Discover the new Kia

2017 OPTIMA

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Niro expected availability January 2017. 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. Information in this brochure is current at the time of printing. Kia Motors America (KMA) cannot guarantee the accuracy of this information. Please see kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. By publishing this brochure, KMA does not create any express or implied warranties as to any products shown. See your Kia retailer or kia.com for details on Kia's available limited warranties. ©2016 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.

KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA

Part #: UT170 PM001

A strikingly modern midsize sedan

With eye-catching contours, the 2017 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 a continuous, uncompromising process of refinement. Optima's dynamic performance is complemented by responsive handling and a wealth of premium features that use advanced technology to monitor your driving environment and connect you to the road like never before. It's no wonder J.D. Power awarded the 2016 Optima "Highest Ranked Vehicle Appeal among Midsize Cars."[1] Like all Kia models, Optima comes with an industry-leading, 10-year/100,000-mile warranty program,[2] a testament to its outstanding quality and reliability.

"Highest Ranked Vehicle Appeal among Midsize Cars"[1]
FOR THE 2016 OPTIMA

1, 2 See Specifications page for endnotes.

Cover: SX LIMITED SHOWN This page: SX SHOWN

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 laminated glass,* further contribute to an exceptionally quiet ride in a cabin with refreshingly modern appeal.

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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.[3]

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 SX Limited features 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[4]**

Enjoy streaming audio when using a compatible *Bluetooth*® wireless technology-enabled device. Plus, once you pair a compatible cell phone, you may connect to the *Bluetooth*® system and access a variety of your phone's functions with the touch of a button and a series of voice commands.[5]

3, 4, 5, * See Features and Specifications pages for availability and endnotes.
Not all optional features are available on all trims. Simulated screen shown.

SX LIMITED SHOWN

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. DRIVER'S MEMORY 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, the available dual-zone automatic temperature control allows the driver and front passenger to adjust individual temperature settings. Rear-seat passengers have a separate vent.

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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 passionate pride of ownership.

*See Features page for availability. Not all optional features are available on all trims. Simulated screen shown. Images #1, 3, and 6 shown for illustration only.

SX WITH TECHNOLOGY PACKAGE AND SX LIMITED SHOWN

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.

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1. HARMAN KARDON® PREMIUM AUDIO*
An available 630-watt premium surround-sound audio system with 10 speakers provides superb audio entertainment and includes Clari-Fi,™ a feature that instantly restores the quality of digitized music.

2. PADDLE SHIFTERS*
For sportier driving, available steering-wheel-mounted[5] 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. Its convenient Auto Hold feature prevents the vehicle from rolling when stopped in slow traffic or on an incline.

4. PUSH-BUTTON START*
For everyday driving convenience, the available Smart Key remote lets you start or stop the engine with the push of a button, even when you have the key fob in your pocket or purse.

5. SMART WELCOME*
When you get close to your Optima, door-handle lights turn on and the power-folding mirrors unfold when it detects the presence of its available Smart Key remote.*

6. HEATED STEERING WHEEL*
Upscale features include an available heated steering wheel that is especially appreciated on cold winter days. SX models also include a racing-inspired D-shaped leather-wrapped steering wheel.

7. LED OVERHEAD LIGHTS
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.

5, 6, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Simulated screen shown. Images #5 and 6 shown for illustration only.

SX WITH TECHNOLOGY PACKAGE AND SX LIMITED SHOWN

Advanced technology at your command

Optima features an impressive variety of technologically advanced systems. They are designed to enhance your confidence on the road, make daily driving more convenient, provide added entertainment options, and deliver a stream of information that can help you make better, more timely driving decisions.

