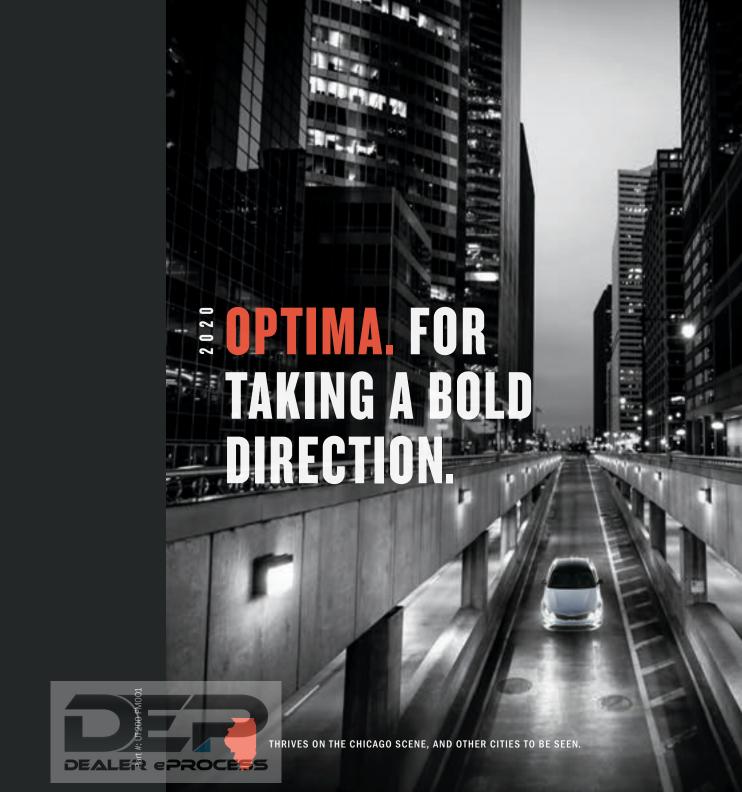
GIVE IT EVERYTHING KIA





It will draw you in with its stunning looks. Surprise you with its level of innovative and premium features - from standard advanced driver-assistance technologies1 and an 8" touch screen,2 to available embedded modem technology.* And keep you thoroughly entertained behind the wheel with its sporty, invigorating performance and handling - with two available turbocharged engines to choose from. Whether you're skirting the lake in Chicago or maneuvering through the streets of another world-class city, the 2020 Optima puts on quite a show.

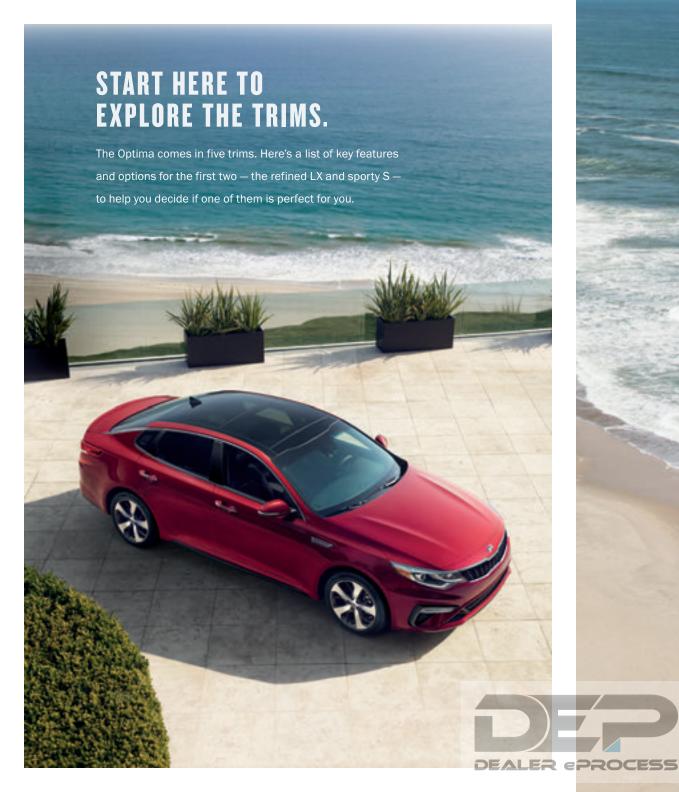




in 1893, attracting 27 million visitors who journeyed from every corner of the globe to marvel at its incredible displays of art, architecture, and first-ever innovations including the Ferris wheel, a primitive fax machine, neon lights, and even an electric "moving sidewalk." Had the Optima's advanced technologies been on display back then, it's safe to say 27 million minds would have been blown.

