With world-class engineering, outstanding performance and advanced safety systems, the 2013 Kia Optima gives you good reason to be passionate about driving a midsize sedan. It combines bold exterior styling, performance and a spacious, luxurious cabin. It also comes with a long list of technologically advanced features for your entertainment, convenience and safety. Like all Kia models, every Optima comes with an industry-leading 10-year/100,000-mile warranty program.1

HORSEPOWER AND MPG
The Optima SX and EX are both equipped with a 2.4L 200-hp 4-cylinder engine that provides outstanding acceleration and fuel efficiency of all city/35 highway mpg.3

SPACIOUSNESS
A spacious and luxurious cabin is designed to let five people travel in comfort. There’s plenty of cargo space thanks to a multi-level trunk.

ADVANCED SAFETY SYSTEMS†
All Optimas have a long list of standard safety features, including six airbags,4 electronic stability control and vehicle stability management.

INNOVATIVE TECHNOLOGY
A voice-command navigation system with rear-camera display5 and both air-conditioned and heated front seats are available on select models.*

SLEEK STYLING
Sculpted bodywork features a contemporary design and groundbreaking aerodynamics, while sleek headlamps and alloy wheels help define each model.

OVERVIEW:

EXTERIOR
With world-class engineering, outstanding performance and advanced safety systems, the 2013 Kia Optima gives you good reason to be passionate about driving a midsize sedan. It combines bold exterior styling, performance and a spacious, luxurious cabin. It also comes with a long list of technologically advanced features for your entertainment, convenience and safety. Like all Kia models, every Optima comes with an industry-leading 10-year/100,000-mile warranty program.1

†See Features and Specifications charts for availability and endnotes. **Not all optional features are available on all trims. †No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed.
With the Optima SX, exhilaration is standard. The key to its exciting performance is its turbocharged 2.0L Gasoline Direct Injection (GDI) I4 engine that delivers 274 horsepower and fuel efficiency of 22 city/34 hwy mpg. The Optima also has a standard 6-speed Sportmatic transmission for an even sportier driving experience.

TURBO PERFORMANCE
Optima SX is equipped with a 2.0L GDI Turbo engine. It provides the benefit of 4-cylinder fuel efficiency while delivering the horsepower of V6 engines.*

SMOOTH, PRECISE HANDLING
Optima has four-wheel independent suspension featuring front MacPherson struts and a rear multi-link design with high-performance dampers for a remarkably smooth ride without sacrificing its agile handling characteristics.

SPORTOMATIC® TRANSMISSION
The 6-speed automatic transmission provides smooth, seamless shifting. Its Sportmatic function allows you to choose between automatic mode or, for a sportier driving experience, clutch-free manual shifting.

STYLE AND PERFORMANCE
The Optima SX has steering-wheel-mounted paddle shifters for fingertip control of the Sportmatic transmission. It also has a sport-tuned suspension, 18-inch alloy wheels with black-colored front calipers, LED headlights, LED tailights and a rear spoiler.

EXCEPTIONAL FUEL EFFICIENCY™
Optima features a “smart alternator,” electric Power Steering and silica tires, all of which contribute to its outstanding 24 city/35 hwy mpg for the 2.4L and 22 city/34 hwy mpg for the 2.0L engine.*

ACTIVE ECO SYSTEM
With a push of the Eco button, it adjusts the engine and transmission calibration to optimize fuel efficiency.*
The new Optima Limited delivers a remarkable combination of performance, elegance and technology. Like the Optima SX, it features a GDI turbocharged engine generating 274 horsepower and fuel efficiency of up to 22 city/34 hwy mpg.² The Optima Limited adds innovative features such as an electronic parking brake and its own unique exterior touches, including 18-inch chrome wheels, red brake calipers, LED daytime running lights, chrome accent side trim and rear spoiler. Consider the Optima Limited a trophy you’ll want to display proudly on the road and at home.

**ELEGANCE AND TECHNOLOGY**
The Optima Limited includes an impressive array of features. A panoramic sunroof lets you enjoy pleasant weather while an Infinity® audio system with eight speakers provides remarkable audio quality so you can travel in comfort.

**NAPPA LEATHER SEAT TRIM**
For both impressive comfort and elegance, the Optima Limited features a choice of striking white or black Nappa leather. You’ll appreciate the soft, supple feel and natural appearance of this premium full-grain leather.

**LUXURY THROUGHOUT**
For both impressive comfort and elegance, the Optima Limited features a choice of striking white or black Nappa leather. You’ll appreciate the soft, supple feel and natural appearance of this premium full-grain leather.

