

2018 OPTIMA



A strikingly modern midsize sedan

The Kia Optima's modern exterior styling identifies it as the most exciting midsize sedan on the road today. Inside, its spacious and well-appointed interior reflects Kia's dedication to an uncompromising process of refinement. Optima's dynamic performance is complemented by a wealth of premium features that use advanced technology to monitor your driving environment and connect you to the road. Like all Kia models, Optima comes with an industry-leading, 10-year/100,000-mile warranty program,¹ a testament to its outstanding quality and reliability.



LX

- 2.4L Gasoline Direct Injection 4-cylinder engine
- UVO eServices² Infotainment System w/Apple CarPlay^{TM3} & Android Auto^{TM4}
- Blind-Spot Detection⁵
- Rear Park Assist System⁵
- Rear Cross-Traffic Alert⁵

S

- 2.4L Gasoline Direct Injection 4-cylinder engine
- 17" tires w/alloy wheels
- Sport front bumper w/LED fog lights
- Sport black cloth seat trim
- 10-way power-adjustable driver's seat w/power lumbar support (2-way)

LX TURBO

- 1.6L Turbo Gasoline Direct Injection 4-cylinder engine
- 16" tires w/gray-finish alloy wheels
- 7-speed Dual-Clutch Transmission
- 10-way power-adjustable driver's seat w/power lumbar support

EX

- 2.4L Gasoline Direct Injection 4-cylinder engine
- 17" tires w/alloy wheels
- Smart Key w/push-button start & Smart Trunk
- Leather seat trim w/heated front seats

SX

- 2.0L Turbo Gasoline Direct Injection 4-cylinder engine
- 18" tires w/premium-finish alloy wheels
- Panoramic sunroof
- Leather seat trim w/heated & ventilated front seats

See a more extensive list of features and choose your ideal trim level on the Features pages in the back of the brochure.

Contemporary design — superb craftsmanship

Optima's cabin sets a high standard for modern automotive interior design, featuring a superior level of craftsmanship and meticulous attention to detail. Overall, the interior is spacious and comfortable. Additional refinements, including soft-touch material, available satin chrome accents*, and sound-insulating acoustic glass*, further contribute to an exceptionally quiet ride in a cabin with refreshingly modern appeal.



1. SPLIT-FOLDING REAR SEATS

The rear seat's 60/40 split-folding design lets you quickly fold down one or both sides of the seat to expand the trunk's roomy cargo area.⁶

2. FLIP-DOWN ARMREST

Rear-seat passengers will appreciate the flip-down armrest, which includes dual cup holders.

SPACIOUS SEATING FOR FIVE ADULTS

Optima offers plenty of headroom and legroom — a direct benefit of its long wheelbase. The spacious rear seat lets passengers stretch out and relax.

PREMIUM NAPPA

LEATHER-TRIMMED SEATS*

Optima features available full-grain Nappa leather-trimmed front and rear seating, providing driver and passengers with first-class accommodations.

MODERN ELEGANCE

Upscale soft-touch material throughout the interior contributes to Optima's sophisticated design. Available satin chrome* and black gloss accents* enhance its contemporary appearance.

STAIN-RESISTANT SEATS

Optima LX cloth seats are treated with CleanTex anti-soiling technology for added durability and easy cleaning.

AMBIENT LIGHTING

Available front-door mood lamps* complement the interior's distinctive styling and enhance nighttime convenience.

BLUETOOTH® WIRELESS TECHNOLOGY?

You can listen to streaming audio when using a compatible *Bluetooth*® wireless technology-enabled device. Once you pair a compatible cell phone, you can access a variety of your phone's functions with the touch of a button and straightforward voice commands.⁷



1. HEATED & VENTILATED FRONT SEATS*

Enjoy optimal comfort in warm weather with available ventilated front seats. Available heated front seats and heated rear outboard seat cushions are perfect in cold weather.

2. POWER-ADJUSTABLE DRIVER & FRONT PASSENGER SEATS*

Select the perfect seating positions with the available 12-way power-adjustable driver and 10-way power-adjustable front passenger seats. Seat height along with lumbar support may be adjusted to your preference.

3. REFINED SEAT DESIGN

Soft foam in the headrest and upper back provides exceptionally comfortable seating, while thigh support and side bolsters offer just the right amount of cushioning.

4. MEMORY DRIVER'S SEAT & MIRROR SYSTEM*

The available power-adjustable driver's seat* is complemented by available memory settings for two drivers, providing personalized positions for the driver's seat and outside mirrors.

5. REAR SIDE-WINDOW SUNSHADES*

Rear-seat passengers can enjoy a cool, pleasant drive with available rear side-window sunshades.

6. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*

To create personalized climate zones for both the driver and front passenger, the available dual-zone automatic temperature control has individual temperature settings. This feature also includes a rear-seat vent, which combines the airflow from both temperature settings.