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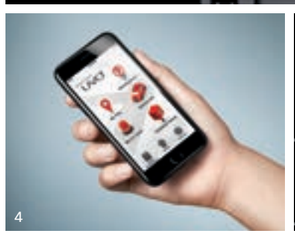
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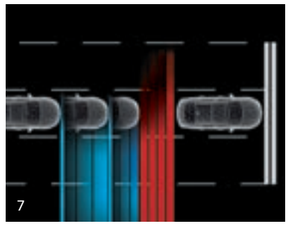
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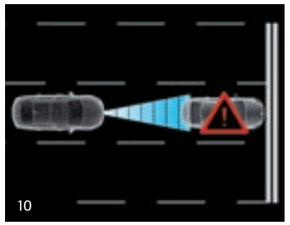
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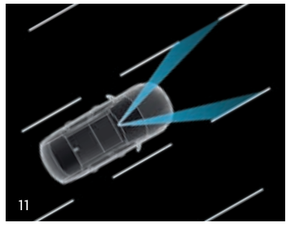
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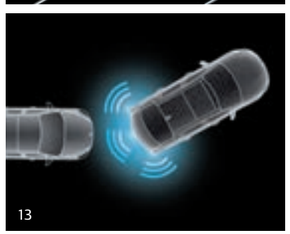
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1. UVO — SHORT FOR "YOUR VOICE"[5]
The available UVO eServices Infotainment System provides you with an easy, hands-free way to connect to your Optima by seamlessly integrating your compatible smartphone[7] with your vehicle. With UVO eServices, you can keep track of your vehicle's parking location with **Parking Minder**,[8] download apps from the **App Download Center**, monitor your vehicle's driving habits, access **911 Connect**[9] or **Enhanced Roadside Assist**,[10] and check maintenance requirements with **Vehicle Diagnostics**[11] on the large touch screen. Additionally, there are no subscription fees[5] for the first 10 years to access all of these benefits.

4. UVO eSERVICES APP[5]
An available free app, downloaded at the App Store®[12] or Google Play™ Store,[13] lets you use a compatible smartphone[7] to access UVO eServices features. Or access UVO eServices through myUVO.com with a computer.

5. LED HEADLIGHTS WITH DYNAMIC BENDING LIGHT*
Available LED headlights with Auto-Leveling and Dynamic Bending Light automatically maintain proper level of projection and pivot to follow the curves of the road to enhance visibility.

2. APPLE CarPlay™[12]* 3. ANDROID AUTO™[13]*
Apple CarPlay and Android Auto let you take full advantage of the available UVO eServices Infotainment System by simply connecting your compatible smartphone[7] 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 onto the touch screen.

6. 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. You can also open the trunk by simply pressing a button on either the key fob or an interior switch. Plus, you can close and lock the trunk by pressing a switch on the inner trunk lid.

7. AUTONOMOUS EMERGENCY BRAKING[14]*
This available system is designed to detect and monitor vehicles traveling ahead of you. It then works to automatically apply the brakes if it determines a crash might be imminent, helping to avoid a collision or reduce impact.

11. LANE DEPARTURE WARNING SYSTEM[14]*
This available system is designed to detect the vehicle moving out of its lane without the turn signal being used, then help alert you with audible and visual warnings.

13. REAR PARK ASSIST SYSTEM[14]*
An available sonar-sensor system audibly warns you when it detects certain objects are close to your vehicle when parking.

8. ADVANCED SMART CRUISE CONTROL[14]*
Using radar to help maintain a predetermined distance from the vehicle ahead, this available system automatically slows to a stop or accelerates when appropriate.

12. REAR CROSS-TRAFFIC ALERT[14]*
Available Rear Cross-Traffic Alert helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual alerts.

14. REAR-CAMERA DISPLAY[14]
To help you see things behind your vehicle that you might not see by looking over your shoulder, Optima features a Rear-Camera Display.

9. BLIND-SPOT DETECTION WITH LANE-CHANGE ASSIST[14]*
An available radar system helps detect vehicles in the driver's blind spot and then provides audio and visual alerts. Lane-Change Assist helps detect vehicles in adjacent lanes approaching from behind.

10. FORWARD COLLISION WARNING SYSTEM[14]*
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.

15. SURROUND-VIEW MONITOR[14]*
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.

5, 7, 8, 9, 10, 11, 12, 13, 14, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Simulated screens shown. Images shown for illustration only.

SX WITH TECHNOLOGY PACKAGE AND SX LIMITED SHOWN

Exhilarating performance

With Optima, exhilaration is standard. Designed to deliver strong acceleration and optimum efficiency,[15] Optima's three Gasoline Direct Injection (GDI) engines, two of which are turbocharged, offer remarkable performance. Choose between the 7-speed dual-clutch transmission for additional fuel efficiency[15] 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.

DID YOU KNOW?

Optima is engineered to reward you with a superbly quiet ride. Sleek exterior aerodynamics reduce wind noise, while a full-cover underbody directs airflow. Plus, sound-absorbing insulation throughout the vehicle further helps reduce, block, and absorb unwanted sound.

OUTSTANDING PRECISION

Offering an ideal balance of strong acceleration and efficiency,[15] 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 truly inspiring performance. Continuously Variable Valve Timing (CVVT) further enhances performance while reducing exhaust emissions.

