



The Power to Surprise

2016

OPTIMA

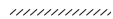
ECO hybrid

ECO hybrid

NOT YOUR AVERAGE HYBRID.

Take everything that makes Optima stand out from other sedans. Then add a hybrid powertrain that positions you at the front of the pack by combining enhanced environmental sustainability with the performance you expect from a sport sedan. It all comes together in the award-winning Optima Hybrid.

Form and function are both elevated in pursuit of a more fuel-efficient drive. Aerodynamic bumper and trunk lid designs help reduce wind drag, while also creating a well-balanced and luxurious look. The result gives you all the advantages of a hybrid, yet with the space and comfort of an Optima. That's in addition to an impressive list of standard features that includes a UVO™ infotainment system, rearview back-up camera⁸ and automatic climate control.



WHERE DESIGN AND PERFORMANCE MEET
Optima Hybrid seamlessly integrates one of the most advanced hybrid powertrains in the world with the acclaimed handling dynamics of the conventionally powered Optima sedan. The results are as stunning as its design: fuel economy of 6.6 litres/100 km in the city and 5.9 litres/100 km on the highway^{1,2} combined with a driving experience that rivals the finest performance sedans.

ELECTRIC MOTOR DESIGNED FOR EFFICIENT PERFORMANCE

At low speed, the Optima Hybrid uses innovative transmission technology to run in EV-electric only-mode.⁹ It consists of an electric motor and a clutch mounted in place of the conventional transmission's torque converter. Additionally, active air flaps behind the grille control air flow to cool or warm the engine as needed to increase efficiency and aerodynamics.

REGENERATIVE BRAKING

To help charge the lithium polymer battery, a Regenerative Braking System uses the electric motor to convert kinetic energy from braking to electricity.

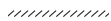


ECO dynamics

IT'S NOT JUST A HYBRID CAR, IT'S A COMMITMENT.

Kia Motors launched ECO Dynamics in 2009 as part of an ongoing commitment to the pursuit of zero-emissions driving. There isn't one single form of technology that alone can attain that complex goal. That's why Kia has developed a series of different vehicle technologies that not only enhance sustainability, but also deliver on the key performance expectations of its drivers.

The first vehicles in Canada to incorporate the ECO Dynamics philosophy and technologies are the Optima Hybrid and the Soul EV. These initiatives helped Kia Motors earn a place among the 50 Best Global Green Brands according to Interbrand, the world's leading brand consultancy agency. Interbrand's 50 Best Global Green Brand 2014 rankings measure the sustainability and environmental performance of the world's 100 most valuable brands.



THE LITHIUM POLYMER BATTERY

The 270-volt lithium polymer battery is more powerful than most hybrid batteries. It's also light and compact, so it takes up less space.



HORSEPOWER AND EFFICIENCY

With a total combined 199 horsepower from the electric motor and gas engine, Optima Hybrid provides excellent performance and delivers exceptional highway fuel efficiency.



POWER RATIO GAUGE

The power ratio gauge lets you know when the vehicle is operating with the electric motor, with the gas engine, or with both. It also provides information about the regenerative battery-charging system and is standard on Optima Hybrid EX Premium.



ADVANCED SAFETY SYSTEMS

Optima Hybrid models come with a full complement of standard safety systems, including six airbags, four-wheel anti-lock disc brakes, Electronic Stability Control (ESC) and a panic Brake Assist System (BAS).



INNOVATIVE TECHNOLOGY

Optima Hybrid EX Premium is equipped with the convenience of an 8" multimedia interface with voice-activated navigation⁶ and the comfort of heated and air-cooled front seats, heated rear seats and heated steering wheel.



SPORTMATIC TRANSMISSION

Optima Hybrid's 6-speed Sportmatic automatic transmission includes a clutchless manual-shift mode for a more performance-oriented driving experience – something that's definitely missing from most other hybrid vehicles.



SLEEK STYLING

Optima Hybrid's sculpted bodywork features a contemporary design and enhanced aerodynamics, while unique alloy wheels help define it as the Hybrid.

