

## 2015 Camry XSE V6 vs. 2015 Kia Optima SX Turbo



XSE 4-cyl. model shown

VS.



### 2015 Camry XSE V6

### 2015 Kia Optima SX Turbo w/ Premium Package

After a well-received redesign for the 2014 model year, Kia's Optima returns for 2015 with available next-generation UVO eServices including new Geo Fencing, Speed Alert, Curfew Alert and Driving Score available on every trim (and standard on Limited). Still, 2015 Camry's recognized value<sup>1</sup>, impressive performance, and appealing selection of standard and available features outshine Optima at every trim level.



### Competitor Highlights

- 10-year/100,000-mile powertrain warranty, 5-year/60,000-mile roadside assistance
- Available next-generation UVO eServices with new Geo Fencing, Speed Alert, Curfew Alert and Driving Score
- Available turbocharged 4-cylinder with impressive power and fuel economy
- Refined interior, available heated front and rear seats
- High-Intensity Discharge (HID) headlights on SX Turbo/Limited



### Camry Key Advantages & Accolades



**PERFORMANCE:** Camry V6 models are rated higher for city and combined mpg by the EPA than Optima's turbocharged models, and Camry 4-cylinder models offer higher EPA-mpg ratings than Optima 4-cylinder models as well<sup>2</sup>



**TECHNOLOGY:** Camry XSE V6 features a standard 7-in. high-resolution touch-screen, HD Radio<sup>TM3</sup>, navigation and Qi wireless charging<sup>4</sup> capability – features either extra-cost options or unavailable entirely on Optima SX Turbo



**CONNECTIVITY:** While Optima's next-generation UVO eServices feature emergency, maintenance and assistance services comparable to Camry's available Safety Connect<sup>5</sup>, they fall short of matching the level of integrated app connectivity found in the Entune<sup>®</sup> App Suite<sup>6</sup>



**SAFETY:** Camry has 10 airbags<sup>7</sup> where Optima has six; Camry also features Whiplash-Injury-Lessening (WIL)<sup>8</sup> front seats and makes available Pre-Collision System (PCS)<sup>9</sup>, Lane Departure Alert (LDA)<sup>10</sup> and Adaptive Cruise Control (ACC)<sup>11</sup> with the available Technology Package. None of these are available on Optima



**VALUE:** For 2014, Camry has a lower 5-year cost of ownership than Optima according to IntelliChoice.com<sup>1</sup>. Plus, Camry comes with ToyotaCare's<sup>12</sup> no-cost factory-scheduled maintenance plan for two years or 25,000 miles, whichever comes first



Most Dependable  
Midsize Car - J.D. Power<sup>13</sup>



2014 Ownership  
Costs Winner<sup>14</sup>



2014 Highest  
Retained Value<sup>14</sup>

# 2015 Camry XSE V6 vs. 2015 Kia Optima SX Turbo



## Quick Facts

	2015 Camry XSE V6	2015 Optima SX Turbo w/ Premium Package
MSRP <sup>15</sup>	\$31,370	<b>\$31,000</b>
Engine	3.5L V6 DOHC 24-valve Dual VVT-i	2.0L DOHC 16-valve Turbocharged I4 Dual CVT
HP / Torque	268 @ 6200 rpm / 248 lb.-ft. @ 4700 rpm	<b>274 @ 6000 rpm / 269 lb.-ft. @ 1650-4500 rpm</b>
Transmission	6-speed Electronically Controlled automatic overdrive Transmission with intelligence (ECT-i), sequential shift mode and paddle shifters	Electronically Controlled 6-speed Automatic Overdrive with Sportmatic™ transmission, with paddle shifters
MPG <sup>2</sup> (city/hwy/combined)	<b>21/31/25</b>	20/31/24
Cargo volume <sup>16</sup> (cu. ft.)	15.4	15.4
Airbags <sup>7</sup>	<b>10</b>	6
Standard audio	AM/FM/CD stereo w/ 6 speakers, 7-in. high-resolution touch-screen, auxiliary audio jack, USB port, HD Radio™ <sup>3</sup> , SiriusXM Radio <sup>17</sup> 3-month All Access trial, HD Predictive Traffic and Doppler Weather Overlay, <b>AM/FM cache radio</b> , Navigation and <b>Entune® App Suite</b> <sup>6</sup>	Infinity® Surround AM/FM/CD system w/ <b>8 speakers, 8-in. touch-screen</b> , auxiliary audio jack, USB port, HD Radio™ <sup>3</sup> , SiriusXM Radio <sup>17</sup> 3-month trial, and UVO eServices infotainment system
Bluetooth® wireless technology <sup>15</sup>	Standard	Standard



