Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V charging station sold separately. 120V charger is included with vehicle.

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A strikingly modern midsize sedan

The Kia Optima’s modern exterior styling identifies it as the most exciting midsize sedan on the road today. Inside, its spacious and well-appointed interior reflects Kia’s dedication to an uncompromising process of refinement. Optima’s dynamic performance is complemented by a wealth of premium features that use advanced technology to monitor your driving environment and connect you to the road. Like all Kia models, Optima comes with an industry-leading, 10-year/100,000-mile warranty program, a testament to its outstanding quality and reliability.

**LX**
- 2.4L Gasoline Direct Injection 4-cylinder engine
- 7-speed Dual-Clutch Transmission
- 10-way power-adjustable driver’s seat with power lumbar support
- UVO eServices Infotainment System with Apple CarPlay™ & Android Auto™
- Blind-Spot Detection™
- Rear Park Assist System™
- Rear Cross-Traffic Alert™

**S**
- 2.4L Gasoline Direct Injection 4-cylinder engine
- Sport front bumper w/LED fog lights
- Sport black cloth seat trim
- 10-way power-adjustable driver’s seat with power lumbar support

**LX TURBO**
- 1.6L Turbo Gasoline Direct Injection 4-cylinder engine
- 7-speed Dual-Clutch Transmission
- 10-way power-adjustable driver’s seat with power lumbar support

**EX**
- 2.4L Gasoline Direct Injection 4-cylinder engine
- 7-speed Dual-Clutch Transmission
- Blind-Spot Detection™
- Rear Park Assist System™
- Rear Cross-Traffic Alert™
- Leather seat trim with heated front seats

**SX**
- 2.0L Turbo Gasoline Direct Injection 4-cylinder engine
- 7-speed Dual-Clutch Transmission
- 10-way power-adjustable driver’s seat with power lumbar support
- Leather seat trim with ventilated front seats

See a more extensive list of features and choose your ideal trim level on the Features page in the back of the brochure.
Contemporary design — superb craftsmanship

Optima’s cabin sets a high standard for modern automotive interior design, featuring a superior level of craftsmanship and meticulous attention to detail. Overall, the interior is spacious and comfortable. Additional refinements, including soft-touch material, available satin chrome accents* and sound-insulating acoustic glass,* further contribute to an exceptionally quiet ride in a cabin with refreshingly modern appeal.

1. SPLIT-FOLDING REAR SEATS

The rear seat’s 60/40 split-folding design lets you quickly fold down one or both sides of the seat to expand the trunk’s roomy cargo area.

2. FLIP-DOWN ARMREST

Rear seat passengers will appreciate the flip-down armrest, which includes dual cup holders.

SPACIOUS SEATING FOR FIVE ADULTS

Optima offers plenty of headroom and legroom — a direct benefit of its long wheelbase. The spacious rear seat lets passengers stretch out and relax.

PREMIUM NAPPA LEATHER-TRIMMED SEATS*

Optima features available full-grain Nappa leather-trimmed front and rear seating, providing driver and passengers with first-class accommodations.

MODERN ELEGANCE

Upscale soft-touch material throughout the interior contributes to Optima’s sophisticated design. Available satin chrome* and black gloss accents* enhance its contemporary appearance.

STAIN-RESISTANT SEATS

Optima LX cloth seats are treated with CleanTex anti-soiling technology for added durability and easy cleaning.

AMBIENT LIGHTING

Available front-door mood lamps* complement the interior’s distinctive styling and enhance nighttime convenience.

BLUETOOTH® WIRELESS TECHNOLOGY*

You can listen to streaming audio when using a compatible Bluetooth® wireless technology-enabled device. Once you pair a compatible cell phone, you can access a variety of your phone’s functions with the touch of a button and straightforward voice commands.*
1. HEATED & VENTILATED FRONT SEATS
Enjoy optimal comfort in warm weather with available ventilated front seats. Available heated front seats and heated rear outboard seat cushions are perfect in cold weather.

2. POWER-ADJUSTABLE DRIVER & FRONT PASSENGER SEATS
Select the perfect seating positions with the available 12-way power-adjustable driver and 10-way power-adjustable front passenger seats. Seat height along with lumbar support may be adjusted to your preference.

3. REFINED SEAT DESIGN
Soft foam in the headrest and upper back provides exceptionally comfortable seating, while thigh support and side bolsters offer just the right amount of cushioning.

4. MEMORY DRIVER’S SEAT & MIRROR SYSTEM
The available power-adjustable driver’s seat is complemented by available memory settings for two drivers, providing personalized positions for the driver’s seat and outside mirrors.