7-SPEED DUAL-CLUTCH TRANSMISSION*

The available 1.6-liter turbocharged GDI engine* is paired with a 7-speed dual-clutch transmission (DCT) that optimizes the engine's responsiveness. The DCT system instantly engages and disengages gears automatically, improving efficiency[15] and acceleration.

SPORTMATIC® TRANSMISSION

A 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.

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. Optima SX and SXL feature a sport-tuned suspension for even greater responsiveness.

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.

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.

Iso-Structure image shown for illustration only. 15,* See Features and Specifications pages for availability and endnote.
Not all optional features are available on all trims.

SX WITH TECHNOLOGY PACKAGE SHOWN

Intuitive safety technology

Optima features advanced safety systems designed to give you peace of mind every time you drive. Each one is engineered to help you maintain control, even in harsh road conditions and in some emergency situations.† These safety systems are designed to function automatically, leaving you free to focus on safe driving.

2017 IIHS TOP SAFETY PICK

For the 2017 Optima when equipped with optional Front Crash Prevention
INSURANCE INSTITUTE FOR HIGHWAY SAFETY

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, EBD is designed to automatically adjust 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 instantly applies full braking force, which helps shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)
To help keep your Optima from rolling backward when starting off on a steep hill, the HAC system automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

†No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly.

SX LIMITED SHOWN

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 protection.[16]

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.[16]

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.[16]

FRONT SEAT-BELT PRETENSIONERS
Pretensioners have been 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.

5
NHTSA Overall 5-Star Crash Safety Rating[17]

No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly.
16, 17 See Specifications page for endnotes. Simulated image. Inflated airbags are shown for illustration only.

SX LIMITED SHOWN

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 crossover and certain Optima midsize sedans are currently being assembled at this plant.[1] 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.

TAKING ON THE COMPETITION

The Kia Racing team has gone head-to-head with world-class rivals — and won. Motorsport is a proven test bed for reliability, durability, and performance, and the knowledge gained on the racetrack has helped Kia manufacture award-winning vehicles that perform beyond your expectations. In six years of racing, Kia won a total of seven championships with three models — Rio 5-Door, Forte Koup, and Optima.

INDUSTRY-LEADING WARRANTY PROGRAM[2]

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).

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.

OFFICIAL AUTOMOTIVE PARTNER OF THE NBA[18]

OFFICIAL AUTOMOTIVE PARTNER OF THE LPGA[19]

COLORS

EXTERIOR

SNOW WHITE PEARL (P) LX: BK/B EX: BK/B/G SX: BK/MR SX LIMITED: BK/A/I	SPARKLING SILVER (M) LX: BK EX: BK/G	SILKY SILVER (M) LX: BK	TITANIUM SILVER (M) LX: BK EX: BK/G SX LIMITED: A/I	PLATINUM GRAPHITE (M) LX: BK (1.6T ONLY) SX: BK
EBONY BLACK (M) LX: BK/B EX: BK/B/G SX: BK SX LIMITED: BK/A/I	AURORA BLACK PEARL (P) LX: BK	HORIZON BLUE (M) LX: BK (1.6T ONLY)/B EX: BK/G SX: BK SX LIMITED: BK	REMINGTON RED (M) SX: BK	SANGRIA (M) LX: BK/B EX: BK/G SX LIMITED: I

(P) = PEARL PAINT (M) = METALLIC PAINT
INTERIOR COMBINATIONS ARE INDICATED BY: B = BEIGE G = GRAY BK = BLACK MR = MERLOT I = IVORY A = AUBERGINE

INTERIOR

LX	EX	SX	SX LIMITED	
BEIGE CLOTH	BEIGE LEATHER	BLACK LEATHER W/RED STITCHING	IVORY NAPPA LEATHER	AUBERGINE NAPPA LEATHER
BLACK CLOTH	GRAY LEATHER	MERLOT LEATHER (SPECIAL LAUNCH EDITION ONLY)	BLACK NAPPA LEATHER	
	BLACK LEATHER			

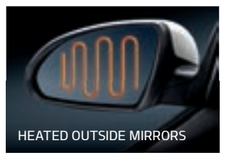
[1]Kia Sorento and Optima GDI (EX, SX, & Limited and certain LX trims only) are assembled in the United States from U.S. and foreign parts.
2, 18, 19 See Specifications page for endnotes.

ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.

