

2019 | GUIDEBOOK SERIES

# OPTIMA

A simple guide to help you decide



The Power to Surprise



# Optima gives you **THE POWER** to drive your way.

Go with enthusiasm – in a car that's engineered for your style of driving.



#### POWERFUL DRIVETRAINS\*

Choose the 2.4-litre 4-cylinder with 185 horsepower or step up to the 2.0-litre turbocharged gasoline direct injection (GDI) that generates a robust 245 horsepower and 260 lb.-ft. of torque.



#### SPORT-TUNED SUSPENSION\*

Enjoy a firmer ride and reduced body roll when cornering.



#### PADDLE SHIFTERS\*

Change gears manually without taking your hands off the steering wheel.



#### DRIVE MODE SELECT

Choose between drive modes to adjust steering sensitivity, shift points and throttle mapping.

# Helping you **REMAIN CENTRED** 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.

\*Available feature. See features page or visit [kia.ca/optima](http://kia.ca/optima) for full details.

## FORWARD COLLISION-AVOIDANCE ASSIST<sup>1</sup>

can automatically brake if a frontal collision with a vehicle may be imminent  
– standard on all trims

## ADVANCED FORWARD COLLISION-AVOIDANCE ASSIST<sup>\*1</sup>

can automatically brake if a frontal collision with a pedestrian or vehicle may be imminent

## LANE KEEPING ASSIST<sup>1</sup>

detects your vehicle getting close to lane markers, and can apply corrective adjustments to help prevent you from drifting into another lane  
– standard on all trims

## DRIVER ATTENTION ALERT<sup>1</sup>

monitors for driving abnormalities and provides fatigued drivers with an alert  
– standard on all trims

## BLIND SPOT DETECTION SYSTEM<sup>\*1</sup>

uses radar to detect vehicles in your blind spot and can give visual and audible alerts to help you avoid hazardous lane changes



## Safety covered from **EVERY ANGLE**

Optima has you covered with features that help alert you to potential hazards that are behind and in front of you — as well as those heading your way.

### 360° CAMERA MONITORING SYSTEM<sup>\*1</sup>

uses cameras to provide a real-time overhead view to ease your manoeuvring in and out of parking spaces

### REARVIEW CAMERA<sup>1</sup>

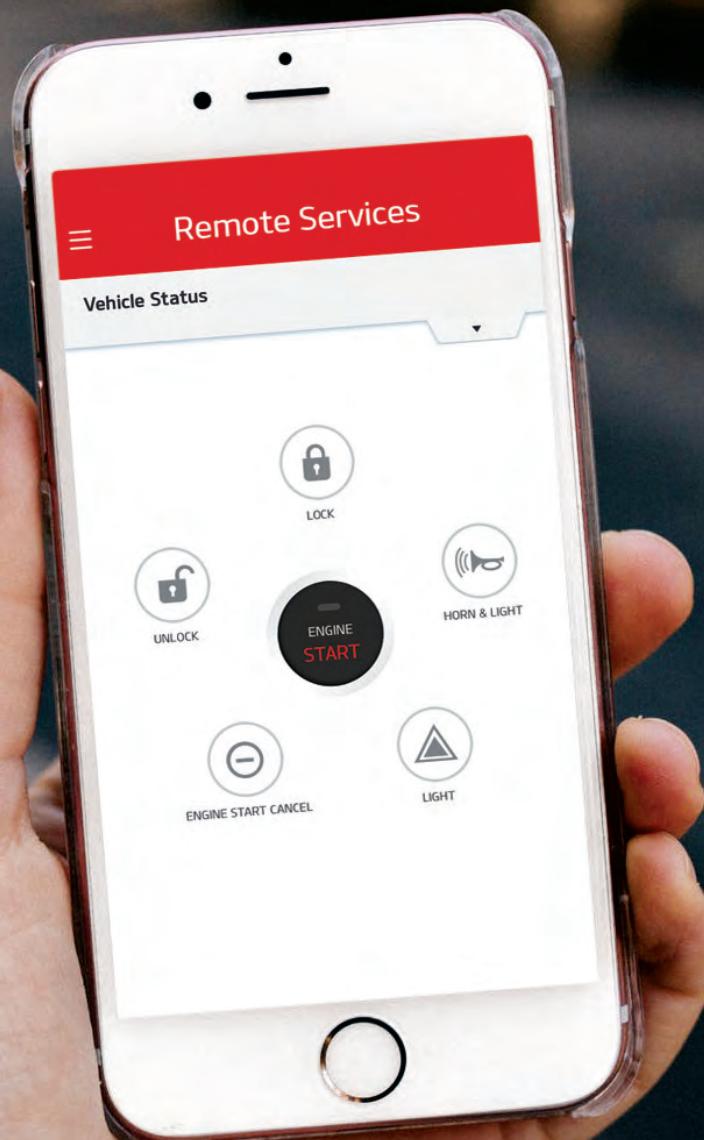
automatically displays the rear view with parking guidelines when you put your vehicle in reverse  
– standard on all trims