*Optional feature available only on certain trims. See kia.com for details. 1, 2 See inside back cover for endnotes. Cover and this page: SX SHOWN





LX

distinct style, advanced safety features

S

adds larger wheels, fog lights, and more sporty details

DRIVING

2.4L Gasoline Direct Injection 4-cylinder engine

185 hp @ 6.000 rpm

6-speed Sportmatic® transmission

Drive Mode Select

16" alloy wheels

High Beam Assist3

LED Daytime Running Lights

2.4L Gasoline Direct Injection 4-cylinder engine

185 hp @ 6,000 rpm

6-speed Sportmatic® transmission

Drive Mode Select

18" alloy wheels

Dual exhaust w/chrome tips

High Beam Assist3

LED Daytime Running Lights & tail lights

Fog lights

Body-color rear spoiler

Sport side sills w/gloss black accent trim

TECHNOLOGY

Apple CarPlay®4 & Android Auto^{TM5}
AM/FM/MP3 w/8" touch screen²

Cruise control

Rear View Monitor w/Parking Guidance¹

Parking Distance Warning - Reverse¹

Forward Collision Warning¹

Forward Collision-Avoidance Assist w/Pedestrian Detection¹

Lane Departure Warning¹

Lane Keeping Assist¹

Driver Attention Warning⁶

Blind-Spot Collision Warning w/Lane Change Assist¹

Rear Cross-Traffic Collision Warning¹

Apple CarPlay®⁴ & Android Auto™5

AM/FM/MP3 w/8" touch screen2

Push Button Start w/Smart Key

Cruise control

Rear View Monitor w/Parking Guidance¹

Parking Distance Warning - Reverse¹

Forward Collision Warning¹

Forward Collision-Avoidance Assist w/Pedestrian Detection¹

Lane Departure Warning¹

Lane Keeping Assist¹

Driver Attention Warning⁶

Blind-Spot Collision Warning w/Lane Change Assist¹

Rear Cross-Traffic Collision Warning¹

INTERIOR

Cloth-trimmed seats w/anti-soiling fabric

6-way adjustable driver's seat w/2-way power lumbar support

6-way adjustable front passenger's seat w/height adjuster

Sport black cloth-trimmed seats w/leatherette side bolsters

10-way power-adjustable driver's seat w/2-way power lumbar support

6-way adjustable front passenger's seat w/height adjuster

Leather-wrapped steering wheel

Panoramic sunroof w/power sunshade*

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 1-6 See inside back cover for endnotes. S WITH PANORAMIC SUNROOF PACKAGE SHOWN

EX

adds leather seat trim and more

DRIVING

1.6L Turbo Gasoline Direct Injection 4-cylinder engine 178 hp @ 5,500 rpm 7-speed dual-clutch transmission Drive Mode Select

17" alloy wheels
Dual exhaust w/chrome tips

High Beam Assist³ LED Daytime Running Lights & tail lights Fog lights

EX PREMIUM

includes features like navigation and a premium audio system

1.6L Turbo Gasoline Direct Injection
 4-cylinder engine
 178 hp @ 5,500 rpm
 7-speed dual-clutch transmission
 Drive Mode Select

17" alloy wheels
Dual exhaust w/chrome tips

High Beam Assist³ LED Daytime Running Lights & tail lights Fog lights

SX

even sportier all around, with a sport-tuned suspension, two-tone leather seat trim — the works

2.0L Turbo Gasoline Direct Injection
4-cylinder engine
245 pp @ 6,000 rpm
6-speed Sportmatic® transmission
Drive Mode Select
Sport-tuned suspension
18*alloy wheels
Dual exhaust w/chrome tips
Dual Projection LED headlights
w/Low Beam Assist – Dynamic
High Beam Assist³
LED Daytime Running Lights & tail lights
LED fog lights