PACKAGES

LX TECHNOLOGY PACKAGE (1.6T A/T)

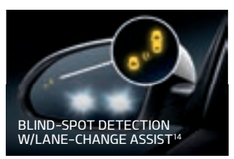
LX DRIVER CONVENIENCE PACKAGE

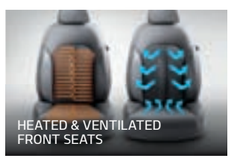


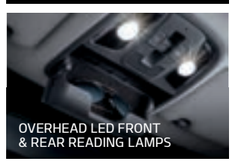
LX CONVENIENCE PLUS PACKAGE

LX CONVENIENCE PLUS PACKAGE INCLUDES ALL FEATURES LISTED IN THE LX DRIVER CONVENIENCE PACKAGE. BOTH PACKAGES ARE ONLY AVAILABLE WITH 2.4L AUTOMATIC TRANSMISSION.

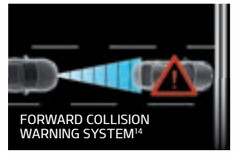
EX PREMIUM PACKAGE







EX PREMIUM PLUS PACKAGE (REQUIRES EX PREMIUM PACKAGE)



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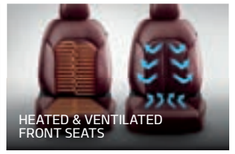
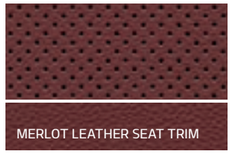
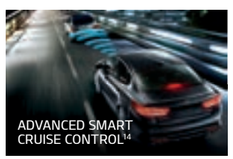
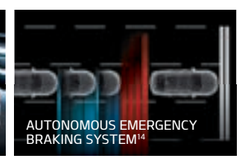


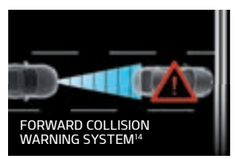


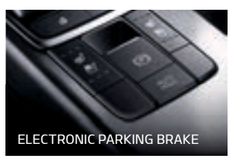
NOT SHOWN: 18" MICHELIN TIRES

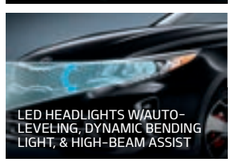
SX TECHNOLOGY PACKAGE (SX TECHNOLOGY PACKAGE INCLUDES SX LAUNCH EDITION PACKAGE)











BLACK LEATHER SEAT TRIM REPLACES MERLOT LEATHER SEAT TRIM

5, 6, 12, 13, 14, 20 See Specifications page for endnotes. Simulated screens shown. Images shown for illustration only.

FEATURES

MECHANICAL & EXTERIOR

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
2.4L Gasoline Direct Injection 4-cylinder engine	—	●	●	—	—
1.6L Turbo Gasoline Direct Injection 4-cylinder engine	●	—	—	—	—
2.0L Turbo Gasoline Direct Injection 4-cylinder engine	—	—	—	●	●
6-speed Sportmatic® transmission	—	●	●	●	●
7-speed dual-clutch transmission	●	—	—	—	—
Sport-tuned suspension	—	—	—	●	●
16" tires w/alloy wheels	—	●	—	—	—
16" tires w/gray-finish alloy wheels	●	—	—	—	—
17" tires w/alloy wheels	—	—	●	—	—
18" tires w/premium-finish alloy wheels	—	—	—	●	●
Panoramic sunroof w/power sunshade	—	—	○	○	●
Manual-folding outside mirrors w/turn-signal indicators	—	●	—	—	—
Power-folding outside mirrors w/turn-signal indicators	●	○	●	●	●
Heated outside mirrors	●	○	●	●	●

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
Clear-lens projection headlights	●	●	●	●	●
Dual-projection headlights	○†	—	●	○	—
Dual Projection LED headlights w/Auto-Leveling, Dynamic Bending Light	—	—	—	●‡	●
High-Beam Assist	—	—	—	○	●
LED daytime running lights	○†	—	●	●	●
Rear LED combination taillights	○	—	●	—	—
Rear sport LED combination taillights	○†	—	—	●	●
Chrome outside door handles	●	●	●	●	●
Laminated front-door windows	●	○	●	●	●
Rear spoiler	○†	—	—	●	●
Black gloss-accented side sill moldings	○†	—	—	●	—
Chrome-accented side sill moldings	—	—	—	—	●
Red front & rear brake calipers	—	—	—	●	●