### REAR CROSS TRAFFIC ALERT<sup>\*1</sup>

gives you visual and audible alerts to help warn of traffic coming toward you from either side while backing up

### REAR PARKING SENSORS<sup>\*1</sup>

give you audible alerts that increase in intensity as you get close to obstacles while parking



# START YOUR ENGINE

from the convenience  
of your smartphone\*<sup>2,4</sup>

**UVOS** | Intelligence™

Providing a world of  
connected car services

#### REMOTE SERVICES

Start/Stop your car and set the climate control remotely from your smartphone.  
Other services include: Remote Door Lock/Unlock and Find My Car.

#### SAFETY AND SECURITY

Automatic Collision Notification sends out an emergency call automatically if  
you're in an accident. Enhanced Roadside Assistance and S.O.S. Emergency  
Assistance are both available at the touch of a button.

#### VEHICLE HEALTH

Monitor the status of your vehicle with Maintenance Alerts, Monthly Vehicle  
Health Reports and On-Demand Diagnostics.

#### LOCATION-BASED SERVICES

Use voice-activated Destination Search to find an address, or points  
of interest by category, quickly and easily.

Experience the joy of  
**COMPLETE  
CONTROL**

Optima invites you to experience a more connected form of driving with features that make your life on the road more comfortable and convenient.

**8" MULTIMEDIA INTERFACE<sup>\*3</sup>**  
with integrated touch screen navigation

**HARMAN KARDON PREMIUM AUDIO<sup>\*9</sup>**  
delivers crystal clear and balanced sound

**WIRELESS CHARGING<sup>\*2</sup>**  
keeps your smartphone fully charged while you're on the road

**APPLE® AND ANDROID™ SMARTPHONE INTEGRATION<sup>2,7,8</sup>**  
keep you connected through voice commands  
– standard on all trims

**ADVANCED SMART CRUISE CONTROL<sup>\*</sup>**  
automatically adjusts your speed to maintain with the flow of traffic – even in stop-and-go driving

**AIR-COOLED SEATS\***

help you stay cool with three fan levels

**HEATED SEATS AND STEERING WHEEL\***

keep you toasty warm during Canadian winters

**PREMIUM QUILTED NAPPA LEATHER\***

perfectly complements the deeply contoured seating

**DRIVER'S SEAT MEMORY SYSTEM\***

remembers two individual seat-adjustment preferences

**PANORAMIC SUNROOF\***

for a brighter, airier cabin

**AMBIENT MOOD LIGHTING\***

subtly highlights the contours of the cabin at night

Room to get seriously  
**COMFORTABLE**

Come in, stretch out and make it your own. Optima's refined interior is impressively spacious with features that let you customize your comfort — while letting your passengers do the same for themselves.

\*Available feature. See features page or visit [kia.ca/optima](http://kia.ca/optima) for full details. International model shown.

Dark nights and curved roads?  
**WE CAN HELP  
WITH THAT**

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

**DYNAMIC DIRECTIONALLY ADAPTIVE HEADLIGHTS\***

adjust headlight angle based on steering input to illuminate the curve ahead

**HIGH BEAM ASSIST**

activates and deactivates high beams, depending on approaching traffic

**LED LIGHTING\***

is more energy efficient than halogen lights and produces a pure, clear quality of light

**AUTOMATIC HEADLIGHTS**

turn on or off automatically depending on outside light levels



TRADITIONAL HEADLIGHTS  
POINT STRAIGHT AHEAD



DYNAMIC HEADLIGHTS  
ADJUST TO ILLUMINATE  
THE CURVE AHEAD



Enhanced protection for more  
**PEACE OF MIND**

Advanced sensor systems, strategically placed airbags and breakthroughs in material design that have led to stronger body construction are just a few of the ways Kia never stops working to help maximize your protection.



