

WHAT COLORS

does it come in?



SNOW WHITE PEARL
(HEV, PHEV)



ALUMINUM SILVER
(PHEV)



AURORA BLACK PEARL
(HEV, PHEV)



GRAVITY BLUE
(HEV, PHEV)



RUNWAY RED
(HEV)

Actual colors may vary from printed brochure. See kia.com/optima-hybrids for interior combinations.

ENDNOTES 1. Based on EPA estimates (based on a full battery charge for PHEV). Actual mileage or range will vary with options, driving conditions, driving habits, vehicle maintenance, and your vehicle's condition. For PHEV, it's also based on charging practice, battery age, weather, and temperature. Battery capacity will decrease with time and use. For more information on range, please see www.fueleconomy.gov. 2. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.nhtsa.gov/ratings). 3. ©2019 Harman International Industries, Inc. All rights reserved. Harman Kardon is a registered trademark of Harman International Industries, Inc. 4. Purchase/lease of a new 2020 Kia Optima HEV/PHEV vehicle with UVO link includes a complimentary 1-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 1-year UVO link subscription expires, continued access to UVO link will require a paid subscription at the then-current subscription rate or your use of UVO link will immediately terminate. Use of UVO link is subject to agreement to the UVO Privacy Policy (available at owners.kia.com) and Terms of Service (available at owners.kia.com). UVO is transferable to subsequent owner(s) during the original UVO service term. Only use UVO when safe to do so. Kia Access with UVO link app is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO 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. Features and specifications are subject to change. For more on details and limitations, visit owners.kia.com or your authorized Kia dealer. 5. 911 Connect must be enabled on head unit, and activates after airbag deployment. Requires cellular coverage. 6. 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. 7. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. 8. Remote features require a UVO subscription, a compatible smartphone, and a wireless signal with good coverage to function. Normal cellular service rates may apply. Do not use remote climate control 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 command. 9. 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. 10. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. 11. Driver Attention Warning is not a substitute for safe driving and may not detect all instances of 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.

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Part # U120H PW001

2020

OPTIMA

HYBRID | PLUG-IN HYBRID



Get to know the **OPTIMA HYBRIDS**

Intrigued by the 2020 Optima hybrid models, but still have a few questions? Here is where you'll find the info you're looking for, along with details about how the Optima Hybrid (HEV) and Plug-In Hybrid (PHEV) combine Kia's state-of-the-art, efficiency¹-focused technologies with modern styling and premium features such as a vivid 8" color touch screen, LED tail lights and headlights*, and heated steering wheel*. Sound good so far? Keep reading and we'll get those questions answered.



INSURANCE INSTITUTE
FOR HIGHWAY SAFETY

FOR 2019 OPTIMA HEV

when equipped with optional Forward
Collision-Avoidance Assist and LED headlights.



**NHTSA Overall 5-Star
Crash Safety Rating²**

FOR OPTIMA HEV



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. *Optional feature available only on certain trims. See kia.com for details. 1, 2 See back cover for endnotes. Cover: PHEV EX SHOWN. This page: HEV EX AND PHEV EX SHOWN

Are they good for **LONG TRIPS?**

Road trip to your heart's content — the desert, the coast, new cities, old favorites — the Optima hybrids give you impressive range to roam wherever adventure calls you. Specifically, Optima HEV has an EPA-estimated rating of 40 MPG city/45 MPG hwy/42 MPG combined. And Optima PHEV has an all-electric range of 0–28 miles, with an EPA-estimated rating of 101 MPGe combined (electric + gas)/41 MPG combined (gas only).¹

How is the **PLUG-IN HYBRID** different?

Simply put, efficiency and convenience go hand-in-hand with PHEV. It lets you plug in, charge up, and go fully electric at the push of a button — an EPA-estimated range of 0–28 miles¹ on a full charge. You can 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!^{1^} PHEV gives you up-to-the-moment tracking of your estimated electric range and a display map of charging stations along the way, so you can make the most of all-electric mode while on the road. Or, simply recharge when it's most convenient for you, knowing that your PHEV will kick into hybrid mode automatically if you exceed your all-electric range.



PHEV HOURS TO
A FULL CHARGE



¹ See back cover for endnote. ^Charge time is based on 77 degrees Fahrenheit battery temperature and under 10% battery state of charge, with the following power requirements: Level 2 charger rated at 40 amps using a 240V source; standard household outlet rated at 15 amps using a 120V source. Battery capacity will decrease with time and use. Please check your local building codes and guidelines for installation of a Level 2 charger.

What's it like

INSIDE A HYBRID?

