

Discover the new Kia



2018 OPTIMA HYBRID | PLUG-IN HYBRID



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. 120V charger is included with vehicle. The content in this brochure is based upon information available at the time of printing and is subject to change without notice. Kia Motors America, Inc. makes no guarantees or warranties, either expressed or implied, with respect to the accuracy of the content presented. Please see kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. See your Kia retailer or kia.com for details on Kia's available limited warranties. ©2017 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.

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Part #: UT18H PM001

Leading-edge technology — bold styling

Delivering a striking combination of hybrid technology and sleek aerodynamic exterior styling, the 2018 Optima Hybrid (HEV) and Plug-In Hybrid (PHEV) are both efficient¹ and stylish. Both models showcase a variety of Kia's latest fuel-stretching and emissions-cutting technologies! They also offer impressive performance, a spacious, comfortable interior, and a smooth, quiet ride. In addition, an array of available premium features inspire confidence and enhance everyday convenience. Like all Kia models, both come with an industry-leading, 10-year/100,000-mile warranty program² — a testament to their outstanding quality and reliability.



HEV

- 2.0L 4-cylinder engine, full parallel hybrid system
- 16" tires w/alloy wheels
- Push-button start w/Smart Key
- UVO eServices³ Infotainment System w/Apple CarPlay^{TM4} & Android Auto^{TM5}
- Cloth seat trim w/YES Essentials^{®6}

HEV EX

- 2.0L 4-cylinder engine, full parallel hybrid system
- 17" tires w/alloy wheels
- UVO eServices w/Premium Navigation³ Infotainment System w/Apple CarPlay^{TM4} & Android Auto^{TM5}
- Electronic parking brake
- Leather seat trim

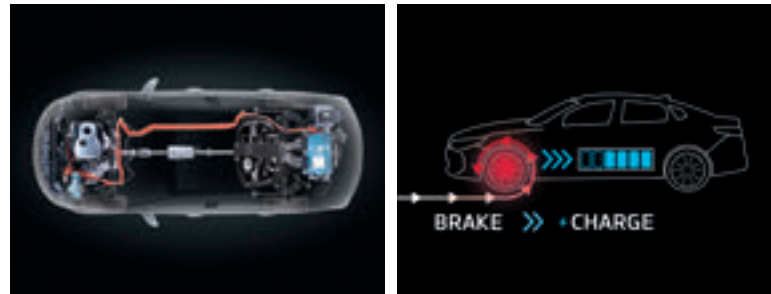
PHEV

- 2.0L 4-cylinder engine, full parallel hybrid system
- 17" tires w/alloy wheels
- UVO EV Services³
- Premium Navigation³
- Apple CarPlay^{TM4} & Android Auto^{TM5}
- AC charge port (120V/240V)
- Blue accent trim

See a more extensive list of features and choose your ideal trim level on the Features pages in the back of the brochure.

Energy wise

Optima Hybrid (HEV) and Plug-In Hybrid (PHEV) feature Kia's full parallel hybrid system, a cutting-edge design that allows both the gasoline engine and electric motor to simultaneously provide power directly to the wheels for optimum efficiency¹ and responsive performance in a variety of road conditions. PHEV also allows you to choose all-electric operation on demand, and plug right into a household outlet to conveniently recharge the lithium-ion polymer battery that powers the electric motor.



EFFICIENT ELECTRIC MOTOR

HEV and PHEV use an electric motor — called a Transmission Mounted Electrical Device (TMED) — to power them in all-electric mode. The motor works in combination with the gasoline engine to provide the ideal amount of power from both. HEV uses a 38 kW motor and PHEV features a powerful 50 kW motor.

LITHIUM-ION POLYMER BATTERY

The light and compact lithium-ion polymer battery powers the electric motor and is recharged through regenerative braking. In addition, PHEV features a high-capacity unit that gives it an EPA-estimated range of up to 29 miles in all-electric mode.¹ Best of all, PHEV automatically switches to hybrid operation after reaching its 29-mile all-electric range.