EXTERIOR COLOURS



Aurora Black
BC/BL



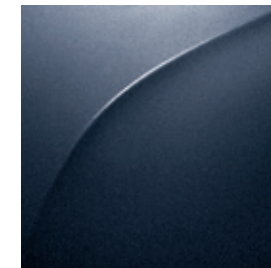
Snow White Pearl (P)
BC/BL



Aluminum Silver (M)
BC/BL



Ultra Silver (M)
BC/BL

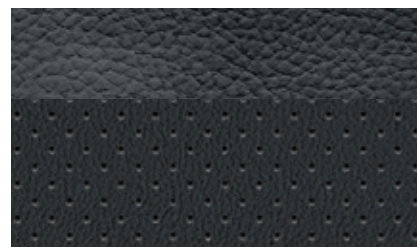


Carbon Blue (M)
BC/BL

INTERIOR COLOURS



Black cloth



Black leather

M = Metallic, P = Pearl, BC = Black cloth. BL = Black leather

The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

FEATURES

Exterior	LX	EX	EX Premium
16" aerodynamic alloy wheels	●	-	-
17" aerodynamic alloy wheels	-	●	●
16" low-rolling resistance tires (205/65R16)	●	-	-
17" low-rolling resistance tires (215/55R17)	-	●	●
Tire mobility kit	●	●	●
Panoramic sunroof	-	●	●
Automatic headlights	●	●	●
LED daytime running lights	-	●	●
Fog lights	●	-	-
LED fog lights	-	●	●
Delayed headlight escort function	●	●	●
Xenon high intensity discharge (HID) headlights	-	●	●
LED light bar taillights	●	●	●
Power heated sideview mirrors with integrated LED turn signals	●	●	●
Power folding sideview mirrors	-	●	●
Obstacle-detecting front power windows	●	●	●
Heated windshield wiper de-icer	●	●	●
Rain-sensing windshield	-	●	●
Aero blade wipers	●	●	●
Solar glass	●	●	●
Split-chrome door handles	●	●	●
Chrome door moulding	●	●	●
"Eco-Hybrid" fender garnish	●	●	●
Splash guards	●	●	●
Rear bumper reflectors	●	●	●
Hidden muffler	●	●	●
Safety			
Dual advanced front airbags	●	●	●
Dual side airbags	●	●	●
Dual side-curtain airbags	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock braking system (ABS)	●	●	●
Electronic brake force distribution (EBD)	●	●	●
Electronic stability control (ESC)	●	●	●
Panic brake assist system (BAS)	●	●	●
Hill assist control (HAC)	●	●	●
Impact-sensing auto door unlock	●	●	●
Front seat belt pre-tensioners and load limiters	●	●	●
Lower anchors and tethers for children (LATCH)	●	●	●
Rearview camera ⁸	●	●	●
Rear parking sonars ⁸	-	-	●
Blind-spot detection system ⁸	-	-	●

Comfort & Convenience	LX	EX	EX Premium
Dual zone fully automatic climate control with cabin air filter	●	●	●
Automatic defog system	-	●	●
Rear climate ventilation	●	●	●
Cooling glove box	●	●	●
Smart Key with push button ignition	●	●	●
Remote keyless entry with panic alarm function	●	●	●
Power door locks and windows	●	●	●
Obstacle-detecting front power windows with express up/down	●	●	●
Tilt and telescopic steering wheel	●	●	●
Heated steering wheel	-	●	●
Steering wheel mounted audio controls	●	●	●
Steering wheel mounted cruise controls	●	●	●
Steering wheel mounted 'Active Eco' control	●	●	●
Trip computer	●	●	●
Enhanced LCD Supervision instrument cluster	●	●	●
AM/FM/CD/MP3/Satellite ⁴ stereo	●	●	●
6-speaker audio	●	●	-
8-speaker premium Infinity™ audio (including subwoofer) ⁷	-	-	●
AUX & USB input ports	●	●	●
Bluetooth® hands-free cell phone connectivity ^{5,6}	●	●	●
Microsoft® ³ UVO™ infotainment system	●	●	-
8" multimedia interface with voice-activated navigation ⁶	-	-	●
Interior mood lighting (red hue)	-	●	●
Auto-dimming rearview mirror	●	●	●
Leatherette console lid	●	●	●
Gloss black trim	●	●	●
Leatherette dash trim	-	●	●
Cloth sunvisor with mirrors	●	●	●
Sunglass holder	●	●	●
Stainless steel illuminated door scuff plates	-	●	●

Seating & trim

	LX	EX	EX Premium
Cloth seats	●	●	-
Leather seats	-	-	●
Heated front seats	●	●	●
Heated rear seats	-	●	●
Air-cooled front seats	-	-	●
Power 8-way adjustable driver's seat with lumbar support	●	●	●
Power passenger seat	-	-	●
Driver's seat memory function	-	-	●
Leather-wrapped steering wheel	●	●	●
Leather-wrapped gear shift knob	●	●	●
Fixed rear seat with passthrough	●	●	●
Seat back pockets	●	●	●

● = Standard - = Not Available

SPECIFICATIONS

Engine

Type	2.4L Atkinson-cycle Theta II, Interior-permanent magnet synchronous motor – electric
Configuration	Inline 4 cylinder, DOHC
Material	All aluminum
Valve train	4-valves per cylinder chain drive, dual-cam variable valve timing
Horsepower	159 hp @ 5,500 rpm: gasoline; 46 hp @ 1,630-3,000 rpm: electric; 199 @ 5,500 rpm: combined performance
Torque	154 @ 4,500 rpm: gasoline. 151 @ 0 – 1,630 rpm: electric
Fuel system	Multi Port Injection (MPI)
Fuel management	Hybrid, Active ECO
Recommended fuel	Regular unleaded
Compression ratio	13:1
Transmission	6-speed Sportmatic automatic

Dimensions, mm (in.)

