ENDNOTES  
1. Based on EPA estimates. Actual mileage may 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/ECO) includes a complimentary 5-year (eServices)/1-year (link)/5-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. Use of UVO eServices/link/eco is subject to agreement to the UVO Privacy Policy (available at https://owners.kia.com/us/en/privacy-policy.html) and Terms of Service (available at https://owners.kia.com/us/en/terms-of-service.html). 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. The optional UVO link system on the LX trim does not support remote climate control. Features and specifications are subject to change. For more on details and limitations, visit owners.kia.com or your authorized Kia dealer.
3. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. ©2019 Google LLC. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google LLC.
4. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution.
5. Driver Attention Warning is not a substitute for safe driving and may not detect all instances of driver fatigue or 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.
6. Distracted driving can result in the 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.
7. Quantum Logic is a trademark of Harman International Industries, Inc. Harman Kardon is a registered trademark of Harman International Industries, Inc.
8. Select Apple iPhone® devices only are UVO services-compatible.
9. 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. Remote climate control is not supported on the LX trim.
10. Connect must be enabled on head unit, and activates after airbag deployment. Requires cellular coverage. UVO eServices requires a compatible smartphone connected via Bluetooth® wireless technology. Cellular service rates apply.
11. 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.
12. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and requires initial activation. See the UVO Maintenance section or Owner’s Manual for maintenance schedule.
13. My Car Zone requires cellular coverage and normal cellular service rates apply. For UVO eServices, information must be manually synced in order to receive alerts, and cellular service rates apply.
14. 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.
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). 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.
16. 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.
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-focused technologies — along with innovative features designed specifically for our hybrid models.

†See back cover for details. 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.

**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**:
  - LX: 25 City/35 Highway/29 Combined
  - S: 24 City/33 Highway/27 Combined

**TECHNOLOGY**

- **UVO link2**
- **Apple CarPlay™ & Android Auto™**
- **AM/FM/MP3 w/8" touch screen**
- **Push-button start w/Smart Key**
- **Rear-Camera Display5**
- **Cruise control**
- **Parking Distance Warning — Reverse1**
- **Blind Spot Collision Warning5**
- **Lane Change Assist5**
- **Rear Cross Traffic Collision Warning5**
- **Lane Departure Warning5**
- **Lane Keeping Assist5**
- **Driver Attention Warning6**
- **Forward Collision Warning5**
- **Forward Collision-Avoidance Assist5**

**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**:
  - S: 24 City/33 Highway/27 Combined

JUST ASK

KIAN

GET YOUR KIA QUESTIONS ANSWERED.

GO TO WWW.KIA.COM/KIAN TO LEARN MORE, OR SCAN THE FACEBOOK MESSENGER CODE AT RIGHT.

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS HIGHLIGHTED ON THIS PAGE ONLY. SEE KIA.COM FOR DETAILS. †Remote climate control is not available on the LX trim.

1–6 See back cover for endnotes. S WITH PANORAMIC SUNROOF PACKAGE SHOWN.
### EX

adds leather and stylish details

<table>
<thead>
<tr>
<th><strong>DRIVING</strong></th>
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</thead>
<tbody>
<tr>
<td>1.6L Turbo Gasoline Direct Injection (GDI) 4-cylinder engine</td>
<td></td>
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<tr>
<td>178 hp @ 5,500 rpm</td>
<td></td>
</tr>
<tr>
<td>7-speed Dual-Clutch Transmission</td>
<td></td>
</tr>
<tr>
<td>17&quot; tires w/alloy wheels</td>
<td></td>
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<tr>
<td>Fog lights</td>
<td></td>
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<tr>
<td>LED taillights</td>
<td></td>
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<tr>
<td>Dual exhaust</td>
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</tbody>
</table>