5. REAR SIDE-WINDOW SUNSHADES
Rear-seat passengers can enjoy a cool, pleasant drive with available rear side-window sunshades.

6. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL
To create personalized climate zones for both the driver and front passenger, the available dual-zone automatic temperature control has individual temperature settings. This feature also includes a rear-seat vent, which combines the airflow from both temperature settings.

Rewards beyond the daily drive
Drawing upon influences from industrial design to modern architecture, Optima SX features a refined yet sporty interior with black leather seats and red stitching. Available premium features like an expansive panoramic sunroof* go beyond enhancing comfort to instilling a pride of ownership.

*See Features pages for availability. Not all optional features are available on all trims.
Designed with the driver in mind

From the overall contour of its dashboard to the layout of its sleek instrument panel, the interior is designed to appeal to the driver’s sense of space. Superb ergonomics and intuitively positioned controls make Optima the definition of a driver’s car. It’s also loaded with features that make daily driving especially convenient.

1. **HARMAN KARDON® PREMIUM AUDIO**
   An available premium 10-speaker Harman Kardon audio system includes a subwoofer, an external amplifier, and Clari-Fi™ technology, which instantly improves the quality of compressed, digitized music.

2. **PADDLE SHIFTERS**
   For sportier driving, available steering-wheel-mounted paddle shifters give precise control of the 6-speed Sportmatic® transmission.

3. **ELECTRONIC PARKING BRAKE**
   The available electronic parking brake functions like a conventional handbrake. Also, you can activate the Auto Hold feature, which uses the electronic parking brake to help prevent the vehicle from rolling when stopped in slow traffic or on an incline.

4. **PUSH-BUTTON START**
   For everyday driving convenience, you can start or stop the engine with the push of a button, and open a locked door, with the available Smart Key remote—even when you have it in your pocket or purse.

5. **SMART WELCOME**
   When you approach your Optima and it detects the presence of the available Smart Key remote, the available Smart Welcome system unfolds the power-folding mirrors and turns on the door-handle pocket lights.

6. **HEATED STEERING WHEEL**
   Available upscale features include a leather-wrapped heated steering wheel, which is especially appreciated on cold winter days, and has a sporty racing-inspired D-shaped design.

7. **LED OVERHEAD LIGHTS**
   Available overhead LED front and rear reading lamps provide bright lighting for reading. Plus, a sunglasses holder is easy for the driver to reach.

8. **RAPID-CHARGE USB PORTS**
   Two USB charging ports are available with 5-amp output to charge portable digital devices quickly. They are conveniently located on the center console for easy access for front and rear passengers.
Advanced technology at your command

Optima connects you to life-enriching conveniences of modern driving, including communication, data, and entertainment. All this intuitive technology is efficiently organized and designed to make sure you are connected and informed, enhancing your confidence while driving and helping to keep you focused on the road.

A wiser state of mind

The driver’s state of mind was essential in the development of Kia Drive Wise — a suite of available driver-assistance technologies. Its features are intended to keep you alert, calm, and aware of surrounding traffic, and intervene if necessary to help you avoid collisions.

1. UVO — SHORT FOR "YOUR VOICE"®
   The UVO® eServices Information System provides you with an easy, hands-free way to integrate a compatible smartphone® with your Optima. UVO can keep track of your vehicle’s parking location with Parking Minder® monitor your vehicle’s driving habits, access DIY Connect™ or Enhanced Roadside Assist® and check maintenance requirements with Vehicle Diagnostics® on the large touch screen. Additionally, there are no subscription fees for the first 10 years to access all of these benefits.

2. APPLE CARPLAY®
3. ANDROID AUTO®
   Apple CarPlay and Android Auto let you take full advantage of the UVO eServices Infotainment System by simply connecting your compatible smartphone® with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive test messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

4. UVO eSERVICES APP®
   An available app, downloadable at the Apple Store™ or Google Play™ Store, lets you use a compatible smartphone® to access UVO eServices’ features. Or use a computer to access UVO eServices through MyUVO.com.

5. SMART TRUNK™
   Optima’s available Smart Trunk opens when you simply stand within a few feet of it for three seconds with the available Smart Key® in your possession. This is especially appreciated when you have your hands full.

6. SURROUND-VIEW MONITOR™
   Available Surround-View Monitor utilizes four cameras located at the front, rear, and sides to provide a view around the vehicle. This helps enhance driver visibility when maneuvering into parking spaces.