**STATE-OF-THE-ART FEATURES**
To make driving more convenient than ever, the Optima Limited features a rear-camera display and a voice-command navigation system, giving you access to detailed highway conditions from SiriusXM Traffic.²

² and Specifications page for endnotes. 2013 Optima Limited expected to be available summer of 2012. SX WITH LIMITED PACKAGE SHOWN.
It feels as luxurious as it looks. The Optima delivers a striking combination of style and craftsmanship. Spacious and comfortable seating can accommodate five adults and includes a driver’s seat with power lumbar and available leather seat trim.* Rear seats have a 60/40 split-folding design for added versatility. There are even air vents in the rear* so your rear passengers can be comfortable with direct airflow.

*See Features page for availability. Not all optional features are available on all trims. EX with TECHNOLOGY PACKAGE shown.
Putting advanced technology to work for you. The Optima is designed to make every drive a pleasure. The available Premium Touring Package includes features like the innovative UVO® in-vehicle infotainment system, premium Infinity® sound system for exceptional audio entertainment, and a panoramic sunroof. The available Technology Package includes a voice-command navigation system, giving you access to detailed highway conditions from SiriusXM Traffic.9

**PADDLE SHIFTERS**
Race-inspired paddle shifters on the SX let you shift gears without taking your hands off the wheel.

**POWER-FOLDING MIRRORS**
Available power-folding outside mirrors fold in close to the vehicle’s body for easier parking in tight spaces.

**MOOD LIGHTING**
Red-linked mood lamps, on the front doors and lower center console of the SX and SX, help give the interior a sporty style.

**USB/LUXURY JACKS FOR MP3 AUDIO**
An accessory cable integrates your iPod® mobile digital device with the audio system controls.

**REAR-CAMERA DISPLAY**
It conveniently lets you see things behind your vehicle that you might not see by looking over your shoulder.

**PUSH-BUTTON START**
Available Smart Key remote lets you start or stop the engine with a push of a button — even with the key fob in your pocket or purse.

**BLUETOOTH® WIRELESS TECHNOLOGY**
Enjoy your Bluetooth® wireless technology-enabled cell phone with hands-free simplicity.

**SIRIUSXM SATELLITE RADIO**
Get over 130 channels, including commercial-free music, plus the best sports, news, talk, comedy and entertainment.

5, 8, 9, 10, 11, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. SX WITH TECHNOLOGY PACKAGE SHOWN.
Kia UVO® Powered by Microsoft® technology keeps giving us new ways to be entertained, stay in touch and access information. Getting to enjoy this, however, used to be complicated, especially while driving. UVO, short for “your voice,” is an available infotainment system that uses advanced voice-recognition technology to simplify the use of your cell phone and MP3 player. Instead of memorizing difficult voice commands and menus, UVO lets you use your compatible cell phone to make hands-free calls, receive and respond to text messages, listen to streaming audio, enjoy your personal music, and play your favorite song, artist or genre of music — all by giving a single, intuitive voice command. With its innovative technology, UVO makes infotainment remarkably easy to enjoy.

**Color Touch Screen**
UVO’s vivid 4.3-inch color LCD touch screen delivers direct access to radio stations, music on your MP3 player or USB media drive, your phonebook from a compatible cell phone and vehicle information.

**Advanced Voice Control**
Microsoft speech technology can learn multiple users’ speaking patterns, and it responds quickly to long phrases. Even with Optima’s multiple music-source options, finding a song is as easy as saying its title.

**Easy Feature Updates**
With its flexible Windows®-based automotive platform, the UVO system allows you to update its features and services conveniently.

**HD Radio™ Technology**
UVO offers available HD Radio™ technology — the digital evolution of AM and FM radio. It includes new features like crystal-clear sound, new local FM channels, on-screen information and much more — all 100% subscription free.

**Rear-Camera Display**
Whenever you shift into reverse, an image from an integrated rear camera is displayed on the UVO screen, so you can see things behind your vehicle that you might not see by looking over your shoulder.

**Digital Jukebox**
UVO’s in-dash digital storage is large enough to hold up to 700 megabytes of your favorite music. The system lets you load your tunes onto personal MyMusic folders and sort them by artist or album.

**Sirius Channel 22**
“Sirius channel 22”
“add to favorites”

“call Jason”
“play alt-rock”
“shuffle on”

“what’s playing?”

5, 10, 31, 34 See Features and Specifications pages for availability and restrictions. Not all optional features are available at all times. Simulated screen.
Active safety systems. Safe driving begins with the ability to avoid certain accidents. That's why all Optima models are equipped with advanced active safety systems designed to help you maintain control, even in challenging road conditions and in some emergency situations. They function automatically, leaving you free to focus on the road.