2019 EPA-estimated fuel economy:
- 27 City/37 Highway/31 Combined

### SX

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

<table>
<thead>
<tr>
<th><strong>DRIVING</strong></th>
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</thead>
<tbody>
<tr>
<td>2.0L Turbo Gasoline Direct Injection (GDI) 4-cylinder engine</td>
<td></td>
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<tr>
<td>245 hp @ 6,000 rpm</td>
<td></td>
</tr>
<tr>
<td>6-speed Sportmatic® transmission</td>
<td></td>
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<tr>
<td>18&quot; tires w/alloy wheels</td>
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<tr>
<td>LED fog lights</td>
<td></td>
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<td>LED taillights</td>
<td></td>
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<tr>
<td>Dual exhaust</td>
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<tr>
<td>Dual Projection LED headlights w/Auto-Leveling &amp; Low Beam Assist — Dynamic Sport-tuned suspension</td>
<td></td>
</tr>
</tbody>
</table>

2019 EPA-estimated fuel economy:
- 21 City/30 Highway/24 Combined

### TECHNOLOGY

<table>
<thead>
<tr>
<th><strong>UVO link</strong></th>
<th>Premium Navigation*</th>
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<tbody>
<tr>
<td><em>UVO link</em>: Apple CarPlay™ &amp; Android Auto™</td>
<td></td>
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<tr>
<td>AM/FM/MP3 w/8&quot; touch screen</td>
<td></td>
</tr>
<tr>
<td>Harman Kardon® premium sound system w/10 speakers*</td>
<td></td>
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<tr>
<td>Push-button start w/Smart Key</td>
<td></td>
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<tr>
<td>Rear-Camera Display</td>
<td></td>
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<tr>
<td>Smart Cruise Control w/Stop &amp; Go</td>
<td></td>
</tr>
<tr>
<td>Parking Distance Warning — Reverse*</td>
<td></td>
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<tr>
<td>Blind Spot Collision Warning</td>
<td></td>
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<tr>
<td>Lane Change Assist*</td>
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<tr>
<td>Rear Cross Traffic Collision Warning</td>
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<tr>
<td>Lane Departure Warning</td>
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<tr>
<td>Lane Keeping Assist*</td>
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<td>Driver Attention Warning</td>
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<tr>
<td>Forward Collision Warning</td>
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<tr>
<td>Forward Collision-Avoidance Assist w/Pedestrian Detection*</td>
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</tbody>
</table>

### INTERIOR

<table>
<thead>
<tr>
<th><strong>Leather seat trim</strong></th>
<th>Sport leather seat trim</th>
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</thead>
<tbody>
<tr>
<td><strong>Heated front seats</strong></td>
<td>Nano leather seat trim*</td>
</tr>
<tr>
<td><strong>Heated rear outboard seat cushions</strong></td>
<td>Heated rear outboard seat cushions*</td>
</tr>
<tr>
<td><strong>Ventilated front seats</strong></td>
<td>12-way power-adjustable driver’s seat w/4-way power lumbar support</td>
</tr>
<tr>
<td><strong>10-way power-adjustable driver’s seat w/2-way power lumbar support</strong></td>
<td>2-way power lumbar memory</td>
</tr>
<tr>
<td><strong>Heated steering wheel</strong></td>
<td>10-way power-adjustable front passenger’s seat w/2-way power lumbar support*</td>
</tr>
<tr>
<td><strong>Dual-zone automatic temperature control w/rear vents</strong></td>
<td>Heated steering wheel w/paddle shifters*</td>
</tr>
<tr>
<td><strong>Panoramic sunroof w/power sunshade</strong></td>
<td>Dual-zone automatic temperature control w/rear vents</td>
</tr>
</tbody>
</table>

*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®

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7. See back cover for endnote. SX SHOWN
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.

*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

PADDLE SHIFTERS**
put sporty shifting at your fingertips

HARMAN KARDON™ PREMIUM AUDIO SYSTEM*
with 10 speakers and rich, crisp, QuantumLogic™ surround sound

APPLE CarPlay™& ANDROID AUTO™
let you make calls, play voicemails, and send texts via voice command7 on your compatible smartphone8

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

UVO link,* available on select Optima gas models, is Kia’s smart telematics system that lets you integrate your compatible smartphone⁹ via an embedded modem to perform an array of impressive functions. Just activate UVO link² and download the UVO link app from the App Store³ or Google Play⁴ Store. We’ll even cover your subscription fees for one year from the original retail purchase/lease date.