REGENERATIVE BRAKING

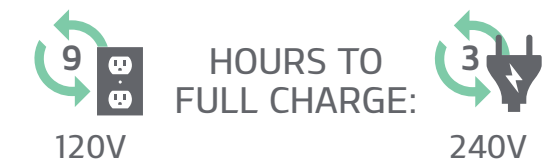
Kinetic energy is captured when the brakes are applied. The regenerative braking system converts this energy to help charge the lithium-ion polymer battery.

HYBRID STARTER-GENERATOR (HSG)

To decrease fuel consumption,¹ the gasoline engine shuts off when the vehicle comes to a complete stop. HSG then automatically and smoothly restarts the engine when the accelerator is pressed to resume driving.

COASTING GUIDE

HEV EX and PHEV feature a technologically advanced Coasting Guide that advises you on how to maximize operating efficiency¹ by taking advantage of opportunities to coast.



CHARGE-ON-THE-GO

Under certain driving conditions, Charging Mode provides the PHEV driver the option to recharge the battery to a full state of charge while driving in HEV mode, extending the convenience of all-electric mode (EV).

PLUG-IN CHARGING

PHEV's high-capacity battery system recharges in less than three hours with a 240V power outlet, and less than nine hours using a standard household electrical outlet so you can recharge it overnight.



REAL-TIME INFORMATION

A display lets you see when your vehicle is operating with either the electric motor, the gas engine, or both. It also tracks the status of the regenerative battery-charging system.

ALL-ELECTRIC DRIVING RANGE

PHEV features a map³ displayed on the large touch screen that shows the approximate distance you can travel in all-electric mode.⁷

UVO eco APP

An app, downloaded at the App Store^{®4} or Google Play^{™5} Store, lets you remotely start or stop charging the PHEV's battery when it's plugged in, and set a schedule to take advantage of cost-efficient off-peak charging. Plus, it lets you check its charge status, operate the climate control system to warm or cool the vehicle, and more.



OPTIMA HYBRID	OPTIMA PLUG-IN HYBRID
BATTERY + GASOLINE	PLUG-IN + BATTERY + GASOLINE
MILEAGE (EPA-ESTIMATED)¹: 39 MPG ¹ CITY / 46 MPG ¹ HWY / 42 MPG ¹ COMBINED	MILEAGE (EPA-ESTIMATED)¹: 29 ALL-ELECTRIC RANGE ^{1*} / 103 MPG ¹ COMBINED CITY/HWY (ELECTRIC+GAS) / 40 MPG ¹ COMBINED CITY/HWY (GAS)
	<small>*29-mile range on full battery charge.</small>

Striking performance

While Optima Hybrid (HEV) and Plug-In Hybrid (PHEV) are engineered to provide all the benefits of Kia's latest cutting-edge hybrid technology, they also provide an exceptional driving experience. Both models deliver an impressive combination of strong acceleration and smooth performance, complemented by a refined ride, precise steering, and agile responsiveness.



EFFICIENT PERFORMANCE

A 2.0L Gasoline Direct Injection (GDI) engine provides a combination of exceptional performance and outstanding efficiency.¹ HEV delivers 192 net hybrid-system horsepower, while PHEV has 202 net horsepower.

SPORTMATIC® TRANSMISSION

A 6-speed Sportmatic® transmission lets you choose automatic or, for a sportier experience, manual-shift mode. Preset shift patterns are ideal for inclement weather, performance driving, and more.

SMOOTH, PRECISE HANDLING

With refined four-wheel independent suspension with high-performance dampers, front MacPherson struts, and a rear multi-link design, HEV and PHEV provide a smooth ride and precise handling.

ACTIVE AIR FLAP

An air flap in the front grille opens and closes automatically depending on vehicle speed and ambient temperature, optimizing aerodynamics and controlling air flow to cool or warm the engine as needed to help increase efficiency.¹

DRIVE MODE SELECT & HEV MODE SELECT SYSTEMS

To suit your style of driving, HEV allows a choice of Normal, Eco, or Sport settings. On PHEV, you can conveniently choose between all-electric EV or Hybrid mode.

ISO-STRUCTURE™ CONSTRUCTION

Optima features a uniquely engineered body that combines various high-tensile strength steel alloys. This body structure helps provide crash protection, improved driving dynamics, and lays the foundation for a quiet ride overall.



Advanced technology at your command

Optima HEV and PHEV connect 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.