Wheelbase	2,795 (110)
Length	4,845 (190.7)
Width	1,830 (72)
Height	1,450 (57.1)
Head room (front/rear)	1,015/955 (40/37.6)
Shoulder room (front/rear)	1,455/1,415 (57.3/55.7)
Leg room (front/rear)	1,155/880 (45.5/34.6)
Hip room (front/rear)	1,388/1,384 (54.6/54.5)

Brakes

Type	4-wheel disc
ABS	4 sensor, 4 channel
Front (rear)	11.8" disc (11.2" solid disc)

Body & Chassis

Layout	Front engine, front wheel drive
Body type	High-tensile steel unibody
Front suspension	Independent, MacPherson struts, coil springs, anti-roll bar
Rear suspension	Independent, multi-link, coil springs, anti-roll bar
Steering	Electric motor power assist

Curb Weight, kg (lb.)

Automatic transmission	1,586-1,643 (3,496-3,622)
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Capacities, L (cu. ft.)

Interior passenger volume	2,893 (102.17)
Trunk volume	305 (10.77)
Fuel tank capacity, L (imp. gal.)	65 (14.3)

Fuel Economy,² Highway/City, L/100km

	LX	EX & EX Premium
Automatic transmission	5.9/6.6	6.1/6.7



Starting with the 2015 model year, Natural Resources Canada in conjunction with the automotive manufacturers, have introduced a new testing procedure that will result in higher fuel consumption ratings that are more representative of everyday driving. Kia Canada is one of the first automotive manufacturers to implement the new testing practice and would like to ensure you fully understand the difference. The new procedure incorporates 3 additional test cycles that account for air conditioner usage, cold temperature operation, and higher speeds with more rapid acceleration and braking. To learn more, please visit: <http://oee.nrcan.gc.ca/fcr-rcf/public/index-e.cfm>

¹ Based on Natural Resources Canada's Fuel Consumption Guide for Optima Hybrid base model. Your actual fuel consumption may vary. ² Starting with the 2015 model year, Natural Resources Canada in conjunction with the automotive manufacturers, have introduced a new testing procedure that will result in higher fuel consumption ratings that are more representative of everyday driving. ³ Microsoft is a registered trademark of Microsoft Corporation in Canada and/or other countries. Operate the UVO system, even with voice commands, only when it is safe to do so. ⁴ SIRIUSXM logo and related marks are trademarks of SIRIUSXM Satellite Radio Inc. Service available in the 10 provinces and 3 territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after 3 trial months. ⁵ The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. A compatible Bluetooth wireless technology-enabled cell phone is required to use Bluetooth hands-free wireless technology. ⁶ When equipped with the navigation system, French voice commands may be limited. ⁷ Infinity® is a registered trademark of Harman International Industries, Incorporated. ⁸ The rearview camera, rear parking sonars and Blind-spot detection system are not substitutes for proper and safe driving procedures. Always drive safely and use caution. ⁹ Based on battery state of charge. ¹⁰ Some restrictions apply. For more information on our Total Care Ownership Coverage, call us at 1-877-542-2886. All information contained herein was accurate and correct at the time of printing. Kia Canada Inc. reserves the right to make changes at any time without notice, and without any obligations as to colours, materials, specifications, features, accessories, packages, models and any applicable programs. Some vehicles shown may include optional equipment or may not be exactly as shown. Kia Canada Inc., by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia dealer or website for further details. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © Copyright 2015 Kia Canada Inc. V 001

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As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia dealer. Those Reward Points can be redeemed for discounts on future purchases – including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.

Become a Kia Premium Rewards Member: Ask your Kia Dealer how you can enjoy even more benefits.

Enroll Today: Becoming a Kia Rewards Member is easy. See your Kia Dealer today to join. Visit rewards.kia.ca for full terms and conditions.

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- Local shuttle service
- Multi-point vehicle inspection with every service visit
- Windshield washer fill-up with every paid service
- Windshield wiper installation with wiper purchase
- Preferential rates on car rentals, nationwide
- 24/7 Roadside Assistance for your vehicle under Kia's 5-year/100,000 km warranty or Certified Pre-Owned warranty
- Email notification of exclusive Kia specials and events – a great way to earn Reward Points and save on future purchases



We've got you covered.

At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with one of the best warranties in the industry.

Our outstanding warranty coverage includes:

5-year/100,000 km – Worry-free comprehensive warranty covering virtually the entire vehicle¹⁰

5-year/100,000 km – Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts¹⁰

5-year/100,000 km – Roadside assistance covers you in case of mechanical breakdown anywhere in North America¹⁰

5-year/unlimited km – Anti-perforation warranty on body sheet metal defects in material/workmanship¹⁰

For more information visit kia.ca or call 1-877-542-2886