7. AUTONOMOUS EMERGENCY BRAKING™
   This available system is designed to monitor vehicles and pedestrians traveling ahead of you. If the system determines a crash might be imminent, it works to automatically apply the brakes, helping to avoid a collision or mitigate the effects if it cannot be avoided.

8. BLIND-SPOT DETECTION WITH LANE-CHANGE ASSIST®
   A standard radar system helps detect objects in adjacent lanes approaching from behind.

9. FORWARD COLLISION WARNING SYSTEM™
   Available Forward Collision Warning System detects objects immediately ahead that may cause a potential impact, encouraging the driver to decelerate.

10. LANE DEPARTURE WARNING®
    This available system helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual warnings.

11. REAR CROSS-TRAFFIC ALERT®
    This standard feature helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual alerts.

12. REA PARK ASSIST SYSTEM®
    When parking, the standard rear sensor system is designed to give an audible warning if it detects certain objects close to your vehicle.

13. DYNAMIC BENDING LIGHT & HIGH-BEAM ASSIST
    Available Advanced Smart Cruise Control uses radar to automatically slow or accelerate your Optima when appropriate to track with the vehicle ahead.

14. ADVANCED SMART CRUISE CONTROL®
    Available Advanced Smart Cruise-Control uses radar to automatically slow or accelerate your Optima when appropriate to track with the vehicle ahead.
Exhilarating performance

With Optima, exhilaration is standard. Designed to deliver strong acceleration instantly at your command, Optima’s three Gasoline Direct Injection (GDI) engines, two of which are turbocharged, offer remarkable performance. Choose between the 7-speed Dual-Clutch Transmission (DCT) or, for an even sportier driving experience, the available 6-speed Sportmatic® transmission.

Every model also features suspension systems engineered to provide you with precise, responsive handling and a smooth, quiet ride.

OUTSTANDING PRECISION
All Optima GDI engines, from the 185-hp 2.4L to the available 178-hp 1.6L Turbo and 245-hp 2.0L Turbo, deliver strong acceleration and truly inspiring performance.

SMOOTH, PRECISE HANDLING
A refined four-wheel independent suspension features high-performance dampers, front McPherson struts, and a rear multi-link design for a smooth ride and precise handling.

DRIVE MODE SELECT SYSTEM
To suit your style of driving, Drive Mode selectable electronic steering and powertrain control allows a choice of Normal, Eco, or Sport settings.

7-SPEED DUAL-CLUTCH TRANSMISSION®
The available 1.6-liter turbocharged GDI engine is paired with a 7-speed Dual-Clutch Transmission (DCT). The DCT system instantly engages and disengages gears to optimize the engine’s responsiveness.

SPORTOMATIC® TRANSMISSION®
An available 6-speed Sportmatic® transmission allows you to choose automatic mode or, for a sportier driving experience, manual-shift mode. It includes preset shift patterns for specific conditions like uphill, inclement weather, or performance driving.

ISO-STRUCTURE™ CONSTRUCTION
Optima features a uniquely engineered body that combines various high-tensile strength steel alloys. This body structure helps improve driving dynamics for more precise handling and is the foundation for a quieter ride.

PERFORMANCE
Dedicated to making safety a top priority

Optima’s technologically advanced systems are engineered to give you greater confidence on the road and help you maintain control, even in harsh road conditions and in some emergency situations! In addition, these systems are designed to function automatically, leaving you free to focus on safe driving.

VEHICLE STABILITY MANAGEMENT (VSM)
For additional steering-direction-control capability, the VSM system is designed to intervene in appropriate situations to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)
ESC provides improved directional stability to help maintain better control in difficult driving situations. During emergency maneuvers, it works to control the engine and brakes to help keep your Optima on course.

TRACTION CONTROL SYSTEM (TCS)
When TCS senses wheelspin during vehicle acceleration, it uses a combination of both engine power and brake force to help transfer power to the wheel that has more traction.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)
To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system automatically adjusts the front-to-rear balance of brake pressure.

BRAKE ASSIST SYSTEM (BAS)
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it applies full braking force, which can help shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)
When starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

ANTI-LOCK BRAKING SYSTEM (ABS)
ABS is the foundation of an active safety system and can help contribute to driver confidence. The system can help provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.