Rewards beyond the daily drive

Drawing upon influences from industrial design to modern architecture, Optima SX features a refined yet sporty interior with black leather seats and red stitching. Available premium features like an expansive panoramic sunroof* go beyond enhancing comfort to instilling a pride of ownership.



Designed with the driver in mind

From the overall contour of its dashboard to the layout of its sleek instrument panel, the interior is designed to appeal to the driver’s sense of space. Superb ergonomics and intuitively positioned controls make Optima the definition of a driver’s car. It’s also loaded with features that make daily driving especially convenient.



1. HARMAN KARDON® PREMIUM AUDIO*

An available premium 10-speaker Harman Kardon audio system includes a subwoofer, an external amplifier, and Clari-Fi™ technology, which instantly improves the quality of compressed, digitized music.

2. PADDLE SHIFTERS*

For sportier driving, available steering-wheel-mounted² paddle shifters give precise control of the 6-speed Sportmatic® transmission.

3. ELECTRONIC PARKING BRAKE*

The available electronic parking brake functions like a conventional handbrake. Also, you can activate the Auto Hold feature, which uses the electronic parking brake to help prevent the vehicle from rolling when stopped in slow traffic or on an incline.

4. PUSH-BUTTON START*

For everyday driving convenience, you can start or stop the engine with the push of a button, and open a locked door, with the available Smart Key remote* — even when you have it in your pocket or purse.

5. SMART WELCOME*

When you approach your Optima and it detects the presence of the available Smart Key remote*, the available Smart Welcome system unfolds the power-folding mirrors and turns on the door-handle pocket lights.

6. HEATED STEERING WHEEL*

Available upscale features include a leather-wrapped heated steering wheel, which is especially appreciated on cold winter days, and has a sporty racing-inspired D-shaped design.

7. LED OVERHEAD LIGHTS*

Available overhead LED front and rear reading lamps provide bright lighting for reading. Plus, a sunglasses holder is easy for the driver to reach.

8. RAPID-CHARGE USB CHARGING PORTS*

Two USB charging ports are available with 5-amp output to charge portable digital devices quickly. They are conveniently located on the center-console armrest for easy access for front and rear passengers.

Advanced technology at your command

Optima connects you to life-enriching conveniences of modern driving, including communication, data, and entertainment. All this intuitive technology is efficiently organized and designed to make sure you are connected and informed, enhancing your confidence while driving and helping to keep you focused on the road.



1. UVO — SHORT FOR “YOUR VOICE”²

The UVO eServices Infotainment System provides you with an easy, hands-free way to integrate a compatible smartphone⁹ with your Optima. UVO can keep track of your vehicle's parking location with **Parking Minder**,¹⁰ monitor your vehicle's driving habits, access **911 Connect**¹¹ or **Enhanced Roadside Assist**,¹² and check maintenance requirements with **Vehicle Diagnostics**¹³ on the large touch screen. Additionally, there are no subscription fees for the first 10 years to access all of these benefits.

4. UVO eSERVICES APP²

An available app, downloaded at the App Store^{®3} or Google Play[™] Store,⁴ lets you use a compatible smartphone⁹ to access UVO eServices' features. Or use a computer to access UVO eServices through MyUVO.com.

5. SMART TRUNK^{*}

Optima's available Smart Trunk opens when you simply stand within a few feet of it for three seconds with the available Smart Key^{*} in your possession. This is especially appreciated when you have your hands full.