- **Brake Assist System**: If BAS detects emergency braking, it instantly adds full braking force if you quickly step on the brake pedal. It instantly applies full braking force, which helps shorten your overall stopping distance.
- **Vehicle Stability Management System**: VSM is a safety feature that aids steering direction control capability. It intervenes when appropriate to help the driver regain control of the vehicle.
- **Electronic Stability Control**: ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Optima on course.
- **Tractive Control System**: TCS and ABS work together to prevent skidding during spin during acceleration, using engine power and brake force to transfer power to the wheels that have the most traction.
- **Electronic Brake-force Distribution**: EBD keeps your Optima on course by adjusting the front-to-rear balance of brake pressure.
- **Hill-Start Assist System**: HSA holds the brake pressure for two seconds after you take your foot off the brake pedal to help keep you from rolling backward when starting off on a steep hill.
Prepare for the unexpected. Optima’s safety systems are designed to help minimize injury when a traffic accident is unavoidable. The front seat belts feature height-adjustable anchors and pretensioners. Dual front airbags, front-seat-mounted side airbags and side curtain airbags are managed by an advanced sensor system. Optima wraps all of this — and you — in a protective, high-strength steel-reinforced body.
A passion for excellence. For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized,17 and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.20

Pride of Quality
Kia Motors designs and develops vehicles and rigorously tests them to the limit at high-tech facilities and proving grounds worldwide. The result is a full line of vehicles with world-class quality.

 Selling Strong
In 2010, Kia Motors sold its 1 millionth vehicle in the U.S., and it took less time to reach that milestone than Toyota. In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.20

Visit Kia.com
See our award-winning website to check out specifications, videos, packages, accessories and more. Experience 360° views, or find which of our 700-plus retailers is nearest to you.

Industry-Leading Warranty Program
At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That’s why we back every model with an industry-leading warranty program.1

• 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 assistance21

*Kia Sorento and certain Optima GDI models assembled in the United States from U.S. and globally-sourced parts. 1, 17, 18, 19, 20, 21, 22, 23, 24 See Specifications page for endnotes.
Packages

LX CONVENIENCE PACKAGE
1. Heated front seats and rear seat cushion
2. Auto-dimming rear-view mirror w/HomeLink® & compass

LX TECHNOLOGY PACKAGE
Requires Convenience Package
1. Voice-command navigation w/SiriusXM Traffic®
2. Panoramic sunroof
3. Infinity® audio system & 8 speakers
4. Dual-zone automatic climate control
5. Power folding outside mirrors
6. Heated front seats and rear seat cushion
7. 18" luxury wheels (unique design)
8. Premium leather seat trim and interior trim
9. Voice-command technology
10. Voice-command navigation w/SiriusXM traffic

EX PREMIUM PACKAGE
Requires Convenience Package
1. UVO™ powered by Hyundai’s Infotainment system w/HD Radio™ Technology, rear-camera display™
2. Infinity® audio system & 8 speakers
3. Panoramic sunroof w/optional black B-pillar
4. Driver’s memory seat
5. Power-folding outside mirrors
6. Heated front seats and rear seat cushion
7. Air-cooled front seats
8. Heated steering wheel
9. 6-way power adjustable front-passenger seat

EX/SE TOURING PACKAGE
1. Ultimate navigation system w/HD Radio™ Technology, rear-camera display™
2. Infinity® audio system & 8 speakers
3. Panoramic sunroof w/optional black B-pillar
4. Driver’s memory seat
5. Power-folding outside mirrors
6. Heated front seats and rear seat cushion
7. Air-cooled front seats
8. 18" luxury wheels
9. 4-way power adjustable front-passenger seat

EX TECHNOLOGY PACKAGE
Requires Convenience Package
1. Voice-command navigation w/SiriusXM Traffic®, rear-camera display
2. Digital compass
3. 6-way power adjustable driver’s seat
4. Voice-command technology
5. Rear-camera display

EX/SE TECHNOLOGY PACKAGE
Requires Convenience Package
1. Voice-command navigation w/SiriusXM Traffic®, rear-camera display
2. Digital compass
3. 6-way power adjustable driver’s seat
4. Voice-command technology
5. Rear-camera display