Sport side sills w/gloss black accent trim

TECHNOLOGY

UVO link⁷

Apple CarPlay^{®4} & Android Auto^{TM5}
AM/FM/MP3 w/8" touch screen²
Wireless smartphone charger⁸

Push Button Start w/Smart Key
Electronic Parking Brake w/Auto-Hold
Smart Cruise Control w/Stop & Go¹
Rear View Monitor w/Parking Guidance¹
Parking Distance Warning — Reverse¹
Forward Collision Warning¹
Forward Collision-Avoidance Assist
w/Pedestrian Detection¹
Lane Departure Warning¹
Lane Keeping Assist¹
Driver Attention Warning®
Blind-Spot Collision Warning
w/Lane Change Assist¹
Rear Cross-Traffic Collision Warning¹

INTERIOR

Leather-trimmed seats

Heated front seats

10-way power-adjustable driver's seat w/2-way power lumbar support

Dual Zone — Full Automatic Temperature Control w/rear vents

LIVO link³ Navigation w/8" touch screen2 Apple CarPlay®4 & Android Auto™5 Harman Kardon®9 premium surround-sound system w/10 speakers Wireless smartphone charger8 Push Button Start w/Smart Key Electronic Parking Brake w/Auto-Hold Smart Cruise Control w/Stop & Go1 Rear View Monitor w/Parking Guidance1 Parking Distance Warning — Reverse¹ Forward Collision Warning¹ Forward Collision-Avoidance Assist w/Pedestrian Detection1 Lane Departure Warning¹ Lane Keeping Assist¹ Driver Attention Warning⁶ Blind-Spot Collision Warning w/Lane Change Assist1

Rear Cross-Traffic Collision Warning¹

Leather-trimmed seats

Heated front seats
Ventilated front seats
12-way power-adjustable driver's seat
w/4-way power lumbar support & memory
10-way power-adjustable front passenger's
seat w/2-way power lumbar support
Heated steering wheel
Dual Zone — Full Automatic Temperature
Control w/rear vents
Panoramic sunroof w/power sunshade

Overhead LED reading lamps front/rear

UVO link7

Gloss black rear spoiler

Navigation w/8" touch screen2 Apple CarPlay®4 & Android Auto™5 Harman Kardon®9 premium surround-sound system w/10 speakers Wireless smartphone charger8 Push Button Start w/Smart Key Electronic Parking Brake w/Auto-Hold Smart Cruise Control w/Stop & Go1 Rear View Monitor w/Parking Guidance1 Parking Distance Warning — Reverse¹ Forward Collision Warning¹ Forward Collision-Avoidance Assist w/Pedestrian Detection1 Lane Departure Warning¹ Lane Keeping Assist¹ Driver Attention Warning⁶ Blind-Spot Collision Warning w/Lane Change Assist1 Rear Cross-Traffic Collision Warning¹

Sport leather-trimmed seats
Two-tone red/black sport
leather-trimmed seats*

Heated front seats Ventilated front seats

12-way power-adjustable driver's seat w/4-way power lumbar support & memory 10-way power-adjustable front passenger's

seat w/2-way power lumbar support
Heated steering wheel w/paddle shifters²
Dual Zone — Full Automatic Temperature
Control w/rear vents

Panoramic sunroof w/power sunshade Overhead LED reading lamps front/rear

LOVE THE FEEL OF A TURBO? CHOOSE FROM THESE THREE. The EX, EX Premium, and SX trims give you turbo power and even more premium features and options. Use this chart to help you decide between them. DEALER EPROCESS

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 1–9 See inside back cover for endnotes. SX SHOWN

CHOOSE YOUR MODE OF PERFORMANCE.

Since different drivers have different styles, pick the trim that has the performance you prefer. Three Gasoline Direct Injection 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 & EX PREMIUM 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 shifters²





IT CONNECTS, FINDS, REMINDS. MEET UVO, YOUR NEW ASSISTANT.