2. APPLE CarPlay^{™3} 3. ANDROID AUTO^{™4}

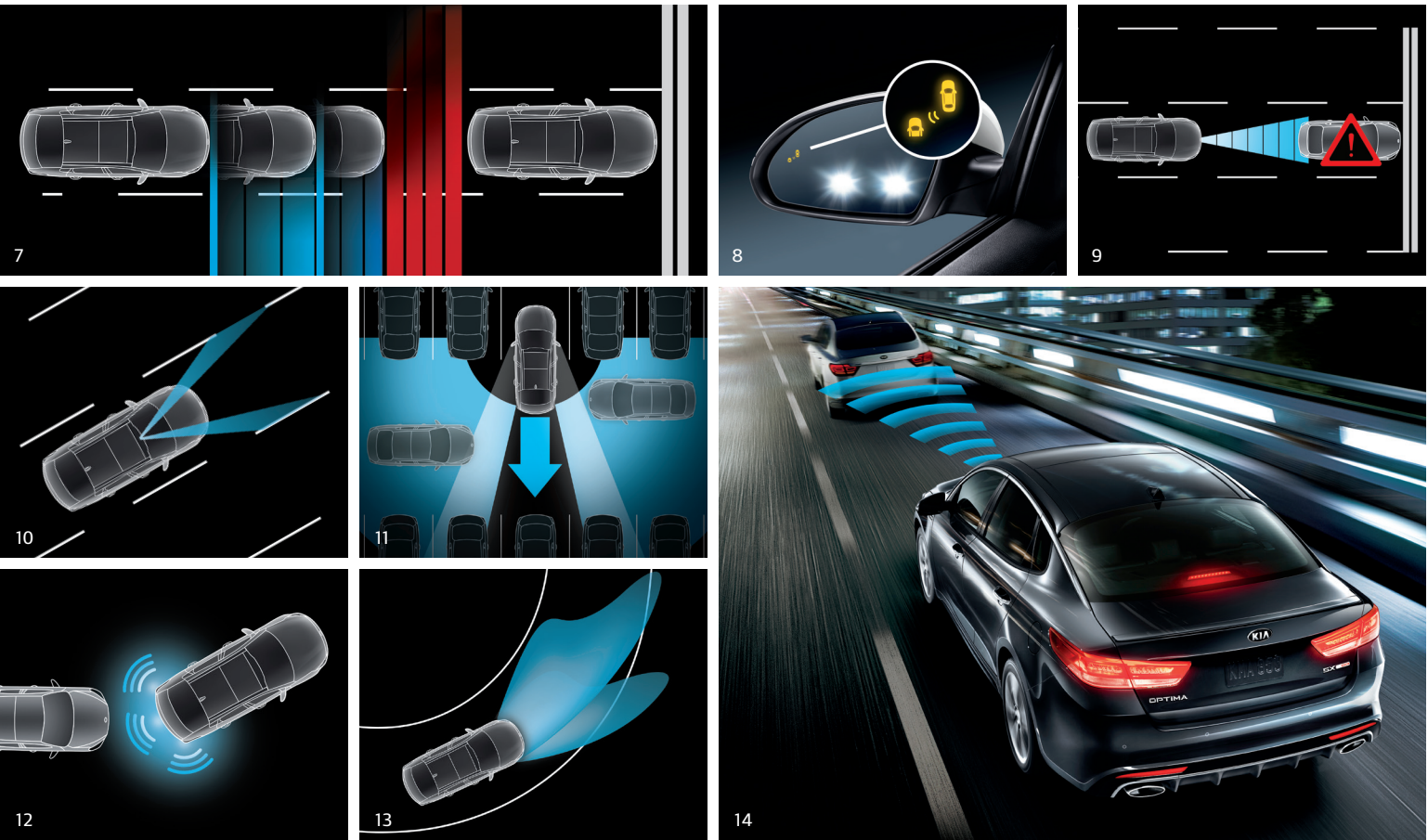
Apple CarPlay and Android Auto let you take full advantage of the UVO eServices Infotainment System by simply connecting your compatible smartphone⁹ with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

6. SURROUND-VIEW MONITOR^{5*}

Available Surround-View Monitor utilizes four cameras located at the front, rear, and sides to provide a view around the vehicle. This helps enhance driver visibility when maneuvering into parking spaces.

A wiser state of mind

The driver's state of mind was essential in the development of Kia Drive Wise — a suite of available driver-assistance technologies.* Its features are intended to keep you alert, calm, and aware of surrounding traffic, and intervene if necessary to help you avoid collisions.



7. AUTONOMOUS EMERGENCY BRAKING^{5*}

This available system is designed to monitor vehicles and pedestrians traveling ahead of you. If the system determines a crash might be imminent, it works to automatically apply the brakes, helping to avoid a collision or mitigate the effects if it cannot be avoided.

10. LANE DEPARTURE WARNING^{5*}

This available system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, it helps alert you with a combination of audible and visual warnings.

12. REAR PARK ASSIST SYSTEM⁵

When parking, the standard sonar-sensor system is designed to give an audible warning if it detects certain objects close to your vehicle.

11. REAR CROSS-TRAFFIC ALERT⁵

This standard feature helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual alerts.

13. DYNAMIC BENDING LIGHT & HIGH-BEAM ASSIST^{*}

Available LED headlights with Auto-Leveling and Dynamic Bending Light automatically adjust the level of projection and pivot to follow the curves of the road to enhance visibility. Additionally, available High-Beam Assist automatically dims the lights for oncoming traffic or engages the high beams when the road is clear.

8. BLIND-SPOT DETECTION WITH LANE-CHANGE ASSIST⁵

A standard radar system helps detect vehicles in the driver's blind spot and then provides audible and visual alerts. Lane-Change Assist helps detect vehicles in adjacent lanes approaching from behind.

14. ADVANCED SMART CRUISE CONTROL^{5*}

Available Advanced Smart Cruise Control uses radar to automatically slow or accelerate your Optima when appropriate to track with the vehicle ahead.

9. FORWARD COLLISION WARNING SYSTEM^{5*}

Available Forward Collision Warning System activates alerts when the vehicle detects objects immediately ahead that may cause a potential impact, encouraging the driver to decelerate.