**ADVANCED AIRBAG SYSTEM**  
includes dual front, dual front side seat, driver's knee and side curtain airbags

**HIGH-STRENGTH STEEL**  
helps absorb impact energy in certain collisions to protect the passenger compartment

**VEHICLE STABILITY MANAGEMENT**  
controls brake force, engine torque and steering torque to improve stability on slippery surfaces or when cornering

**TIRE PRESSURE MONITORING SYSTEM**  
provides a warning if it detects low pressure in any tire



2019 Optima when equipped with optional advanced forward collision-avoidance assist and LED headlights with high beam assist (SXL trim)



**5-Star Safety Ratings**  
More Stars. Safer Cars.

National Highway Traffic Safety Administration (NHTSA)  
5-Star Safety Rating

# Now it's time to **ZERO IN**

Which Optima is right for you?

## LX

EXTERIOR	SAFETY	TECHNOLOGY	COMFORT
<ul style="list-style-type: none"> <li>16" alloy wheels</li> <li>P205/65R16 tires</li> <li>Tire mobility kit</li> <li>Automatic headlights</li> <li>Smart high beam assist</li> <li>Projection headlights</li> <li>LED daytime running lights</li> <li>Headlight escort function</li> <li>Windshield wiper de-icer</li> <li>Solar glass</li> <li>Body-coloured sideview mirrors</li> <li>Heated sideview mirrors</li> <li>Sideview mirror signal repeaters</li> <li>Split-chrome door handles</li> <li>Black matte mesh grille</li> <li>Chrome window trim</li> <li>Stainless steel exhaust tip</li> <li>Splash guards</li> </ul>	<ul style="list-style-type: none"> <li>7 airbags (driver knee, dual advanced front, dual side curtain, dual front side seat)</li> <li>Electronic stability control (ESC)</li> <li>Vehicle stability management (VSM)</li> <li>4-wheel anti-lock braking system (ABS)</li> <li>Hill-assist control (HAC)</li> <li>Tire pressure monitoring system (TPMS)</li> <li>Low washer fluid warning indicator</li> <li>Lane keeping assist (LKA)<sup>1</sup></li> <li>Driver attention alert system (DAA)<sup>1</sup></li> <li>Forward collision-avoidance assist (FCA)<sup>1</sup></li> <li>Rearview camera<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>Air conditioning</li> <li>8" Display audio</li> <li>AM/FM/MP3 radio</li> <li>AUX audio input port</li> <li>USB audio input and charging port</li> <li>Bluetooth<sup>®</sup> hands-free cell phone connectivity<sup>2,6</sup></li> <li>Apple CarPlay<sup>®</sup> and Android Auto<sup>™</sup> smartphone integration<sup>2,7,8</sup></li> <li>Steering wheel-mounted audio controls</li> <li>Cruise control</li> <li>Drive Mode Select</li> </ul>	<ul style="list-style-type: none"> <li>Cloth seats</li> <li>Height adjustable driver's seat</li> <li>2-way driver's seat lumbar support</li> <li>Height adjustable passenger seat</li> <li>60:40 split-folding rear seats</li> <li>Heated front seats</li> <li>Tilt and telescopic steering wheel</li> <li>Leather-wrapped steering wheel</li> <li>Leather-wrapped gear shift knob</li> <li>Covered front accessory tray</li> <li>Dark metal interior trim</li> </ul>

## LX+ adds to or upgrades from LX

EXTERIOR	SAFETY	TECHNOLOGY	COMFORT
<ul style="list-style-type: none"> <li>17" alloy wheels</li> <li>P215/55R17 tires</li> <li>Automatic power folding sideview mirrors</li> </ul>	<ul style="list-style-type: none"> <li>Blind spot detection system (BSD)<sup>1</sup></li> <li>Rear parking sensors<sup>1</sup></li> <li>Rear cross traffic alert (RCTA)<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>Smart key with push-button start</li> <li>Rear parking sensors<sup>1</sup></li> <li>Rear cross traffic alert (RCTA)<sup>1</sup></li> <li>Obstacle-detecting front windows</li> <li>Smart release trunk</li> </ul>	<ul style="list-style-type: none"> <li>8-way power adjustable driver's seat</li> <li>Auto-dimming rearview mirror</li> <li>Driver's seat memory function</li> <li>Heated steering wheel</li> </ul>