UVO^{7*} is Kia's smart telematics system that lets you integrate your compatible smartphone via an embedded modem to perform an array of impressive functions. Just download and activate the Kia Access with UVO link⁷ app from the App Store^{®4} or Google Play^{TM5} Store. We'll even cover your subscription fees for one year from the original retail purchase/lease date.





REMOTE LOCK/UNLOCK10*

can lock or unlock your Optima from afar

REMOTE CLIMATE CONTROL¹⁰*

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

REMOTE FIND MY CAR10*

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

911 CONNECT11 & ROADSIDE ASSISTANCE12*

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 DIAGNOSTICS13*

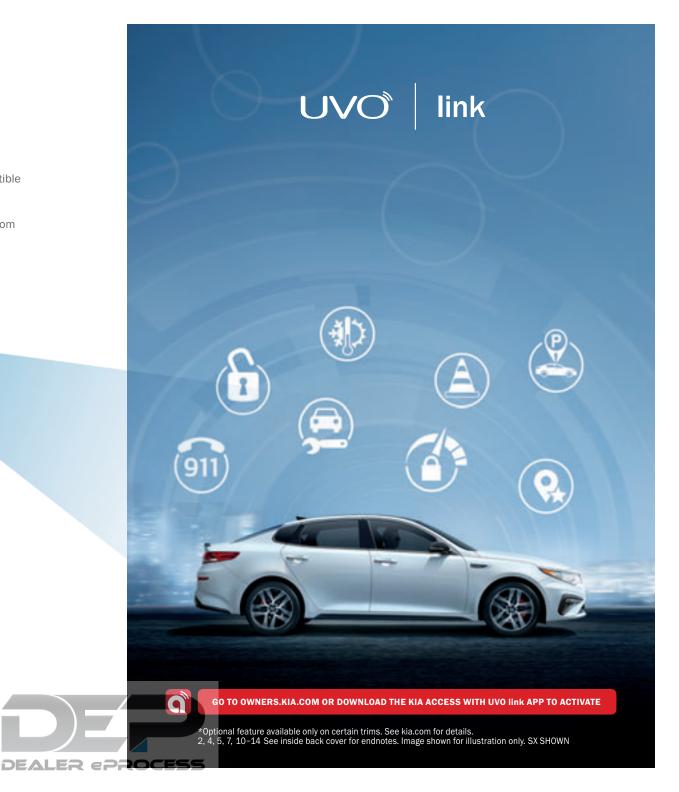
helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE14*

will let you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, curfew, and — for Optimas equipped with Navigation 2* — even geographic boundaries

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

can sync your favorite POIs from your compatible smartphone to the Navigation system^{2*}

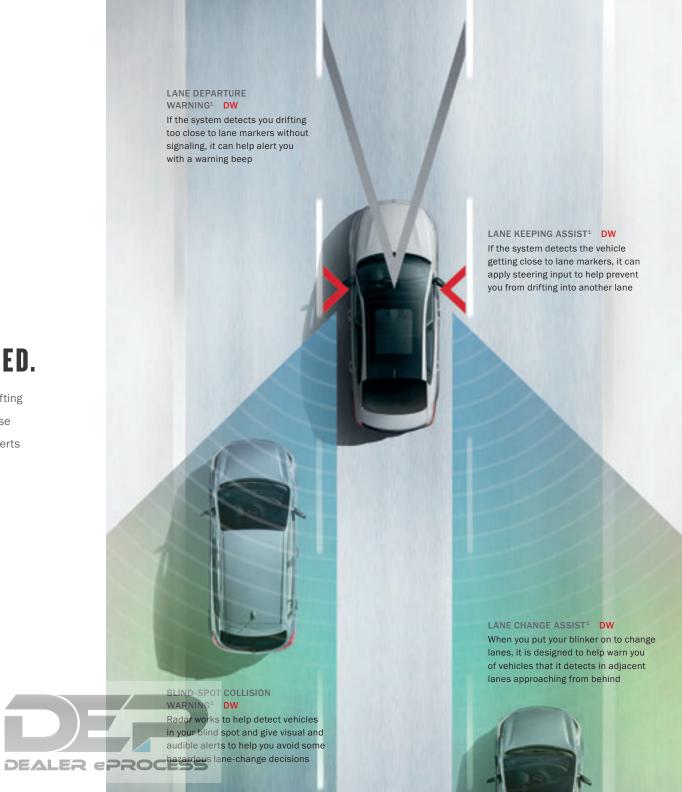






THE SECRETS TO STAYING CENTERED.