Exhilarating performance

With Optima, exhilaration is standard. Designed to deliver strong acceleration instantly at your command, Optima’s three Gasoline Direct Injection (GDI) engines, two of which are turbocharged, offer remarkable performance. Choose between the 7-speed Dual-Clutch Transmission (DCT) or, for an even sportier driving experience, the available 6-speed Sportmatic® transmission*. Every model also features suspension systems engineered to provide you with precise, responsive handling and a smooth, quiet ride.



OUTSTANDING PRECISION

All Optima GDI engines, from the 185-hp 2.4L to the available 178-hp 1.6L Turbo and 245-hp 2.0L Turbo*, deliver strong acceleration and truly inspiring performance.

SMOOTH, PRECISE HANDLING

A refined four-wheel independent suspension features high-performance dampers, front MacPherson struts, and a rear multi-link design for a smooth ride and precise handling.

DRIVE MODE SELECT SYSTEM

To suit your style of driving, Drive Mode selectable electronic steering and powertrain control allows a choice of Normal, Eco, or Sport settings.

7-SPEED DUAL-CLUTCH TRANSMISSION*

The available 1.6-liter turbocharged GDI engine* is paired with a 7-speed Dual-Clutch Transmission (DCT). The DCT system instantly engages and disengages gears to optimize the engine’s responsiveness.

SPORTMATIC® TRANSMISSION*

An available 6-speed Sportmatic® transmission allows you to choose automatic mode or, for a sportier driving experience, manual-shift mode. It includes preset shift patterns for specific conditions like uphill, inclement weather, or performance driving.

ISO-STRUCTURE™ CONSTRUCTION

Optima features a uniquely engineered body that combines various high-tensile strength steel alloys. This body structure helps improve driving dynamics for more precise handling, and is the foundation for a quieter ride.



Dedicated to making safety a top priority

Optima's technologically advanced systems are engineered to give you greater confidence on the road and help you maintain control, even in harsh road conditions and in some emergency situations.* In addition, these systems are designed to function automatically, leaving you free to focus on safe driving.



For the 2018 Optima when equipped with optional Forward Collision Warning System, Autonomous Emergency Braking, and LED headlights w/High Beam Assist and Dynamic Bending Light
INSURANCE INSTITUTE FOR HIGHWAY SAFETY



NHTSA Overall 5-Star
Crash Safety Rating¹⁴
2018 OPTIMA

VEHICLE STABILITY MANAGEMENT (VSM)

For additional steering-direction-control capability, the VSM system is designed to intervene in appropriate situations to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)

ESC provides improved directional stability to help maintain better control in difficult driving situations. During emergency maneuvers, it works to control the engine and brakes to help keep your Optima on course.

TRACTION CONTROL SYSTEM (TCS)

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

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system automatically adjusts the front-to-rear balance of brake pressure.

BRAKE ASSIST SYSTEM (BAS)

If BAS detects emergency braking, based on how quickly you step on the brake pedal, it applies full braking force, which can help shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)

When starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

ANTI-LOCK BRAKING SYSTEM (ABS)

ABS is the foundation of an active safety system and can help contribute to driver confidence. The system can help provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.

Advanced engineering for your peace of mind

At Kia, the process of improving all aspects of safety is relentless. As a result, continuous engineering advances and breakthroughs in material design have led to Optima’s exceptionally strong body construction, strategically placed airbags, and advanced sensors, all of which help to increase your peace of mind.¹⁵

ADVANCED AIRBAG SYSTEM

An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags and is complemented by a driver’s knee airbag.¹⁵

AIRBAG & SEAT-BELT SENSORS

This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.¹⁵

FRONT SEAT-BELT PRETENSIONERS

Pretensioners are designed to tighten the front seat belts in the event of certain collisions. This can help to reduce the likelihood of injuries.

HEIGHT-ADJUSTABLE

SEAT-BELT ANCHORS

The front height-adjustable seat-belt anchors allow the driver’s and front-passenger’s seat belts to be raised and lowered for a proper fit, helping ensure effective operation.

FRONT & REAR 3-POINT SEAT BELTS

Three-point seat belts are standard for all seating positions, so that each person is protected with an over-the-lap and shoulder seat belt.

FRONT & REAR CRUMPLE ZONES

Both front and rear crumple zones are engineered to help absorb and dissipate impact energy, helping to preserve the basic structural integrity of the passenger compartment in certain collisions.

SIDE-IMPACT DOOR BEAMS

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The body’s support pillars are reinforced to help strengthen the body of the vehicle.

REAR CHILD-SAFETY DOOR LOCKS

Rear child-safety door locks help prevent the doors from being opened accidentally, which is important when small children are passengers. With the doors in the locked position, they can only be opened from the outside.

LATCH SYSTEM

Optima features the easy-to-use Lower Anchors and Tethers for Children (LATCH) system. It is engineered to let you securely install a compatible child seat at either end of the rear seat.



Discover world-class quality

Kia is committed to producing exceptional vehicles with superb quality and reliability to suit most every driving need. From compact to crossover, Kia delivers an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems.