ACTIVE SAFETY

† In addition, these systems are designed to function automatically, leaving you free to focus on safe driving.
**Advanced engineering for your peace of mind**

At Kia, the process of improving all aspects of safety is relentless. As a result, continuous engineering advances and breakthroughs in material design have led to Optima’s exceptionally strong body construction, strategically placed airbags, and advanced sensors, all of which help to increase your peace of mind.\(^{15}\)

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**ADVANCED AIRBAG SYSTEM**

An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags and is complemented by a driver’s knee airbag.\(^{15}\)

**AIRBAG & SEAT-BELT SENSORS**

This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.\(^{15}\)

**FRONT SEAT-BELT PRETENSIONERS**

Pretensioners are designed to tighten the front seat belts in the event of certain collisions. This can help to reduce the likelihood of injuries.

**HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS**

The front height-adjustable seat-belt anchors allow the driver’s and front-passenger’s seat belts to be raised and lowered for a proper fit, helping ensure effective operation.

**FRONT & REAR 3-POINT SEAT BELTS**

Three-point seat belts are standard for all seating positions, so that each person is protected with an over-the-lap and shoulder seat belt.

**FRONT & REAR CRUMPLE ZONES**

Both front and rear crumple zones are engineered to help absorb and dissipate impact energy, helping to preserve the basic structural integrity of the passenger compartment in certain collisions.

**SIDE-IMPACT DOOR BEAMS**

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The body’s support pillars are reinforced to help strengthen the body of the vehicle.

**REAR CHILD-SAFETY DOOR LOCKS**

Rear child-safety door locks help prevent the doors from being opened accidentally, which is important when small children are passengers. With the doors in the locked position, they can only be opened from the outside.

**LATCH SYSTEM**

Optima features the easy-to-use Lower Anchors and Tethers for Children (LATCH) system. It is engineered to let you securely install a compatible child seat at either end of the rear seat.

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\(^{15}\) See Features pages for details. Simulated image inflated airbags are shown for illustrative only.
Discover world-class quality

Kia is committed to producing exceptional vehicles with superb quality and reliability to suit most every driving need. From compact to crossover, Kia delivers an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems.

**COMMITMENT TO AMERICA**

Kia Motors has invested over $10 billion in its manufacturing plants in Georgia and Alabama. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant has produced over 2 million vehicles since 2009. The Sorento SUV and Optima midsize sedans are currently being assembled at these plants. Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 7,500 jobs in West Point and the surrounding areas. It’s all part of Kia Motors’ commitment to America—a commitment that is sure to grow and strengthen in the years ahead.

**INDUSTRY-LEADING WARRANTY PROGRAM**

Kia engineers are passionate about producing vehicles that are exceptionally well-designed and reliable. Their dedication to quality and attention to detail gives Kia the confidence to back every model with an industry-leading warranty program.

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/60,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance

**COMPELLING DESIGN**

Under the direction of President and Chief Design Officer Peter Schreyer, Kia vehicles have captured worldwide attention for their interior and exterior styling. The passionate collaboration of Kia’s designers has created a look that makes every model as bold as it is distinctive.

**OFFICIAL AUTOMOTIVE PARTNER OF THE NBA**

Kia Sorento and Optima GDI (EX, SX, & Limited and certain LX trims only) are assembled in the United States from U.S. and foreign parts. See Features pages for endnotes.

**KIA MOTORS AMERICA**

Kia Motors has invested over $1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant has produced over 2 million vehicles since 2009. The Sorento SUV and Optima midsize sedans are currently being assembled at this plant. Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 7,500 jobs in West Point and the surrounding areas. It’s all part of Kia Motors’ commitment to America—a commitment that is sure to grow and strengthen in the years ahead.

**ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.**

**COLORS**

**EXTERIOR COLORS**

- Snow White Pearl (P)
- Sparkling Silver (M)
- Silver (M)
- Horizon Blue (M)
- Rainforest Red (M)
- Platinum Graphite (M)
- Camperia (M)

**(P) = PEARL PAINT (M) = METALLIC PAINT**

(2.4L engine only)

**INTERIOR COMBINATIONS ARE INDICATED BY:**

- B = BEIGE
- G = GRAY
- BK = BLACK
- I = IVORY
- A = AUBERGINE

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2.4L engine only.
PACKAGES

LX CONVENIENCE PACKAGE (AVAILABLE WITH 2.4L ENGINE ONLY)
- 10-way power adjustable driver’s seat w/ 4-way power lumbar support
- Glass front acoustic glass windows without up/down

SX LIMITED PACKAGE
- 18” chrome alloy wheels
- Chrome side steps
- Heated rear windshield seat cushions
- Premium black suede rear side-window sunshades
- Surround-view monitor

SX TECHNOLOGY PACKAGE
- Lane departure warning system
- Autonomous emergency braking system
- Advanced smart cruise control
- Forward collision warning system
- Lane departure warning system
- High beam assist
- Electronic parking brake
- Sport front bumper