INTERIOR & CONVENIENCE

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
AM/FM/CD^/MP3/SiriusXM®[20] satellite radio	●	●	—	—	—
UVO[5] eServices Infotainment System w/7-inch touch screen, Apple CarPlay™[12] & Android Auto™[13] smartphone integration	○†	○	●	○	—
UVO[5] eServices Infotainment System w/voice-command navigation,[5] SiriusXM Traffic,™[20] Apple CarPlay™[12] & Android Auto™[13] smartphone integration	○	—	○	●‡	●
Harman Kardon® QuantumLogic™[6] 630-watt premium surround-sound audio system w/Clari-Fi™[6] & 10 speakers	—	—	○	○	●
Rear-Camera Display[14]	●	●	●	●	●
Surround-View Monitor[14]	—	—	—	—	●
Rear Park Assist System[14]	○	○	○	○	●
Blind-Spot Detection w/Lane-Change Assist[14]	○	○	○	○	●
Rear Cross-Traffic Alert[14]	○	○	○	○	●
Lane Departure Warning System[14]	—	—	○	○	●
Advanced Smart Cruise Control[14]	—	—	○	○	●
Autonomous Emergency Braking[14]	—	—	○	○	●
Forward Collision Warning System[14]	—	—	○	○	●
Electronic parking brake	—	—	○	○	●

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
Push-button start w/Smart Key & Smart Trunk Release	●	—	●	●‡	●
USB/auxiliary input jacks	●	●	●	●	●
USB (2) & 12V (1) charging ports on center console	○	—	●	●	●
Bluetooth® wireless technology[4]	●	●	●	●	●
Steering-wheel-mounted[5] audio control buttons	●	●	●	●	●
Steering-wheel-mounted[5] paddle shifters	—	—	—	●	●
Cruise control	●	●	●	●	●
Drive Mode Select System	●	●	●	●	●
Air conditioning	●	●	—	—	—
Dual-zone automatic temperature control w/rear vents	○	—	●	●	●
Rear side-window sunshades	—	—	○	●‡	●
Power windows & door locks	●	●	●	●	●
Driver & front passenger's one-touch auto-up/down windows	●	○	●	●	●
Auto-dimming rearview mirror	—	—	○	●‡	●
Front-door mood lamps	—	—	●	●	●
Overhead front & rear LED reading lamps	—	—	○	○	●
Sunglasses holder	●	●	●	●	●
Tilt & telescopic steering column	●	●	●	●	●
Tire-Pressure Monitoring System (TPMS)[21]	●	●	●	●	●

SEATING & TRIM

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
Cloth seats w/CleanTex	●	●	—	—	—
Leather seat trim	○†	—	●	●	—
Premium Nappa leather seat trim	—	—	—	—	●
Heated front seats	○†	—	●	●	●
Heated rear outboard seat cushions	—	—	○	○	●
Ventilated front seats	—	—	○	○	●
Driver's memory seat & mirror system	○	○	○	●	●
6-way manually adjustable driver's seat w/power lumbar	●	●	—	—	—
12-way power-adjustable driver's seat w/power lumbar (4-way)	○	○	●	●	●
6-way manually adjustable front passenger seat w/height adjustment	●	●	●	●	—

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
10-way power-adjustable front passenger seat w/power lumbar (2-way)	—	—	○	○	●
60/40 split-folding rear seats	●	●	●	●	●
Rear center armrest w/dual cup holders	●	●	●	●	●
Soft-touch materials	●	●	●	●	●
Leather-wrapped steering wheel & gearshift knob	●	—	●	—	—
Leather-wrapped, D-shaped steering wheel w/perforated stitching	—	—	—	●	●
Heated steering wheel	○†	—	●	●	●
Wood grain accent trim	—	—	●	—	—
Black gloss accent trim	—	—	—	●	●
Satin chrome accent trim	—	—	—	●	●
Metal pedals	—	—	—	●	●

RESTRAINT & SAFETY SYSTEMS[16]

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
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)	●	●	●	●	●

	LX 1.6L	LX 2.4L	EX	SX	SX LIMITED
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)	●	●	●	●	●

SPECIFICATIONS

ENGINE

	2.4L I4	1.6L TURBO	2.0L TURBO
Type	4-cylinder, aluminum block & head	Turbocharged, 4-cylinder, aluminum block & head	Turbocharged, 4-cylinder, aluminum block & head
Valve gear	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)
Displacement	2,359 cc	1,591 cc	1,998 cc
Compression ratio	11.3:1	10.0:1	10.0:1
Horsepower (SAE net)	185 hp @ 6,000 rpm	178 hp @ 5,500 rpm	245 hp @ 6,000 rpm
Torque (SAE net)	178 lb.-ft. @ 4,000 rpm	195 lb.-ft. @ 1,500–4,500 rpm	260 lb.-ft. @ 1,350–4,000 rpm
Fuel system	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Transmission	6-speed electronically controlled Sportmatic,® overdrive	7-speed dual-clutch transmission (DCT)	6-speed electronically controlled Sportmatic,® overdrive