## Head to Head

2015 Camry XSE V6	WIN	2015 Optima SX Turbo w/ Premium Package
<b>PERFORMANCE / DESIGN</b>		
Sport-tuned MacPherson strut front, dual-link rear suspension	=	Sport-tuned MacPherson strut front, multilink w/ performance dampers rear
Additional strut tower and trunk-mounted chassis braces	←	Not available
11.65-in. ventilated front/11-in. solid rear disc brakes	→	12.6-in. ventilated front/11.2-in. solid disc brakes
Turning circle: 36.7 ft.	→	Turning circle: 35.8 ft.
Curb weight: 3480 lb.	→	Curb weight: 3468 lb.
18-in. machined alloy wheels with black painted accents & P225/45R18 tires	=	18-in. machined alloy wheels & P225/45R18 tires
LED Low and Hi Beam halogen headlights with black sport trim bezels and auto on/off feature	←	High-Intensity Discharge (HID) projector-beam headlights with auto-leveling
LED Daytime Running Lights with on/off feature	←	Not available
Power tilt/slide moonroof with one-touch open/close with jam protection	→	Panoramic sunroof with power sunshade

# 2015 Camry XSE V6 vs. 2015 Kia Optima SX Turbo



## Head to Head

2015 Camry XSE V6	WIN	2015 Optima SX Turbo w/ Premium Package
<b>AUDIO / MULTIMEDIA</b>		
6 speakers	→	8 speakers
7-in. high-resolution touch-screen	→	8-in. touch-screen
Standard USB 2.0 port <sup>19</sup> with iPod <sup>®20</sup> connectivity and control	=	Standard USB port <sup>19</sup>
Integrated apps – Bing <sup>™</sup> , Facebook Places, iHeartRadio, MovieTickets.com, OpenTable <sup>®</sup> , Pandora <sup>®21</sup> and Yelp <sup>™</sup>	←	Integrated apps – Pandora <sup>®21</sup> , Twitter, UVO eServices app and UVO app Download Center
Integrated data services include traffic, weather, fuel prices, sports and stocks	←	Available integrated data services include SiriusXM Traffic (Technology Package, \$2400)
AM/FM cache radio	←	Not available
Qi wireless charging <sup>4</sup> capability	←	Not available
Safety Connect <sup>®5</sup> available on XLE models – includes Emergency Assistance, Stolen Vehicle Locator, Roadside Assistance and Automatic Collision Notification. Available by subscription, complimentary one-year trial included	→	UVO eServices include Roadside Assist, Vehicle Diagnostics, MyPOIs, Parking Minder, My Car Zone, Trip Info, Dealer Appointments, Geo Fencing, Speed Alert, Curfew Alert, Driving Score and Awards; subscription-free
Navigation standard	←	Available navigation (Technology Package, \$2400)
HD Radio <sup>™3</sup>	=	HD Radio <sup>™3</sup>
SiriusXM Radio <sup>17</sup> 3-month All Access Trial	=	SiriusXM Radio <sup>17</sup> 3-month trial
<b>COMFORT / CONVENIENCE</b>		
Sport leather-trimmed Ultrasuede <sup>®</sup> 8-way power adjustable driver's seat	→	Leather-trimmed 10-way power adjustable heated and ventilated driver's seat w/ memory
Heated front seats	→	Heated front and rear seats
Leather-trimmed tilt/telescopic sport steering wheel with paddle shifters and Bluetooth <sup>®18</sup> hands-free phone and audio controls	=	Leather-trimmed tilt/telescopic sport steering wheel with paddle shifters and Bluetooth <sup>®18</sup> hands-free phone and audio controls
Dual-zone automatic temperature control with air filter and rear-seat vents	=	Dual-zone automatic temperature control with center console rear vents
HomeLink <sup>®</sup> universal transceiver	←	Not available (standard on Limited only)
Smart Key System <sup>22</sup> with Push Button Start and remote illuminated entry	=	Smart Key System with Push Button Start and immobilizer
Adaptive Cruise Control (ACC) <sup>11</sup> available with Technology Package	←	Not available
EPA passenger volume, cu. ft.: 101.3	→	EPA passenger volume, cu. ft.: 102.2
Cargo volume, cu. ft. <sup>16</sup> : 15.4	=	Cargo volume, cu. ft. <sup>16</sup> : 15.4
Head room, in. (front/rear): 37.9/ <b>38.0</b>	=	Head room, in. (front/rear): <b>40.0</b> /37.6
Leg room, in. (front/rear): 41.6/ <b>38.9</b>	=	Leg room, in. (front/rear): <b>45.5</b> /34.7