1. UVO — SHORT FOR "YOUR VOICE"³

This system provides you with an exceptional in-vehicle connectivity experience. It includes voice-recognition technology that allows you to make hands-free calls and manage your music. Plus, it has a large suite of features meant to enrich your everyday driving experience. UVO can set up Curfew, Speed, and available Geo Fence[†] alerts with **My Car Zone**, access **911 Connect[®]** or **Enhanced Roadside Assist⁹** and check maintenance requirements with **Vehicle Diagnostics¹⁰** on the touch screen.

2. APPLE CarPlay^{TM4*} 3. ANDROID AUTO^{TM5*}

UVO³ lets you take advantage of Apple CarPlay and Android Auto by simply connecting your compatible smartphone¹¹ with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

4. UVO SMARTPHONE APPS

Download the UVO eServices app for HEV or UVO eco app for PHEV at the App Store^{®4} or Google Play[™] Store.⁵ Access UVO eServices features through your compatible smartphone¹¹ or from a computer at MyUVO.com.

5. REAR-CAMERA DISPLAY¹²

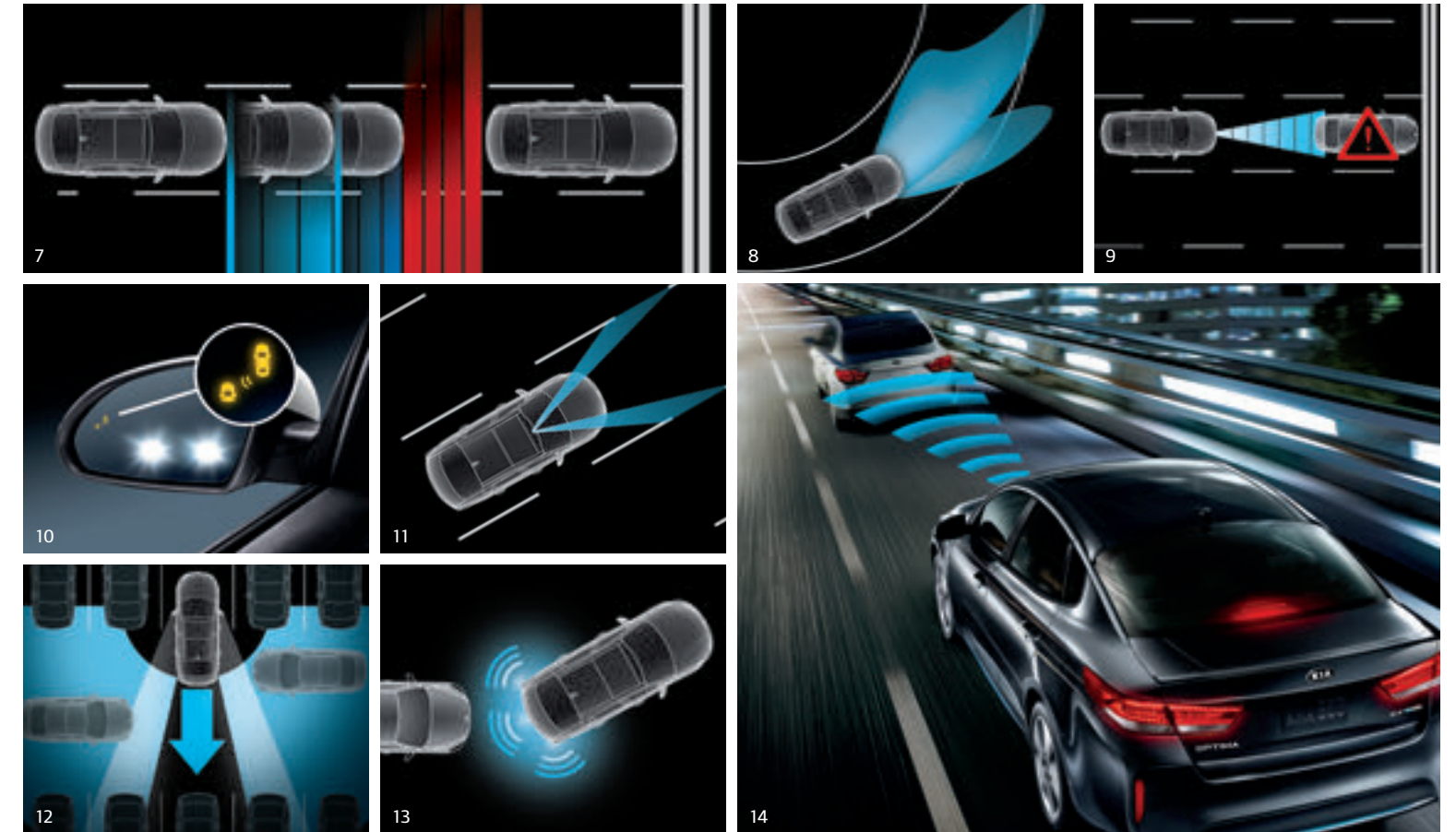
To help you see things behind your vehicle that you might not see by looking over your shoulder, Optima features a Rear-Camera Display with a large, bright screen.