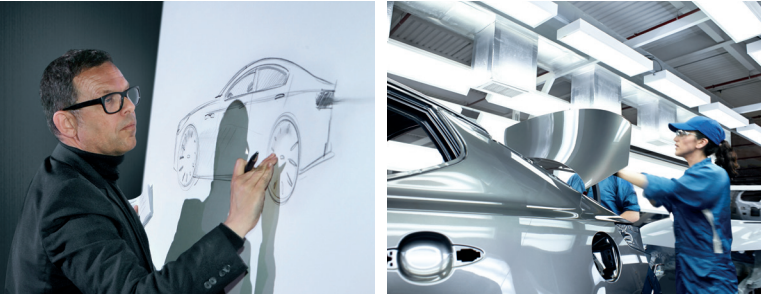


COMMITMENT TO AMERICA
Kia Motors has invested over \$1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant has produced over 2 million vehicles since 2009. The Sorento SUV and certain Optima midsize sedans are currently being assembled at this plant.[†] Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 15,000 jobs in West Point and the surrounding areas. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

COMPELLING DESIGN
Under the direction of President and Chief Design Officer Peter Schreyer, Kia vehicles have captured worldwide attention for their interior and exterior styling. The passionate collaboration of Kia's designers has created a look that makes every model as bold as it is distinctive.

INDUSTRY-LEADING WARRANTY PROGRAM¹
Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an industry-leading warranty program.

- 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



KIA NOVO CONCEPT VEHICLE SHOWN (not available for sale).

COLORS

EXTERIOR

SNOW WHITE PEARL (P) LX: BK/B^ S: BK EX: BK/B/G SX: BK/A/I	SPARKLING SILVER (M) LX^: BK EX: BK	SILKY SILVER (M) LX^: BK	TITANIUM SILVER (M) LX^: BK EX: BK/G SX: A/I	PLATINUM GRAPHITE (M) S: BK EX: BK SX: BK
EBONY BLACK (M) LX: BK/B^ S: BK EX: BK/B/G SX: BK/A/I	AURORA BLACK PEARL (P) LX^: BK	HORIZON BLUE (M) LX: BK/B^ S: BK EX: BK/G SX: BK	REMINGTON RED (M) S: BK SX: BK	SANGRIA (M) LX: BK/B^ EX: BK SX: I

(P) = PEARL PAINT (M) = METALLIC PAINT
INTERIOR COMBINATIONS ARE INDICATED BY: B = BEIGE G = GRAY BK = BLACK I = IVORY A = AUBERGINE
^2.4L engine only.

INTERIOR

LX	S	EX	SX	
BEIGE CLOTH (2.4L ONLY)	BLACK CLOTH W/LEATHERETTE ACCENTS	BEIGE LEATHER	BLACK LEATHER W/RED STITCHING	IVORY NAPPA LEATHER ^{††}
BLACK CLOTH		GRAY LEATHER		BLACK NAPPA LEATHER ^{††}
		BLACK LEATHER		AUBERGINE NAPPA LEATHER ^{††}



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA¹⁶



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE LPGA¹⁷

[†]Kia Sorento and Optima GDI (EX, SX, & Limited and certain LX trims only) are assembled in the United States from U.S. and foreign parts.
^{1, 16, 17} See Features pages for endnotes.

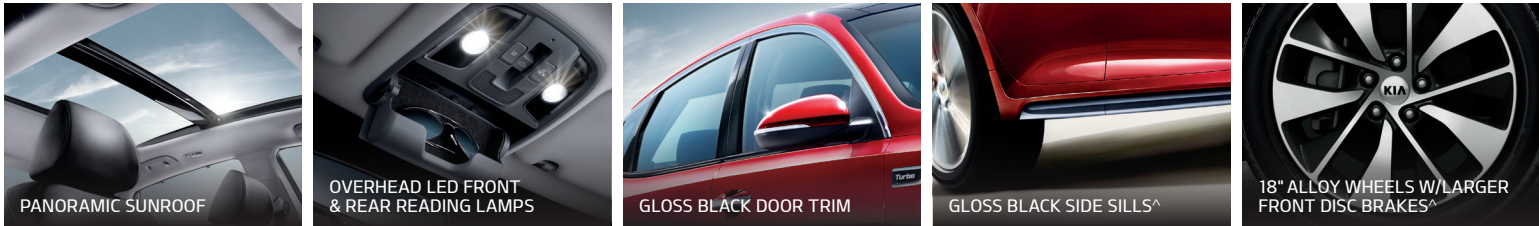
ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.
^{††}Available with SX Limited Package.