# 2015 Camry XSE V6 vs. 2015 Kia Optima SX Turbo



## Head to Head

2015 Camry XSE V6	WIN	2015 Optima SX Turbo w/ Premium Package
<b>SAFETY</b>		
10 total airbags <sup>7</sup>	←	6 total airbags <sup>7</sup>
Driver and front passenger knee airbags <sup>7</sup>	←	Not available
Outboard rear seat-mounted side airbags <sup>7</sup>	←	Not available
Front Whiplash-Injury-Lessening (WIL) <sup>8</sup> seats	←	Not available
Backup camera <sup>23</sup>	=	Backup camera
Available Blind Spot Monitor (BSM) <sup>24</sup> with Rear Cross-Traffic Alert (RCTA) <sup>25</sup> ( <b>\$500</b> )	=	Available Blind Spot Detection (BSD) with Rear Cross-Traffic Alert (RCTA) (Technology Package, \$2400)
Pre-Collision System (PCS) <sup>9</sup> available with Technology Package	←	Not available
Lane Departure Alert (LDA) <sup>10</sup> available with Technology Package	←	Not available
<b>WARRANTY / VALUE</b>		
2-year/25,000-mile no-cost scheduled maintenance plan <sup>12</sup>	←	Complimentary scheduled maintenance not included
2-year/unlimited-mile roadside assistance <sup>12</sup>	→	5-year/60,000-mile roadside assistance
"Average" value rating – IntelliChoice.com <sup>1</sup> (2014 MY SE V6)	←	"Below Average" value rating – IntelliChoice.com <sup>1</sup> (2014 MY)
\$36,231 5-year cost of ownership – IntelliChoice.com <sup>1</sup> (2014 MY SE V6)	←	\$37,781 5-year cost of ownership – IntelliChoice.com <sup>1</sup> (2014 MY)