Vehicles in your blind spot, changing lanes in traffic, and unintentional drifting are just a few occasional hazards of life behind the wheel. Thankfully, these standard advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.¹





SENSES, ALERTS, AND HELPS STOP.

Who needs a copilot when you can have the help of these advanced features that are designed to enhance your ability to put on the brakes — plus other technologies to assist you on the road.

FORWARD COLLISION WARNING¹ 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 DETECTION¹ DW

This system is designed to help detect and alert you of a potential forward collision with a preceding vehicle or pedestrian and even automatically apply the brakes in some cases

SMART CRUISE CONTROL WITH STOP & GO1* DW

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

DRIVER ATTENTION WARNING⁶ DW

This system is designed to give you a warning signal to take a break if it detects inattentive driving practices





HOW TO AVOID THE OBSTACLES THAT COME YOUR WAY.

From approaching cars to that wayward shopping cart hiding in your blind spot, Optima's standard features are designed to help make parking easier by alerting you to potential surrounding hazards.

REAR CROSS-TRAFFIC COLLISION WARNING¹ DW

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

PARKING DISTANCE WARNING — REVERSE¹ DW

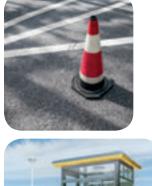
is designed to give an audible warning if it detects certain objects close to your vehicle when you're in reverse

REAR VIEW MONITOR WITH PARKING GUIDANCE¹ DW

includes a large, bright screen that helps you see what's behind your vehicle, with guidelines that adjust to follow the direction you're turning





















DARK NIGHTS AND CURVED ROADS? WE CAN HELP WITH THAT.

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

LOW BEAM ASSIST - DYNAMIC* DW

headlights are designed to track with your steering angle and vehicle speed to help enhance directional lighting

HIGH BEAM ASSIST³ DW

is designed to automatically dim the headlights for oncoming vehicles the system detects, 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

PROJECTION OR LED FRONT FOG LIGHTS*

help you see better in foggy weather



^{*}Uptional feature available only on certain trims. See kia.com for details. 3 See inside back cover for endnote. Simulated images shown for illustration only.





SAFETY NEVER TAKES A DAY OFF.

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 strong body construction are just a few of the ways we never stop working to increase your protection.



INSURANCE INSTITUTE FOR HIGHWAY SAFETY When equipped with optional LED headlights.





ELECTRONIC STABILITY CONTROL (ESC)†

In certain 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 SYSTEM¹⁶

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

ADVANCED AIRBAG & SEAT-BELT SENSORS¹⁶

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

REINFORCED BODY CAGE & SIDE-IMPACT DOOR BEAMS

A rigid body structure constructed of High Tensile Steel alloys helps absorb impact energy and deflect side-impact force in certain collisions

No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive See inside back cover for endnotes. Inflated airbags shown for illustration only. SX SHOWN

WHICH COLOR IS **YOUR PERFECT MATCH?**



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



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



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



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



GRAVITY GRAY (LX, S, EX, EX PREMIUM) YOU VIEW AN OVERCAST DAY AS AN OPPORTUNITY TO WEAR YOUR FAVORITE SWEATSHIRT.



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



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

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

THE FINAL TOUCH FOR YOUR OPTIMA S.

S PANORAMIC SUNROOF PACKAGE

Panoramic sunroof Overhead LED front & rear reading lamps Gloss black pillar & door-frame cover





RESEARCHING WHOSE POWERTRAIN WARRANTY IS TOP OF THE LINE?

Kia	10-year/100,000-mile
Subaru	5-year/60,000-mile
Toyota	5-year/60,000-mile
Honda	5-year/60,000-mile
Ford	5-year/60,000-mile
Mazda	5-year/60,000-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)

INDUSTRY-LEADING WARRANTY PROGRAM¹⁷

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



ENDNOTES 1. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. 2. 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

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DEALER EPROCESS