6. SMART WELCOME

When you approach your vehicle and it detects the presence of the Smart Key remote, the Smart Welcome system turns on the outside door-handle pocket lights.

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 and aware of surrounding traffic, and are designed to intervene if necessary to help you avoid collisions.



7. AUTONOMOUS EMERGENCY BRAKING^{12*}

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.

10. BLIND SPOT DETECTION W/LANE CHANGE ASSIST^{12*}

An available radar system helps detect vehicles in the driver's blind spot and then provides audible and visual alerts. Lane-Change Assist helps detect vehicles in adjacent lanes approaching from behind.

12. REAR CROSS TRAFFIC ALERT^{12*}

This available feature helps warn the driver of cross traffic it detects while the vehicle is in reverse by activating audible and visual alerts to help reduce the likelihood of a collision.

11. LANE DEPARTURE WARNING SYSTEM^{12*}

This available system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, it helps alert you with a combination of audible and visual warnings.

13. REAR PARK ASSIST SYSTEM^{12*}

When parking, the available sonar-sensor system is designed to give an audible warning if it detects certain objects close to your vehicle.

8. DYNAMIC BENDING LIGHT & HIGH-BEAM ASSIST^{*}

Available LED headlights include Dynamic Bending Light, which automatically adjusts projection level and pivots to follow curves of the road, and High-Beam Assist, which automatically dims the lights for oncoming traffic.

14. ADVANCED SMART CRUISE CONTROL^{12*}

Available Advanced Smart Cruise Control uses radar to help maintain a predetermined distance from the vehicle directly ahead, automatically slowing or accelerating your Optima when appropriate.

9. FORWARD COLLISION WARNING SYSTEM^{12*}

Available Forward Collision Warning System activates and alerts when the vehicle detects objects immediately ahead that may cause a potential impact, encouraging the driver to decelerate.

Comfortably refined

With contemporary design and meticulous craftsmanship, the stylish interior invites you to enjoy every moment behind the wheel. Driver and passengers alike will appreciate the comfort of spacious seating, generous headroom and legroom, and the welcome pleasure of a quiet ride.



1. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL

To create personalized climate zones for the driver and front passenger, the dual-zone automatic temperature control has individual temperature settings. There is also an available rear-seat vent,* which combines the airflow from both temperature settings.

2. 60/40 SPLIT-FOLDING SEAT

The split-folding rear seats on the HEV EX let you quickly fold down one or both sides of the seat to expand the trunk's roomy cargo area.¹³

3. REAR SIDE-WINDOW SUNSHADES*

Rear-seat passengers can enjoy a cool and comfortable drive with available side-window sunshades.

4. SMART TRUNK

The Smart Trunk unlocks when you simply stand within a few feet of it for three seconds with the Smart Key in your possession. This is especially appreciated when you have your hands full.

PANORAMIC SUNROOF*

The available panoramic sunroof creates a feeling of spaciousness and features a convenient power sunshade.

STAIN-RESISTANT CLOTH SEATS

HEV features cloth seat trim with YES Essentials^{®6} fabric treatment, including anti-soil surfaces for added durability and easy cleaning.



Distinctively well appointed

Superb interior design and intuitively positioned controls put the driver comfortably in command. In addition, a wealth of available premium features are designed to increase comfort and convenience and enhance every aspect of your daily drive.