EX TECHNOLOGY PACKAGE
- UVO e services w/premium navigation
- 2 Infotainment system, 8” touch screen, Apple CarPlay & Android Auto
- Harman Kardon® 630-watt premium audio system w/Clari-Fi® & 10 speakers
- Autonomous emergency braking system
- Advanced smart cruise control
- Forward collision warning system
- Lane departure warning system
- High beam assist
- Electronic parking brake
- Sport front bumper

EX PREMIUM PACKAGE
- Panoramic sunroof
- Overhead led front & rear reading lamps
- Auto-dimming rearview mirror
- 18” alloy wheels w/larger front disc brakes
- Gloss black side sills

S PANORAMIC SUNROOF PACKAGE
- Panoramic sunroof
- Overhead led front & rear reading lamps
- Gloss black door trim
- 18” alloy wheels w/larger front disc brakes
- Gloss black side sills

SX PANORAMIC SUNROOF PACKAGE
- Panoramic sunroof
- Overhead led front & rear reading lamps
- Gloss black door trim
- 18” alloy wheels w/larger front disc brakes
- Gloss black side sills

EX PREMIUM PACKAGE
- Panoramic sunroof
- Overhead led front & rear reading lamps
- Auto-dimming rearview mirror
- 10-way power-adjustable driver’s seat w/ 4-way power lumbar support
- Ventilated front seats

LX CONVENIENCE PACKAGE
- 10-way power-adjustable driver’s seat w/ 4-way power lumbar support
- Glass front acoustic glass windows without up/down

PACKAGES

2, 3, 4, 5, 8 See features pages for endnotes. Simulated screens shown. Images shown for illustration only.
FEATURES

MECHANICAL & EXTERIOR
2.4L Gasoline Direct Injection 4-cylinder engine
185 horsepower @ 6,000 rpm
178 lb.-ft. torque @ 4,000 rpm
5-speed Sportmatic transmission
Front 17” tires, rear 18” tires
LED headlamps
Headlight Off Warning
Power-folding outside mirrors
Heated front seats
Electronic Stability Control (ESC)
Traction Control System (TCS)
Brake Assist System (BAS)
Height-adjustable front seat-belt anchors
Front seat-belt pretensioners
Rear center armrest w/dual cup holders
Rear spoiler
Dynamic Bending Light
LED daytime running lights
LED tail lights
Front & rear disc brakes
10-way power-adjustable driver’s seat
Leather seat trim
Wood grain accent trim

MECHANICAL & EXTERIOR
1.6L Turbo Gasoline Direct Injection 4-cylinder engine
181 horsepower @ 5,500 rpm
190 lb.-ft. torque @ 1,500–4,500 rpm
7-speed Dual-Clutch transmission
16” tires sizing match alloy wheel size
LED day-time running lights
Rear LED combination taillights
Push-button start
Smart Key & Smart Trunk Release
USB (2) & 12V (1) charging ports on center console
Dual-zone automatic temperature control with rear vents
10-way power-adjustable driver’s seat
Leather seat trim
Wood grain accent trim

SEATING & TRIM
Cloth seat trim w/SilverTex
60/40 split-folding rear seats
6-way manually-adjustable driver’s seat
Speedometer trim
Rear-seat center armrest w/cupholders
Soft-touch materials

SEATING & TRIM
Sport black cloth seat trim
w/power lumbar support (2-way)
Leather-wrapped steering wheel & gearshift knob

ENDNOTES
1. Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.
2. Displayed using an emulated 10.25” touchscreen. When operating a vehicle, use a hardwired phone or an in-car system that takes your eyes away from road vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. App uses your smartphone data service. Formal cellular service rates will apply.
3. Vehicle sent to you is finished without the options. When ordering a vehicle, please specify the options you want. See your retailer for pricing of options and special offers.
4. Apple CarPlay is compatible with iPhone 5s/6/6 Plus and later.
5. Spotify is available for Apple iOS and Android devices.
6. Google Maps is available for Apple iOS and Android devices.
7. Infotainment System w/7” touch screen, & Android Auto
8. UVO eServices
9. Hill-start Assist Control (HAC)
10. Electronic Stability Control (ESC)
11. Cruise control
12. Power windows & door locks
13. Auto-dimming rearview mirror
14. Front & rear crumple zones
15. Soft-touch materials
16. Rear Anchors and Mounts for Children (LATCH)
17. Lower Anchors and Tethers for Children (LATCH)
18. Parking Minder operates on GPS with certain smartphones and UVO eServices app. Cellular service rates and a wireless signal are required.