Remarkably comfortable

and stylish. Optima hybrids give you standard dual-zone full automatic temperature control with rear vents, ambient lighting with variable colors, leather seat trim with heated front seats, ventilated front seats,* a Harman Kardon®³ premium surround-sound system* with 10 speakers — even a panoramic sunroof with power sunshade* to let in the blue sky and fresh air.

*Optional feature available only on certain trims. See kia.com for details. 3-8 See back cover for endnotes. Simulated screen shown. Image shown for illustration only. PHEV EX SHOWN

How do I

STAY CONNECTED

on the go?



Meet UVO, Kia's smart telematics system that integrates with your compatible smartphone to let you easily manage your Optima HEV/PHEV functions. Just download and activate the Kia Access with UVO link⁴ app and it will connect you with features like 911 Connect⁵ and Roadside Assistance,⁶ sync destinations from your smartphone to the navigation system,^{7*} and even remotely preheat/precool the cabin or lock/unlock the doors.⁸ PHEVs come with features specifically designed to help you manage all-electric mode, such as finding charging stations, and remotely schedule charging to take advantage of any off-peak rates — all as a complimentary service for one year from the original retail purchase/lease date.⁴



GO TO OWNERS.KIA.COM OR DOWNLOAD THE KIA ACCESS WITH UVO link APP TO ACTIVATE

How does hybrid TECHNOLOGY enhance efficiency?

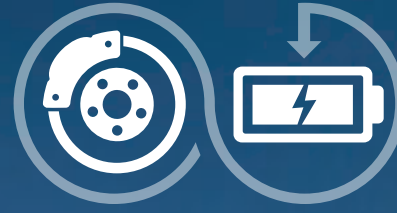
The great thing about driving a hybrid is that instead of relying on a single, large combustion engine, hybrids rely on two power sources — one electric and one gas. The Optima HEV and PHEV are powered by Kia's full Parallel Hybrid System. This advanced design allows both the gas engine and electric motor to simultaneously provide power directly to help you get the most out of every journey. PHEV takes this technology a step further, letting you go all electric, on demand.

ECO dynamics

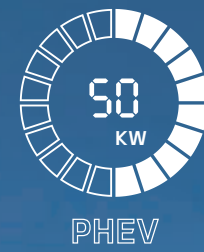
Kia is dedicated to reducing environmental impact and increasing social responsibility. We call this philosophy EcoDynamics — the inspiration behind our growing line of hybrids, plug-in hybrids, and all-electric models.



SEE HOW FAR YOU CAN GO with an easy-to-read range map that shows you an estimate of how far your PHEV can travel on your current charge, both in a map format and a digital mileage display.⁹



BRAKING CAN HELP RECHARGE THE BATTERY thanks to the Optima hybrids' regenerative braking systems, which capture a portion of the vehicles' kinetic energy when you're coasting or braking. This energy gets fed back into the battery to increase the charge level.



EFFICIENT ELECTRIC MOTORS power HEV and PHEV in all-electric mode. Both models feature an advanced electric motor called a Transmission Mounted Electrical Device (TMED). This works in combination with the gasoline engine to provide the ideal amount of power. The Optima PHEV's electric motor is large and its battery has a high capacity, allowing it to deliver impressive horsepower, acceleration, and a 0-28 mile electric-only range!¹

THE COMPACT, ENERGY-DENSE BATTERY supplies power efficiently to the electric motor, while regenerative braking can help recharge the battery using the kinetic energy that is captured when the brakes are applied.



FORWARD COLLISION-AVOIDANCE ASSIST WITH PEDESTRIAN DETECTION¹⁰
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

FORWARD COLLISION WARNING¹⁰
is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you are getting too close

DRIVER ATTENTION WARNING¹¹
is designed to give you a warning signal to take a break if it detects inattentive driving practices

SMART CRUISE CONTROL WITH STOP & GO¹²
is designed to automatically adjust your driving speed to help maintain a predetermined distance from the vehicle detected ahead of you

LANE KEEPING ASSIST—LINE¹³
is designed to detect the vehicle getting close to lane markers, and can apply corrective steering to help prevent you from drifting into another lane

Kia Drive Wise is a suite of 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. The Kia Drive Wise features you see here come standard on all Optima hybrids. Because we know even the best drivers can't be perfect 100% of the time.¹⁰

LANE DEPARTURE WARNING¹⁴
can help alert you with a warning beep if the system detects you drifting too close to lane markers without signaling

BLIND-SPOT COLLISION WARNING¹⁵
uses radar that is designed to help detect vehicles in your blind spot, and give visual and audible alerts to help you avoid some hazardous lane-change decisions

REAR CROSS-TRAFFIC COLLISION WARNING¹⁶
uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you're in reverse

LANE CHANGE ASSIST¹⁷
is designed to help warn you of vehicles that it detects in adjacent lanes approaching from behind when you put your blinker on to change lanes

