and LED headlights.



NHTSA Overall 5-Star  
Crash Safety Rating<sup>16</sup>  
FOR 2018 OPTIMA GAS MODEL  
AND 2018 OPTIMA HEV



#### ADVANCED AIRBAG SYSTEM<sup>17</sup>

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

#### ADVANCED AIRBAG & SEAT-BELT SENSORS<sup>17</sup>

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

#### REINFORCED BODY CAGE

A rigid, reinforced body structure helps absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions

Researching whose powertrain  
**WARRANTY**  
comes out on top?

INDUSTRY-LEADING WARRANTY PROGRAM<sup>18</sup>

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

18 See back cover for endnote. See dealer for details.

**KIA 10-YEAR/100,000-MILE**

SUBARU 5-YEAR/60,000-MILE

TOYOTA 5-YEAR/60,000-MILE

HONDA 5-YEAR/60,000-MILE

CHRYSLER 5-YEAR/60,000-MILE

FORD 5-YEAR/60,000-MILE

MAZDA 5-YEAR/60,000-MILE

PORSCHE 4-YEAR/50,000-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)

# OPTIMA PACKAGES

## GAS MODEL

### LX PREMIUM PACKAGE

- UVoice link<sup>2</sup>
- Panoramic sunroof
- Black gloss door trim
- 17" alloy wheels
- 10-way power-adjustable driver's seat w/2-way power lumbar support
- Overhead LED front & rear reading lamps
- Auto-dimming rearview mirror
- Dual-zone automatic temperature control
- Leather-wrapped steering wheel

### S PANORAMIC SUNROOF PACKAGE

- Panoramic sunroof
- Black gloss door trim
- Overhead LED front & rear reading lamps

### EX PREMIUM PACKAGE

- UVoice link<sup>2</sup>
- Premium Navigation<sup>7</sup>
- Harman Kardon<sup>®</sup> 630-watt premium surround-sound system w/10 speakers
- Panoramic sunroof
- Heated steering wheel
- Ventilated front seats
- 2-position integrated memory system for driver's seat & outside mirrors
- 12-way power-adjustable driver's seat w/4-way power lumbar support
- 10-way power-adjustable front passenger's seat w/2-way power lumbar support
- Overhead LED front & rear reading lamps
- Interior ambient lighting

### SX LIMITED PACKAGE

- 18" dark satin finish alloy wheels
- Chrome accent side sills
- Surround-View Monitor<sup>5</sup>
- Heated rear outboard seat cushions
- Nappa leather seat trim
- Silver stitching on door trim & instrument panel
- Rear side-window sunshades
- SXL emblem
- Premium black suede headliner w/pillar covers

## HEV MODEL

### EX TECHNOLOGY PACKAGE

- UVoice eServices<sup>2</sup>
- Premium Navigation<sup>7</sup> w/8" touch screen
- Harman Kardon<sup>®</sup> 630-watt premium surround-sound system w/10 speakers
- Panoramic sunroof
- 17" alloy wheels
- LED headlights w/Low Beam Assist — Dynamic & High Beam Assist
- Heated steering wheel
- Ventilated front seats
- 2-position integrated memory system for driver's seat & outside mirrors
- 12-way power-adjustable driver's seat w/4-way power lumbar support
- 10-way power-adjustable front passenger's seat w/2-way power lumbar support
- Auto-dimming rearview mirror
- Overhead LED front & rear reading lamps
- Laminated front-door windows
- Forward Collision Warning<sup>5</sup>
- Forward Collision-Avoidance Assist w/Pedestrian Detection<sup>5</sup>
- Lane Departure Warning<sup>5</sup>
- Smart Cruise Control w/Stop & Go<sup>5</sup>

## PHEV MODEL

### EX TECHNOLOGY PACKAGE

- Panoramic sunroof
- Ventilated front seats
- 10-way power-adjustable front passenger's seat w/2-way power lumbar support
- LED headlights w/Low Beam Assist — Dynamic & High Beam Assist
- Overhead LED front & rear reading lamps
- Forward Collision Warning<sup>5</sup>
- Forward Collision-Avoidance Assist w/Pedestrian Detection<sup>5</sup>
- Lane Departure Warning<sup>5</sup>
- Smart Cruise Control w/Stop & Go<sup>5</sup>

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2, 5, 7, 8 See back cover for endnotes.