SX LIMITED PACKAGE
Requires Premium Technology Package
1. White or black Nappa leather seat trim and interior trim
2. Black cloth header and pillar trim
3. 19" chrome wheels (unique design)
4. LED daytime running lights
5. Red brake colors (front & rear)
6. Chrome accent take-offs
7. Chrome accent rear spoiler
8. Wood interior accent
9. Silk-rear bedding
10. Front seat all-weather floor mats
11. Electronic parking brake (not shown)

Exterior Colors

- Photon White
- Ice Blue
- V6 Blue (m)
- Radiant Silver (M) / BLK, BD, BR
- Twilight Blue (M) / WHT, BLK, BD
- Ocean Blue (M)
- Thunder Blue (M)
- Satellite Silver (m)
- Ice Blue
- Radiant Silver (M) / BLK, BD, BR
- Twilight Blue (M) / WHT, BLK, BD
- Ocean Blue (M)

Interior Colors

- L17 = Beige interior, L17 = Gray interior, L17 = Black sport interior, L17 = Black Nappa interior, L17 = White Nappa interior

- SX = metallic knight, L = Optima Limited

- Actual vehicle colors may vary from printed brochure.

- 5, 9, 10, 25 See specifications page for details: 2013 Optima Limited expected to be available summer of 2012.
<table>
<thead>
<tr>
<th>FEATURES</th>
<th>LX/EX/SX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto- dimming rear-view mirror/ XM®© &amp; compass</td>
<td>✓</td>
</tr>
<tr>
<td>Rear View Monitor/ XM®© &amp; compass</td>
<td>✓</td>
</tr>
<tr>
<td>Power door locks/windows</td>
<td>✓</td>
</tr>
<tr>
<td>Seating &amp; Trim</td>
<td>✓</td>
</tr>
<tr>
<td>Black leather trim</td>
<td>✓</td>
</tr>
<tr>
<td>With Heated Seats</td>
<td>✓</td>
</tr>
<tr>
<td>With Sport Seats</td>
<td>✓</td>
</tr>
<tr>
<td>Power moonroof</td>
<td>✓</td>
</tr>
<tr>
<td>Power-folding outside mirrors</td>
<td>✓</td>
</tr>
<tr>
<td>Outside-mirror turn-signal indicators</td>
<td>✓</td>
</tr>
<tr>
<td>Panoramic sunroof</td>
<td>✓</td>
</tr>
<tr>
<td>Performance dampers</td>
<td>✓</td>
</tr>
<tr>
<td>17-inch tires w/ alloy wheels</td>
<td>✓</td>
</tr>
<tr>
<td>18-inch chrome wheels w/red brake calipers</td>
<td>✓</td>
</tr>
<tr>
<td>18-inch tires w/alloy wheels</td>
<td>✓</td>
</tr>
<tr>
<td>Steering-wheel-mounted audio control buttons</td>
<td>✓</td>
</tr>
<tr>
<td>Supervision meter cluster</td>
<td>✓</td>
</tr>
<tr>
<td>Power-traction control</td>
<td>✓</td>
</tr>
<tr>
<td>Tire pressure monitoring system (TPMS®)¹</td>
<td>✓</td>
</tr>
<tr>
<td>Front &amp; rear side airbags</td>
<td>✓</td>
</tr>
<tr>
<td>Front &amp; rear impact sensors</td>
<td>✓</td>
</tr>
<tr>
<td>Driver &amp; passenger knee/side airbags</td>
<td>✓</td>
</tr>
<tr>
<td>Driver &amp; front-passenger advanced airbag systems</td>
<td>✓</td>
</tr>
<tr>
<td>Fog lamps</td>
<td>✓</td>
</tr>
<tr>
<td>Power door locks/windows</td>
<td>✓</td>
</tr>
<tr>
<td>Driver and front passenger's on-center auto-dimming windshields</td>
<td>✓</td>
</tr>
<tr>
<td>Auto- leveling headlight control</td>
<td>✓</td>
</tr>
<tr>
<td>Multi-function steering wheel</td>
<td>✓</td>
</tr>
<tr>
<td>Power sunroof</td>
<td>✓</td>
</tr>
<tr>
<td>Power adjustable driver's seat &amp; lumbar support</td>
<td>✓</td>
</tr>
<tr>
<td>Power adjustable passenger seat</td>
<td>✓</td>
</tr>
<tr>
<td>Sport bucket seats</td>
<td>✓</td>
</tr>
<tr>
<td>60/40 split-folding rear seat</td>
<td>✓</td>
</tr>
<tr>
<td>Seats &amp; Seating</td>
<td>✓</td>
</tr>
<tr>
<td>Front &amp; rear shoulder room (fr &amp; rear)</td>