REMOTE LOCK/UNLOCK* can lock or unlock your Optima from afar

REMOTE CLIMATE CONTROL AND HEATED ACCESSORIES†¶ let you precool or preheat the cabin, as well as turn on the heated steering wheel, heated outside mirrors, and rear window defroster from afar (on S trims and above)

REMOTE FIND MY CAR* can locate where you parked your Optima, and even give you directions to it

911 CONNECT* & ROADSIDE ASSISTANCE* 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* helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE* 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* can sync your favorite POIs from your compatible smartphone⁹ to the Premium Navigation⁷ system

*Optional feature available only on certain trims. See kia.com for details. †Remote climate control is supported on the LX trim. 2–4, 7, 9–14. See back cover for endnotes. Image shown for illustration only. SX WITH LIMITED PACKAGE SHOWN.

GO TO OWNERS.KIA.COM OR DOWNLOAD THE UVO link APP TO ACTIVATE
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, along with a variety of other benefits. Use this chart to compare their key features and options.

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.

HEV EX
advanced technology, premium features, and more

| DRIVING | PHEV EX | advanced technology, and advanced features made especially for PHEV |
|---------------------------------------------------------|----------------------------------------------------------|
| **2.0L Gasoline Direct Injection (GDI) 4-cylinder engine** | **2.0L Gasoline Direct Injection (GDI) 4-cylinder engine** |
| **50-hp electric motor, 1.76 kWh lithium-ion polymer battery** | **66-hp electric motor, 9.8 kWh lithium-ion polymer battery** |
| **6-speed Sportmatic transmission** | **6-speed Sportmatic transmission** |
| **16" tires w/alloy wheels** | **17" tires w/alloy wheels** |
| **17" tires w/alloy wheels** | **17" tires w/alloy wheels** |
| **LED headlights** | **LED headlights** |
| **w/Low Beam Assist — Dynamic** | **w/Brake Beam Assist — Dynamic** |
| **2019 EPA-estimated fuel economy:** | **2019 EPA-estimated fuel economy:** |
| 39 City/45 Highway/41 Combined | 0–29^ all-electric range (103 MPGe combined city/hwy) |
| **TECHNOLOGY** | **TECHNOLOGY** |
| UVO eServices™ | UVO eco™ |
| Premium Navigation™ w/8” touch screen | Premium Navigation™ w/8” touch screen |
| Apple CarPlay™ & Android Auto™ | Apple CarPlay™ & Android Auto™ |
| AM/FM/MP3 w/7” touch screen | AM/FM/MP3 |
| Harman Kardon® premium surround-sound system w/10 speakers* | Harman Kardon® premium surround-sound system w/10 speakers* |
| Push-button start w/Smart Key | Push-button start w/Smart Key |
| Rear-Camera Display| Rear-Camera Display |
| Blind Spot Collision Warning| Blind Spot Collision Warning |
| Lane Change Assist| Lane Change Assist |
| Rear Cross Traffic Collision Warning| Rear Cross Traffic Collision Warning |
| Parking Distance Warning — Reverse| Parking Distance Warning — Reverse |
| Lane Departure Warning | Lane Departure Warning |
| Forward Collision Warning* | Forward Collision Warning* |
| Forward Collision-Avoidance Assist | Forward Collision-Avoidance Assist |
| w/Pedestrian Detection | w/Pedestrian Detection |
| Smart Cruise Control w/Stop & Go™ | Smart Cruise Control w/Stop & Go™ |
| **INTERIOR** | **INTERIOR** |
| Leather seat trim | Leather seat trim |
| 10-way power-adjustable driver’s seat | 12-way power-adjustable driver’s seat |
| w/2-way power lumbar support | w/4-way power lumbar & memory |
| 10-way power-adjustable front passenger’s seat | 10-way power-adjustable front passenger’s seat |
| w/2-way power lumbar support* | w/2-way power lumbar support* |
| 60/40 split-folding rear seats | 60/40 split-folding rear seats |
| Heated front seats | Heated front seats |
| Ventilated front seats* | Ventilated front seats* |
| Heated steering wheel | Heated steering wheel |
| Dual-zone automatic temperature control w/vent vents | Dual-zone automatic temperature control w/vent vents |
| Panoramic sunroof w/power sunshade* | Panoramic sunroof w/power sunshade* |

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 1-5, 7, 8 See back cover for endnotes. PHEV EX WITH TECHNOLOGY PACKAGE SHOWN.
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 — 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 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.