# Choose your PERFECT MATCH



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



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



**PLATINUM GRAPHITE**  
(GAS LX, S, EX)  
YOU VIEW AN OVERCAST DAY AS AN OPPORTUNITY TO WEAR YOUR FAVORITE SWEATSHIRT.



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



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



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



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



**TITANIUM SILVER**  
(GAS EX)  
YOUR STRENGTH OF CHARACTER IS BALANCED BY YOUR FONDNESS FOR SHINY OBJECTS.



**GRAVITY BLUE**  
(HEV EX, PHEV EX)  
YOU'RE A REALIST WHO ACCEPTS THE UPS AND DOWNS OF LIFE. ALSO, YOU LOOK REALLY GOOD IN DENIM.



**RUNWAY RED**  
(HEV EX)  
YOU HAVE A FLARE FOR STYLE, AND AS A RESULT, FOR TURNING HEADS WHEREVER YOU GO.



**ALUMINUM SILVER**  
(PHEV EX)  
ALTHOUGH TWO THINGS MAY LOOK ALIKE, YOU KNOW EACH HAS ITS OWN UNIQUE VALUE.



**AURORA BLACK PEARL**  
(HEV EX, PHEV EX)  
YOU'RE A NIGHT PERSON WHO ENJOYS EATING LICORICE WHILE WATCHING FILM NOIR.

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



**ENDNOTES** **1.** Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. **2.** Purchase/lease of a new 2019 Kia Optima with UVO eServices (on HEV)/link (on certain gas trims)/eco (on PHEV) includes a complimentary 5-year (eServices)/1-year (link)/3-year (eco) subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After the complimentary 5-year eServices subscription expires, your access to UVO services will immediately terminate. After the complimentary 1-year (link) or 3-year (eco) subscription expires, continued access to UVO link and eco will require a paid subscription at the then-current subscription rate or your use of UVO link or eco will immediately terminate. Use of UVO eServices/link/eco is subject to agreement to the UVO Privacy Policy (available at <https://www.myuvo.com/legal/privacy-policy.shtml>) and Terms of Service (available at <https://www.myuvo.com/legal/terms-of-service.shtml>). UVO eServices/link/eco is transferable to subsequent owner(s) during the original UVO eServices/link/eco service term. Only use UVO eServices/link/eco when safe to do so. UVO eServices/link/eco app is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO eServices/link/eco at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage are required to use most features. UVO features may vary by model, model year, and trim level. Features and specifications are subject to change. 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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. **8.** ©2018 Harman International Industries, Inc. All rights reserved. QuantumLogic is a trademark and Harman Kardon is a registered trademark of Harman International Industries, Inc. **9.** Select Apple iPhone® and Android™ devices only are UVO services-compatible. **10.** Remote features require a wireless signal with good coverage to function, and normal cellular service rates may apply. Do not use remote climate control or remote start 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 or remote start command. **11.** 911 Connect must be enabled on headunit, and activates after air bag deployment. Requires cellular coverage. UVO eServices requires a compatible smartphone connected via Bluetooth® wireless technology; cellular service rates apply. **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. UVO eServices requires a compatible smartphone connected via Bluetooth® wireless technology; cellular service rates apply. **13.** Vehicle Diagnostics are 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 and cellular service rates apply. For UVO eServices information must be manually synced in order to receive alerts, and cellular service rates apply. **15.** The estimated range is based on a number of factors and assumes optimal driving conditions, efficient driving habits, and a straight road. Actual range will vary with options, driving conditions, driving habits, vehicle maintenance, charging practice, battery age, weather, temperature, and your vehicle's condition. Battery capacity will decrease with time and use. **16.** Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). **17.** 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. Actual mileage may vary with driving conditions, driving habits, and your vehicle's condition. **18.** 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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