<td>✓</td>
</tr>
<tr>
<td>Headroom passenger (fr)</td>
<td>✓</td>
</tr>
<tr>
<td>Front seatback (fr)</td>
<td>✓</td>
</tr>
<tr>
<td>Cargo area (trunk)</td>
<td>✓</td>
</tr>
<tr>
<td>Ground clearance</td>
<td>5.3 in.</td>
</tr>
<tr>
<td>Torsion beam (rear)</td>
<td>✓</td>
</tr>
<tr>
<td>186 lb.-ft. @ 4,250 rpm</td>
<td>✓</td>
</tr>
<tr>
<td>6-speed electronically controlled Sportmatic® transmission</td>
<td>✓</td>
</tr>
<tr>
<td>Front suspension</td>
<td>✓</td>
</tr>
<tr>
<td>Body type</td>
<td>Steel unibody</td>
</tr>
<tr>
<td>ENGINE</td>
<td>LX/EX</td>
</tr>
<tr>
<td>Type</td>
<td>2.0L, 4-cylinder</td>
</tr>
<tr>
<td>Valve gear</td>
<td>DOHC, 4-valves</td>
</tr>
<tr>
<td>Displacement</td>
<td>1,991 cc</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>10.3</td>
</tr>
<tr>
<td>Horsepower (hp)</td>
<td>205 hp (5,000 rpm)</td>
</tr>
<tr>
<td>Torque (lb-ft)</td>
<td>194 lb-ft (4,000 rpm)</td>
</tr>
<tr>
<td>Fuel type</td>
<td>Gasoline</td>
</tr>
<tr>
<td>Fuel system</td>
<td>Electronic Direct Injection (GDI)</td>
</tr>
<tr>
<td>Transmission</td>
<td>6-speed electronically controlled Sportmatic®</td>
</tr>
<tr>
<td>DIMENSIONS</td>
<td>LX/EX/SX</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>100.0 in.</td>
</tr>
<tr>
<td>Length/x(width/height)</td>
<td>185.9 x 71.0 x 67.3 in.</td>
</tr>
<tr>
<td>Ground clearance</td>
<td>5.3 in.</td>
</tr>
<tr>
<td>Headroom (front)</td>
<td>40.3 in./27.4 in.</td>
</tr>
<tr>
<td>Shoulder room (front)</td>
<td>51.3 in./57.3 in.</td>
</tr>
<tr>
<td>Legroom (front)</td>
<td>40.5 in./41.4 in.</td>
</tr>
<tr>
<td>Legroom (rear)</td>
<td>44.6 in./45.5 in.</td>
</tr>
<tr>
<td>Curb Weight</td>
<td>2,919 lbs.</td>
</tr>
<tr>
<td>Automatic transmission</td>
<td>1,229 lbs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BODY &amp; CHASSIS</th>
<th>LX/EX</th>
<th>SX</th>
<th>SX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body type</td>
<td>Steel unibody</td>
<td>Steel unibody</td>
<td>Steel unibody</td>
</tr>
<tr>
<td>Front suspension</td>
<td>Independent, MacPherson struts, coil springs, stabilizer bar</td>
<td>Independent, MacPherson struts, coil springs, stabilizer bar</td>
<td>Independent, MacPherson struts, coil springs, stabilizer bar</td>
</tr>
<tr>
<td>Rear suspension</td>
<td>DP1 (Electric Power Steering)</td>
<td>DP1 (Electric Power Steering)</td>
<td>DP1 (Electric Power Steering)</td>
</tr>
<tr>
<td>Torsion beam (front)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Torsion beam (rear)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tires</td>
<td>P215/55R17</td>
<td>P215/55R17</td>
<td>P215/55R17</td>
</tr>
<tr>
<td>Curb weight</td>
<td>2,919 lbs.</td>
<td>2,919 lbs.</td>
<td>2,919 lbs.</td>
</tr>
<tr>
<td>BRAKES</td>
<td>LX/EX</td>
<td>SX</td>
<td>SX</td>
</tr>
<tr>
<td>Type</td>
<td>Front ventilated/solid, Rear solid/rotors</td>
<td>Front ventilated/solid, Rear solid/rotors</td>
<td>Front ventilated/solid, Rear solid/rotors</td>
</tr>
<tr>
<td>Front</td>
<td>18.8 in. ventilated disc, 12.4 in. ventilated disc</td>
<td>18.8 in. ventilated disc, 12.4 in. ventilated disc</td>
<td>18.8 in. ventilated disc, 12.4 in. ventilated disc</td>
</tr>
</tbody>
</table>

1: Options. 2: Standard. 3: Not available.
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