PACKAGES

LX CONVENIENCE PACKAGE (AVAILABLE WITH 2.4L ENGINE ONLY)



S PANORAMIC SUNROOF PACKAGE

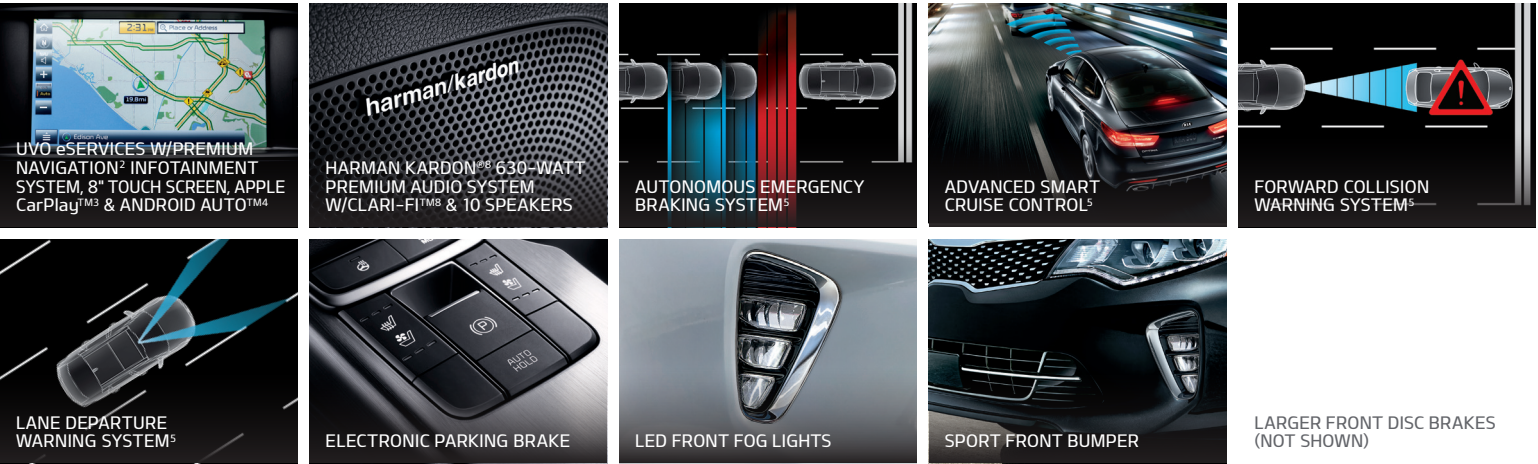


[^]Features will not be available with this package until early 2018.