## EX adds to or upgrades from LX+

EXTERIOR
<ul style="list-style-type: none"> <li>Fog lights</li> <li>LED taillights (bar type)</li> <li>Rain sensing wipers</li> <li>Sound-reducing front side door glass</li> <li>Piano black door pillars</li> <li>Grey matte mesh grille</li> <li>Integrated dual exhaust</li> </ul>

## EX TECH adds to or upgrades from EX

EXTERIOR
<ul style="list-style-type: none"> <li>Temporary spare tire</li> <li>Panoramic sunroof</li> </ul>

TECHNOLOGY
<ul style="list-style-type: none"> <li>Dual-zone automatic climate control</li> <li>Rear climate ventilation</li> <li>AM/FM/MP3/satellite radio<sup>5</sup></li> <li>UVO Intelligence<sup>™</sup> connected car services<sup>2,4</sup></li> <li>4.3" Supervision LCD/TFT instrument cluster</li> </ul>

COMFORT
<ul style="list-style-type: none"> <li>Leather seats</li> <li>Heated rear seats</li> <li>Wood interior trim</li> </ul>

## SX TURBO adds to or upgrades from EX TECH

EXTERIOR
<ul style="list-style-type: none"> <li>18" machined-finish alloy wheels (SX)</li> <li>P235/45R18 tires</li> <li>Red brake calipers</li> <li>Sport-tuned suspension</li> <li>Dynamic directionally adaptive headlights</li> <li>LED headlights</li> <li>Honeycomb pattern grille</li> <li>Rear spoiler</li> </ul>

TECHNOLOGY
<ul style="list-style-type: none"> <li>Steering wheel mounted paddle shifters</li> <li>Electronic parking brake</li> <li>Ambient mood lighting</li> </ul>

COMFORT
<ul style="list-style-type: none"> <li>Premium leather seats</li> <li>Red stitched seating and interior</li> <li>Sport steering wheel (D-shaped)</li> <li>Aluminum finish interior trim</li> </ul>

## SXL TURBO adds to or upgrades from SX TURBO

EXTERIOR	SAFETY	TECHNOLOGY	COMFORT
<ul style="list-style-type: none"> <li>18" machined-finish alloy wheels (SXL)</li> </ul>	<ul style="list-style-type: none"> <li>Advanced forward collision-avoidance assist (FCA with pedestrian detection)<sup>1</sup></li> <li>360° camera monitoring system<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>Advanced smart cruise control (ASCC)<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>Premium quilted Nappa leather seats</li> <li>Black headliner material</li> <li>Integrated manual rear door sunshades</li> </ul>

# What's under **THE HOOD**



## MECHANICAL

LX & EX trims		SX & SXL trims
Engine type	2.4L 4-cylinder	2.0L Turbo
Horsepower	185 hp @ 6,000 rpm	245 hp @ 6,000 rpm
Torque	178 lb.ft. @ 4,000 rpm	260 lb.ft. @ 1,350-4,000 rpm
Transmission	6-speed Sportmatic automatic	6-speed Sportmatic automatic
Drive type	Front wheel drive (FWD)	Front wheel drive (FWD)
Recommended fuel	Regular unleaded	Regular unleaded
Brakes: front/rear	304.8 mm (12.0 in.) 284.5 mm (11.2 in.)	320.0 mm (12.6 in.) 284.5 mm (11.2 in.)
Front suspension	Independent, MacPherson struts with high performance dampers, coil springs and anti-roll bar	Sport-tuned, independent, MacPherson struts with high performance dampers, coil springs and anti-roll bar
Rear suspension	Independent, multi-link, coil springs, high performance dampers and anti-roll bar	Sport-tuned, independent, multi-link, coil springs, high performance dampers and anti-roll bar



## MEASUREMENTS

Fuel tank capacity	70 L
Passenger volume	2,967 L (104.8 cu. ft.)
Cargo capacity	450 L (15.9 cu. ft.)

Please visit [kia.ca/optima](http://kia.ca/optima) for full vehicle specifications and the latest fuel consumption figures.

# Pick your perfect **COLOUR**



Snow White Pearl



Ebony Black



Titanium\*



Graphite\*



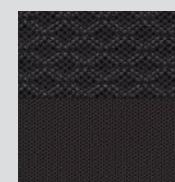
Lightning Blue



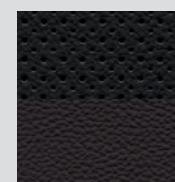
Passion Red

\*Limited availability. Some seating and paint configurations may be limited. Visit [kia.ca](http://kia.ca) for full details.