# 2015 Camry XSE V6 vs. 2015 Kia Optima SX Turbo

## Optima at a Glance

LX	EX
<p><b>Key standard features:</b></p> <p><b>Mechanical</b></p> <ul style="list-style-type: none"> <li>• 2.4L DOHC 16-Valve I4 w/ Dual CVVT</li> <li>• Electronically Controlled 6-speed Automatic Overdrive with Sportmatic™ transmission</li> <li>• Active Eco System</li> </ul> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 16-in. alloy wheels</li> <li>• Chrome front grille</li> <li>• Dual chrome-tipped exhaust</li> <li>• Halogen front fog lights</li> <li>• Heated power mirrors with mounted LED turn signal indicators</li> <li>• Projector beam headlights</li> <li>• Remote keyless entry with trunk opener</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• 6-way adjustable driver's seat with power lumbar adjust</li> <li>• 60/40 split-folding rear seat</li> <li>• Front center console with armrest and storage</li> <li>• Rear folding center armrest with cup holders</li> <li>• Steering wheel mounted audio, hands-free phone and cruise control buttons</li> </ul> <p><b>Audio/In-Cabin Technology</b></p> <ul style="list-style-type: none"> <li>• AM/FM/CD/MP3 audio system with 6 speakers, auxiliary input jack, USB port</li> <li>• <i>Bluetooth</i>®<sup>18</sup> hands-free wireless technology</li> <li>• SiriusXM Satellite Radio<sup>17</sup> w/ 3-month trial</li> </ul> <p><b>Safety &amp; Security</b></p> <ul style="list-style-type: none"> <li>• 6 standard airbags<sup>7</sup></li> <li>• Antilock Braking System (ABS), Brake Assist System (BAS), Electronic Brakeforce Distribution (EBD), Electronic Stability control, Hill Start Assist Control (HAC), Traction Control System (TCS), Vehicle Stability Management (VSM)</li> <li>• Tire Mobility Kit</li> </ul>	<p><b>EX adds these key features:</b></p> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 17-in. alloy wheels</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• 10-way power adjustable driver's seat</li> <li>• Auto-dimming rearview mirror</li> <li>• Dual zone automatic temperature control with center console rear seat vents</li> <li>• Leather seat trim</li> <li>• Leather-wrapped center fascia and steering wheel</li> <li>• Leather-wrapped shift knob with wood-grain accent</li> <li>• Push button start with smart key and immobilizer</li> <li>• Satin-chrome inside door handles</li> <li>• Wood film accents</li> </ul>

# 2015 Camry XSE V6 vs. 2015 Kia Optima SX Turbo



## Optima at a Glance

SX	SX Turbo
<p><b>SX adds these key features:</b></p> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 18-in. machined finish alloy wheels</li> <li>• Sculpted front and rear valence, side sills (SX, SX Turbo only)</li> <li>• Unique black gloss and chrome front grille</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• 4.3-in. TFT color LCD Supervision meter cluster</li> <li>• Alloy pedals</li> <li>• Black cloth headliner and pillar trim</li> <li>• Leather-wrapped shift knob</li> <li>• Light brushed metal film with chrome accents</li> <li>• Stainless steel illuminated door scuff plate trim</li> <li>• Steering wheel-mounted paddle shifters (SX, SX Turbo only)</li> </ul>	<p><b>SX Turbo adds these key features:</b></p> <p><b>Mechanical</b></p> <ul style="list-style-type: none"> <li>• 2.0L DOHC 16-valve Turbocharged I4</li> <li>• Drive Mode select: Normal, Eco or Sport</li> </ul> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• High Intensity Discharge (HID) projector-beam headlights with auto-leveling</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• Sport steering wheel</li> </ul> <p><b>Safety &amp; Security</b></p> <ul style="list-style-type: none"> <li>• Compact spare tire</li> </ul>
	<p style="text-align: center;"><b>Limited</b></p> <p><b>Limited adds these key features:</b></p> <p><b>Exterior</b></p> <ul style="list-style-type: none"> <li>• 18-in. alloy wheels with chrome finish</li> <li>• Chrome accent side sills and rear spoiler</li> <li>• LED front fog lights</li> <li>• Panoramic sunroof with power sunshade</li> <li>• Power-folding outside mirrors</li> <li>• Red front and rear brake calipers</li> </ul> <p><b>Interior</b></p> <ul style="list-style-type: none"> <li>• 4-way power adjustable front passenger's seat</li> <li>• Bright chrome inside door handles</li> <li>• Auto-dimming mirror with HomeLink® and compass</li> <li>• Gloss black film accents</li> <li>• Heated front and rear seats</li> <li>• Heated steering wheel</li> <li>• Leather and gloss black shift knob</li> <li>• Nappa leather seat trim</li> <li>• Ventilated driver's seat w/ driver's seat memory</li> </ul> <p><b>Audio/In-Cabin Technology</b></p> <ul style="list-style-type: none"> <li>• Infinity® Surround Sound audio system with 8 speakers and HD Radio™<sup>3</sup></li> <li>• UVO eServices infotainment system</li> <li>• Voice-command navigation system with 8-in. color touch-screen and SiriusXM Traffic w/ 3-month trial</li> </ul> <p><b>Safety &amp; Security</b></p> <ul style="list-style-type: none"> <li>• Back-up Warning System</li> <li>• Blind Spot Detection (BSD) System w/ Rear Cross-Traffic Alert (RCTA)</li> <li>• Electric Parking Brake (EPB) with auto hold</li> <li>• First aid kit</li> <li>• Rear backup camera</li> </ul>