MILEAGE (EPA-ESTIMATED):

**NOTE:** 29-mile range on full battery charge.
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.1 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.

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*Optional feature available only on certain trims. See kia.com for details. 1. See back cover for endnotes. †Feature available on PHEV only.
How to stay connected TO YOUR HEV

Kia’s UVO eServices² smart telematics lets you integrate your compatible smartphone³ 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 eServices² and download the UVO eServices² app from the App Store®³ or Google Play™ Store. The best part is, the service is free for five years.

911 CONNECT⁴ will attempt to call 911 and give emergency responders your location if your airbags deploy

ROADSIDE ASSISTANCE⁵ connects you with our call center for 24/7 assistance

VEHICLE DIAGNOSTICS⁶ helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE⁷ 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 smartphone⁹ to HEVs with Premium Navigation*¹

Get these extra perks FOR YOUR PHEV

UVO eco² includes all eServices² 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 RANGE⁸ 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 eco² app

SCHEDULE CHARGING at the time of your choosing via the UVO eco² app — you can even set the schedule to repeat automatically

REMOTE LOCK/UNLOCK/CLIMATE CONTROL¹⁰ using the UVO eco² app, which lets you precool or preheat the cabin remotely, and even lock or unlock the doors

GO TO OWNERS.KIA.COM OR DOWNLOAD THE UVO eSERVICES APP TO ACTIVATE

GO TO OWNERS.KIA.COM OR DOWNLOAD THE UVO eco APP TO ACTIVATE

See back cover for endnotes. Image shown for illustration only.
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.²

²Optional feature available only on certain trims. See kia.com for details.
²See 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. They come standard on all Optima gas models.

- **BLIND SPOT COLLISION WARNING**
  - 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 DEPARTURE WARNING**
  - 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**
  - 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**
  - 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.

*Optional feature available only on certain trims. See kia.com for details. See back cover for endnote.
Senses, alerts, and helps

STOP

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

FORWARD COLLISION WARNING†  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†  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†  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††  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†
Based on the vehicle’s weight distribution, it helps adjust the balance of braking power accordingly

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

**REARVIEW MONITOR WITH DYNAMIC PARKING GUIDANCE**
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**
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**
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

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*Optional feature available only on certain trims. See kia.com for details. 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**
  Headlights are designed to track with your steering angle and vehicle speed to help enhance directional lighting.

- **HIGH BEAM ASSIST**
  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.

*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.

**NEW TECHNOLOGY**

In 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 SYSTEM**

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

**ADVANCED AIRBAG & SEAT-BELT SENSORS**

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.

*No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely. 16, 17 See back cover for endnotes. Inflated airbags shown for illustration only. SX SHOWN.*
Resecharing whose powertrain comes out on top?

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 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)

See back cover for endnote. See dealer for details.
PACKAGES & COLORS

OPTIMA PACKAGES

GAS MODEL

**LX PREMIUM PACKAGE**
- UVO link®
- Panoramic sunroof
- Black glass 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
- Panoramic sunroof

**EX PREMIUM PACKAGE**
- UVO link®
- Premium Navigation™
- Harman Kardon®™ 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
- 13-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®
- 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

**5 PANORAMIC SUNROOF PACKAGE**
- Panoramic sunroof
- Black glass door trim
- Overhead LED front & rear reading lamps

**HEV MODEL**

**EX TECHNOLOGY PACKAGE**
- UVO eServices®
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**EX PREMIUM PACKAGE**
- 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®
- Forward Collision-Avoidance Assist w/Pedestrian Detection®
- Lane Departure Warning®
- Smart Cruise Control w/Stop & Go®

**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
- Auto-dimming rearview mirror
- Overhead LED front & rear reading lamps
- Forward Collision Warning®
- Forward Collision-Avoidance Assist w/Pedestrian Detection®
- Lane Departure Warning®
- Smart Cruise Control w/Stop & Go®

**HEV SEMI-PREMIUM PACKAGE**
- UVO link®
- Premium Navigation™
- Harman Kardon®™ 630-watt premium surround-sound system w/10 speakers
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