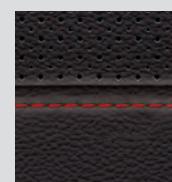
## SEATING



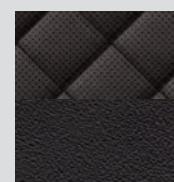
Black cloth



Black leather



Premium black leather with  
red stitching



Black Quilted  
Nappa leather

## WHEELS



16" alloy wheels



17" alloy wheels



18" machined-finish  
alloy wheels (SX)



18" machined-finish  
alloy wheels (SXL)

# Let's get **PERSONAL**

Genuine Kia Accessories are built to fit right,  
work right and look great



All-weather floor mats



Rear spoiler



Sport visors



Roof cargo box - short

Accessory wheels



\*Available accessories may vary. See Dealer for details. Images shown for illustration purposes only.



## REWARD yourself

**Kia Member Rewards is an exclusive  
rewards program for Kia customers.**

Receive Kia Canada Points towards the purchase  
of a new Kia vehicle and earn Dealer Points to  
redeem on service, parts and accessories.

See your Kia Dealer to join or visit [rewards.kia.ca](http://rewards.kia.ca)  
for full details. Certain restrictions apply.

# One of the best **WARRANTIES** in the business\*



**5-year/  
100,000 km**

Worry-free comprehensive  
warranty



**5-year/  
100,000 km**

Limited powertrain  
warranty



**5-year/  
unlimited km**

24-hour roadside  
assistance

\*The Kia 5-year/100,000-km warranty includes various warranties and roadside assistance. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to [kia.ca](http://kia.ca).

1. Please note that your vehicle may not be equipped with all features described. This also applies to safety-related systems and functions. None of the features we describe are intended to replace the driver's responsibility to exercise due care while driving and are not a substitute for safe driving practices. Some features may have technological limitations. For additional information regarding the various features, including their limitations and restrictions, please refer to your vehicle's Owner's Manual. 2. Compatible smartphone required. Data rates may apply, please check with your wireless service provider. For wireless charging, certain smartphones may require a wireless charging-compatible case. 3. When equipped with the navigation system, French voice commands may be limited. 4. UVO Intelligence only available on select models and trims. Specific functionality may vary between models and trims. Destination Search is only available on vehicles with a navigation head unit. Service is free for the first five years from the day the vehicle was first registered. Monthly subscription may be applicable after the free period. Please consult your dealer for details. 5. SiriusXM satellite radio service includes a 3 month trial and is 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. 6. The Bluetooth word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. 7. Apple, the Apple logo, CarPlay, and iPhone are trademarks of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc. 8. Google, Google Play, Google Maps, and Android Auto are trademarks of Google Inc. 9. Harman Kardon and Infinity are registered trademarks of Harman International Industries, Inc. Lexicon, the Lexicon logo, Logic 7 and the Logic 7 logo are registered trademarks of Lexicon, Inc., a Harman International company. All rights reserved.

We make every effort to ensure that the product information in this brochure is accurate at the time of printing. Occasional changes in production, that affect the standard or optional equipment included on a specific model, may occur after printing which will not be reflected in this brochure. Kia Canada Inc. reserves the right to make these changes without notice or obligation. For this reason, please rely on [kia.ca](http://kia.ca) or your local Kia dealer for the very latest product information. Some vehicles shown may include optional equipment or may not be exactly as shown. Kia Canada Inc., by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © Copyright 2018 Kia Canada Inc. Printed in Canada, November 2018.

**FSC LOGO**



Want to learn even more about Optima? We've got all the details for you at [kia.ca](http://kia.ca)



Proud Partner

As the official automotive partner of Special Olympics Canada, Kia Canada is proud to be taking a hands-on role in helping to spread the message of acceptance and inclusion – as well as providing funds and transportation needs to support the daily and competitive sport programs that serve more than 42,000 children, youth and adults with an intellectual disability in communities all across Canada. Please visit [SpecialOlympics.ca](http://SpecialOlympics.ca) to learn more about this inspiring movement and how you can volunteer and/or donate to this very special cause.



[facebook.com/kiacanada](http://facebook.com/kiacanada)



[twitter.com/kiacanada](http://twitter.com/kiacanada)



[youtube.com/kiacanada](http://youtube.com/kiacanada)