# 2015 Camry XSE V6 vs. 2015 Ford Fusion Titanium

1. 2014 Camry SE and 2014 Kia Optima SX Turbo. IntelliChoice, [www.IntelliChoice.com](http://www.IntelliChoice.com). 2. 2015 EPA-estimated mileage. Actual mileage will vary. 3. HD Radio™ Technology manufactured under license from iBiquity Digital Corporation U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp. 4. Qi wireless charging may not be compatible with all mobile phones, MP3/WMA players and like models. 5. Contact with the response center may not be available in all areas. Service Agreements required. A variety of subscription terms available; charges will vary. See [Toyota.com](http://Toyota.com) for details. 6. Apps/services vary by phone/carrier; functionality depends on many factors. Select apps use large amounts of data; you are responsible for charges. Apps & services subject to change. See [Toyota.com/entune®](http://Toyota.com/entune®) for details. 7. All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your Owner's Manual for further information/warnings. 8. Whiplash Injury Lessening front seats can help reduce the severity of whiplash injury in certain rear end collisions. 9. The Pre-Collision System is designed to help reduce the crash speed and damage in certain frontal collisions only. It is not a collision-avoidance system and is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as speed, driver input and road conditions. See your Owner's Manual for further information. 10. Lane Departure Alert is designed to read the lane markers under certain conditions, and provide visual and audible alerts when lane departure is detected. It is not a collision-avoidance system or a substitute for safe and attentive driving. Effectiveness depends on many factors. See Owner's Manual for more information. 11. Dynamic Radar Cruise Control is designed to assist the driver and is not a substitute for safe and attentive driving practices. See your Owner's Manual for details. 12. Covers normal factory scheduled service for 2 years or 25K miles, whichever comes first. See Toyota dealer for details and exclusions. Valid only in the continental U.S. and Alaska. 13. The Toyota Camry received the lowest number of problems per 100 vehicles among midsize cars in the proprietary J.D. Power 2014 Vehicle Dependability Studies<sup>SM</sup>. Study based on 41,688 original owners of 2011 model year vehicles after three years of ownership about problems experienced in the past 12 months. Proprietary study results are based on experiences and perceptions of consumer surveyed October-December 2013. Your experiences may vary. Visit [jdpower.com](http://jdpower.com). 14. 2014 IntelliChoice, [www.IntelliChoice.com](http://www.IntelliChoice.com); Passenger Car, 4-cyl. and hybrid models only. Based on 2014 model year study. 15. MSRPs for 2015 Camry XSE V6 and 2015 Kia Optima SX Turbo w/ Premium Package. Excludes delivery, processing and handling fees. Actual price may vary. 16. Cargo and load capacity limited by weight and distribution. 17. SiriusXM services require a subscription after 3-month trial period. Subscriptions governed by SiriusXM™ Customer Agreement available at [SiriusXM.com](http://SiriusXM.com). If you decide to continue your SiriusXM™ service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates unless you call 1-866-635-2349 to cancel. Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C. 18. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. A compatible Bluetooth enabled phone must first be paired. Phone performance depends on software, coverage & carrier. 19. May not be compatible with all WMA/MP3 players and like models. 20. iPod® is a registered trademark of Apple, Inc. All rights reserved. 21. PANDORA®, the PANDORA® logo, and the Pandora trade dress are trademarks or registered trademarks of Pandora Media, Inc., used with permission. 22. The Smart Key system may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system. 23. The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy. 24. Do not rely exclusively on the blind-spot monitor. Always look over your shoulder and use your turn signal. There are limitations to the function, detection, range and clarity of the monitor. For a complete list of limitations and directions regarding use of the monitor, please see the Owner's Manual. 25. Do not rely exclusively on the Rear Cross-Traffic Alert system. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. To learn more, see Owner's Manual.