DIMENSIONS

	2.4L I4/1.6L TURBO/2.0L TURBO
Wheelbase	110.4 in.
Track (front/rear)	63.5 in./63.8 in. (16-in. tire) 63.1 in./63.4 in. (17-in. tire) 62.9 in./63.2 in. (18-in. tire)
Length	191.1 in.
Width	73.2 in.
Height	57.7 in.
Ground clearance	5.3 in.
Headroom (front/rear)	39.8 in./37.8 in.
Shoulder room (front/rear)	58.1 in./56.4 in.
Legroom (front/rear)	45.5 in./35.6 in.
Hip room (front/rear)	56.0 in./56.0 in.
Passenger volume	104.8 cu. ft.
Cargo volume	15.9 cu. ft.

CURB WEIGHT

	2.4L I4	1.6L TURBO	2.0L TURBO
Automatic transmission	3,219 lb. (LX) 3,362 lb. (EX)	3,224 lb.	3,494 lb. (w/o panoramic sunroof) 3,594 lb. (w/panoramic sunroof)

BODY & CHASSIS

	2.4L I4/1.6L TURBO/2.0L TURBO
Body type	Steel unibody with Iso-Structure™ design
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	Rack & pinion, electric motor
Turning diameter, curb-to-curb	35.8 ft.

BRAKES

	2.4L I4/1.6L TURBO/2.0L TURBO
Type	Power-assisted ABS + Electronic Stability Control
Front	12.0-in. ventilated discs (16-in. & 17-in. tires) 12.6-in. ventilated discs (18-in. tires)
Rear	11.2-in. solid discs

TIRES

	2.4L I4	1.6L TURBO	2.0L TURBO
Size	205/65R16 215/55R17	205/65R16	235/45R18

2017 EPA-ESTIMATED FUEL ECONOMY[15]

	2.4L I4		1.6L TURBO	2.0L TURBO
City/Highway MPG	LX	EX	LX	SX/SXL
Automatic transmission	25/36	24/34	28/37	22/31
Fuel tank capacity (gallons)	18.5		18.5	18.5

ENDNOTES

1. The Kia Optima received the highest numerical score among midsize cars in the J.D. Power 2016 Automotive Performance, Execution and Layout (APEAL) Study, based on 80,157 total responses, evaluating 245 models, and measures the opinions of new 2016 vehicle owners after 90 days of ownership, surveyed in February–May 2016. Your experiences may vary. Visit jdpower.com. **2.** 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. **3.** All cargo should be evenly distributed and properly secured, and never piled higher than the seatbacks. Images shown for illustration purposes only. **4.** The *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. **5.** Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. 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). **6.** ©2016 Harman International Industries, Inc. All rights reserved. Clari-Fi and QuantumLogic are trademarks and Harman Kardon is a registered trademark of Harman International Industries, Inc. **7.** Apple iPhone® and select Android™ devices only are UVO-compatible. iPhone® is a registered trademark of Apple Inc. Android™ is a trademark of Google Inc. **8.** Parking Minder operates on GPS with certain smartphones and UVO eServices app. Cellular service rates apply. **9.** 911 Connect activates after airbag deployment and requires a cell phone connected via *Bluetooth*® wireless technology and a wireless signal. **10.** 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 a cell phone connected via *Bluetooth*® wireless technology and a wireless signal. **11.** Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and is not a substitute for maintenance. See UVO eServices Maintenance Feature or Owner's Manual for maintenance schedule. **12.** Apple, the Apple logo, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc. **13.** ©2016 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc. **14.** These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. **15.** Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. **16.** For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. **17.** Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). **18.** NBA identifications are the intellectual property of NBA Properties, Inc. ©2016 NBA Properties, Inc. All rights reserved. **19.** All 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. **20.** SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets.** Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. **21.** Even with the Tire-Pressure Monitoring System, always check tire pressure on a regular basis.

● STANDARD ○ OPTIONAL — NOT AVAILABLE
^CD player is deleted when UVO[5] eServices Infotainment System is selected. †Features available with the LX Value Package.
‡Features not available with the SX Sport Value Package. Please see kia.com for more details about Value Packages.