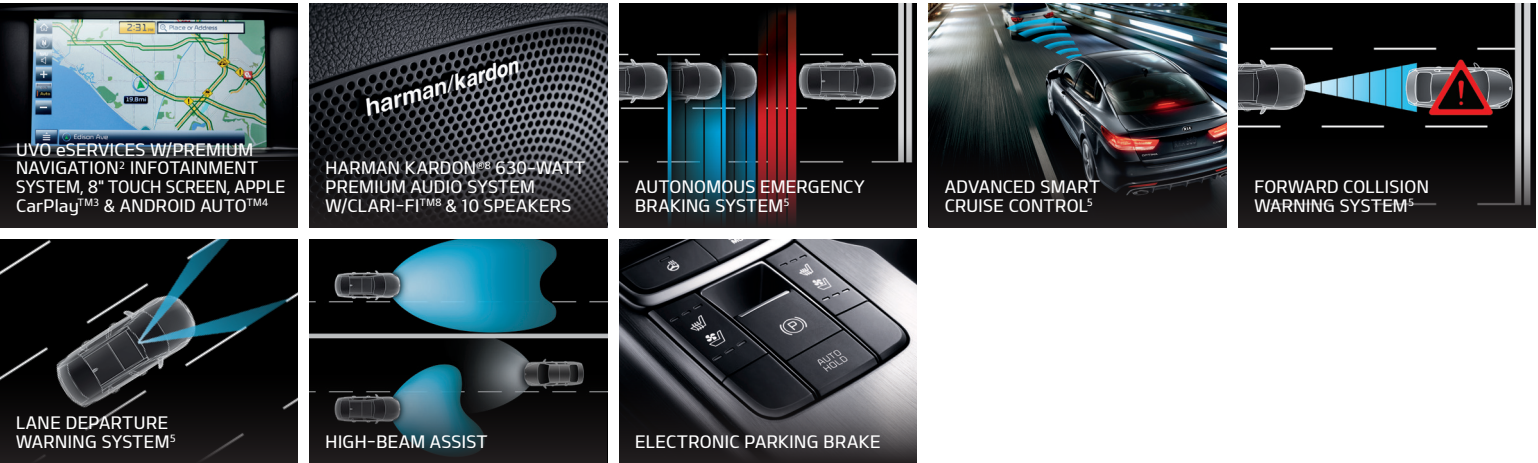
EX PREMIUM PACKAGE



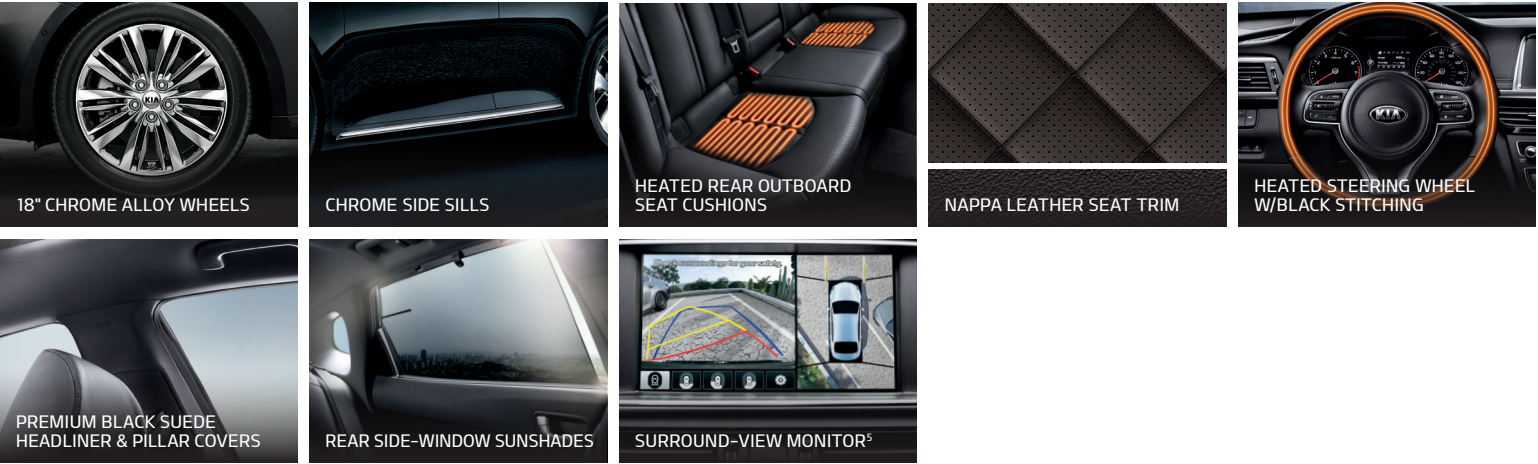
EX TECHNOLOGY PACKAGE



SX TECHNOLOGY PACKAGE



SX LIMITED PACKAGE



FEATURES

LX

MECHANICAL & EXTERIOR

2.4L Gasoline Direct Injection 4-cylinder engine
185 horsepower @ 6,000 rpm
178 lb.-ft. torque @ 4,000 rpm
6-speed Sportmatic® transmission
16" tires w/alloy wheels
Chrome outside door handles
Clear-lens projection headlights
Heated power-folding outside mirrors
w/turn-signal indicators
Sound-insulating acoustic front-door glass

INTERIOR & CONVENIENCE

UVO eServices² Infotainment System w/7" touch screen,
Apple CarPlay™³ & Android Auto™⁴
Rear-Camera Display⁵
Blind-Spot Detection⁵
Rear Park Assist System⁵
Rear Cross-Traffic Alert⁵
Bluetooth® wireless technology⁷
USB/auxiliary input jacks
Cruise control
Steering-wheel-mounted² audio control buttons
Drive Mode Select System
Air conditioning
Power windows & door locks
Sunglasses holder
Tilt & telescopic steering column
Tire-Pressure Monitoring System (TPMS)¹⁸

SEATING & TRIM

Cloth seat trim w/CleanTex
60/40 split-folding rear seats
6-way manually adjustable driver's seat
w/power lumbar support
6-way manually adjustable front passenger seat
w/height adjustment
Rear center armrest w/dual cup holders
Soft-touch materials

RESTRAINT & SAFETY SYSTEMS¹⁵

Dual front advanced airbags
Dual front seat-mounted side airbags
Full-length side curtain airbags
Driver's knee airbag
Front & rear 3-point seat belts
Front seat-belt pretensioners
Height-adjustable front seat-belt anchors
Anti-lock Braking System (ABS)
Electronic Stability Control (ESC)
Vehicle Stability Management (VSM)
Traction Control System (TCS)
Brake Assist System (BAS)
Electronic Brake-force Distribution (EBD)
Hill-start Assist Control (HAC)
Side-impact door beams
Front & rear crumple zones
Lower Anchors and Tethers for Children (LATCH)

+S

(replaces or adds to LX 2.4L trim)

MECHANICAL & EXTERIOR

2.4L Gasoline Direct Injection 4-cylinder engine
185 horsepower @ 6,000 rpm
178 lb.-ft. torque @ 4,000 rpm
17" tires w/alloy wheels
LED front fog lights
Sport front bumper w/chrome accent trim
Sport LED rear taillights
Rear spoiler

SEATING & TRIM

Sport black cloth seat trim
w/leatherette side bolsters
10-way power-adjustable driver's seat
w/power lumbar support (2-way)
Leather-wrapped steering wheel & gearshift knob

+LX TURBO

(replaces or adds to LX trim)

MECHANICAL & EXTERIOR

1.6L Turbo Gasoline Direct Injection 4-cylinder engine
178 horsepower @ 5,500 rpm
195 lb.-ft. torque @ 1,500–4,500 rpm
7-speed Dual-Clutch Transmission
16" tires w/gray-finish alloy wheels

SEATING & TRIM

10-way power-adjustable driver's seat
w/power lumbar support (2-way)
Leather-wrapped steering wheel

+EX

(replaces or adds to LX 2.4L trim)

MECHANICAL & EXTERIOR

2.4L Gasoline Direct Injection 4-cylinder engine
185 horsepower @ 6,000 rpm
178 lb.-ft. torque @ 4,000 rpm
17" tires w/alloy wheels
LED daytime running lights
Rear LED combination taillights

INTERIOR & CONVENIENCE

Push-button start w/Smart Key & Smart Trunk Release
USB (2) & 12V (1) charging ports on center console
Dual-zone automatic temperature control w/rear vents
Driver & front passenger's one-touch
auto-up/down windows
Front-door mood lamps
Power-folding outside mirrors w/turn-signal indicators
Driver's memory seat & mirror system

SEATING & TRIM

Leather seat trim
Heated front seats
12-way power-adjustable driver's seat
w/power lumbar support (4-way)
Wood grain accent trim

+SX

(replaces or adds to EX trim)

MECHANICAL & EXTERIOR

2.0L Turbo Gasoline Direct Injection
4-cylinder engine
245 horsepower @ 6,000 rpm
260 lb.-ft. torque @ 1,350–4,000 rpm
Sport-tuned suspension
18" tires w/premium-finish alloy wheels
Larger front disc brakes
Panoramic sunroof w/power sunshade
Dual Projection LED headlights w/Auto-Leveling,
Dynamic Bending Light
LED fog lights
Rear sport LED combination taillights
Black gloss-accented side sill moldings
Red front & rear brake calipers
Rear spoiler

INTERIOR & CONVENIENCE

Supervision meter cluster w/4.3" TFT LCD
Auto-dimming rearview mirror
Compact spare tire

SEATING & TRIM

Heated & ventilated front seats
10-way power-adjustable front passenger seat
w/power lumbar support (2-way)
Leather-wrapped, D-shaped steering wheel
w/perforated stitching
Black gloss accent trim

 for a full list of the latest features and specifications, visit:
www.kia.com/Optima

ENDNOTES

¹Warranties 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. ²Distracted 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. App uses your smartphone data service. Normal cellular service rates will apply. Your vehicle can connect to Internet hotspots, whether it's your personal wireless Internet at home or to a smartphone device with an Internet service plan (normal cellular service rates may apply). ³Apple, the Apple logo, Apple CarPlay, App Store, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. ⁴©2017 Google Inc. Google is a registered trademark, and Google Maps, Google Play, and Android Auto are trademarks of Google Inc. ⁵These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. ⁶All cargo should be evenly distributed and properly secured, and never piled higher than the seatbacks. Images shown for illustration purposes only. ⁷The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. A compatible *Bluetooth*®-enabled cell phone is required to use *Bluetooth*® wireless technology. ⁸©2017 Harman International Industries, Inc. All rights reserved. Clari-Fi is a trademark

and Harman Kardon is a registered trademark of Harman International Industries, Inc. ⁹Apple iPhone® and select Android devices only are UVO eServices-compatible. iPhone® is a registered trademark of Apple Inc. Android is a trademark of Google Inc. ¹⁰Parking Minder operates on GPS with certain smartphones and UVO eServices app. Cellular service rates apply. ¹¹911 Connect activates after airbag deployment and requires a cell phone connected via *Bluetooth*® wireless technology and a wireless signal. ¹²24-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 a cell phone connected via *Bluetooth*® wireless technology and a wireless signal. ¹³Vehicle Diagnostics checks powertrain, chassis, and airbag systems and is not a substitute for maintenance. See UVO Maintenance Feature or Owner's Manual for maintenance schedule. ¹⁴Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). ¹⁵For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. ¹⁶NBA identifications are the intellectual property of NBA Properties, Inc. ©2017 NBA Properties, Inc. All rights reserved. ¹⁷All materials and intellectual property related to the LPGA are owned by the LPGA, and any unauthorized use is strictly prohibited without the LPGA's expressed prior written consent. ¹⁸Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

Discover the new Kia



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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. 120V charger is included with vehicle. The content in this brochure is based upon information available at the time of printing and is subject to change without notice. Kia Motors America, Inc. makes no guarantees or warranties, either expressed or implied, with respect to the accuracy of the content presented. Please see kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. See your Kia retailer or kia.com for details on Kia's available limited warranties. ©2017 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.

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