1. HEATED & VENTILATED FRONT SEATS*

Available heated front seats are perfect for cold days. Plus, driving in warm weather is always a pleasure, thanks to available ventilated front seats.

2. MEMORY SETTINGS*

An available memory system remembers two drivers' seating preferences, recalling stored positions for the driver's seat and outside mirrors.

3. HEATED STEERING WHEEL

To help keep the drive enjoyable all year round, the HEV EX and PHEV models feature a heated steering wheel that is particularly welcoming and comforting when starting out on cold winter days.

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 Smart Key remote — even when you have it in your pocket or purse.

5. HARMAN KARDON®¹⁴ PREMIUM AUDIO*

An available 630-watt Harman Kardon premium audio system provides superb audio entertainment. It includes Clari-Fi™¹⁴ which instantly restores the quality of compressed, digitized music, providing clear, dynamic sound.

6. ELECTRONIC PARKING BRAKE*

The available electronic parking brake functions like a conventional handbrake. The Auto Hold feature uses the electronic parking brake to help prevent the vehicle from rolling when stopped in slow traffic or on an incline.

7. RAPID-CHARGE USB CHARGING 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 armrest providing easy access for front and rear passengers.

8. LED OVERHEAD LIGHTS*

Available overhead LED front and rear reading lamps provide bright lighting for easy reading. Plus, there's a convenient holder for sunglasses.

Dedicated to making safety a top priority

At Kia, the process of improving all aspects of safety is relentless. Continuous engineering advances and breakthroughs in material design have led to vehicles with exceptionally strong body construction, strategically placed airbags, and advanced sensors, complemented by a variety of active safety systems† all of which help to increase your peace of mind.



For the 2018 Optima HEV when equipped with optional EX Technology Package
INSURANCE INSTITUTE FOR HIGHWAY SAFETY



NHTSA Overall 5-Star
Crash Safety Rating¹⁶
2018 OPTIMA HEV

VEHICLE STABILITY MANAGEMENT (VSM)

For additional steering-direction-control capability, the VSM system intervenes 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 acceleration, it is designed to use a combination of both engine power and brake force to help transfer power to the wheel that has the most traction.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system can automatically adjust 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.

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.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 helps control airbag inflation accordingly.¹⁵

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.

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.

Discover new possibilities

Kia's lineup features a growing number of advanced EcoDynamics models with cutting-edge technology to help reduce fuel consumption[†] and cut emissions. They join Kia's full line of world-class vehicles, each one engineered for superb quality and reliability, and designed to suit most every driving need. Whichever model you choose, from the impressive new hybrids to a variety of premium sedans, Kia is dedicated to delivering a combination of striking styling, dynamic performance, and a wealth of technologically advanced features.



EcoDynamics is Kia's forward-looking philosophy that focuses on reducing environmental impact and makes social responsibility a high priority. Kia extends this commitment by working to build an efficient global production system and incorporating innovative materials in our cars. Going forward, Kia is dedicated to delivering technologically progressive vehicles that also feature impressive styling and exceptional performance.

INDUSTRY-LEADING WARRANTY PROGRAM²

Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give 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/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance

COLORS

EXTERIOR

<p>SNOW WHITE PEARL (P) HEV: BK HEV EX: W/BK PHEV: W/BK</p>	<p>ALUMINUM SILVER (M) HEV: BK PHEV: BK</p>	<p>AURORA BLACK PEARL (P) HEV: BK HEV EX: BK PHEV: BK</p>
<p>CRIMSON RED (M) HEV EX: BK</p>	<p>GRAVITY BLUE (M) HEV: BK HEV EX: W/BK PHEV: W/BK</p>	

INTERIOR COMBINATIONS ARE INDICATED BY:

W = WHITE
BK = BLACK

(P) = PEARL PAINT, (M) = METALLIC PAINT, HEV = HYBRID, PHEV = PLUG-IN HYBRID

INTERIOR

HEV	HEV EX/PHEV	
<p>BLACK CLOTH</p>	<p>WHITE LEATHER</p>	<p>BLACK LEATHER</p>

PACKAGES

HEV CONVENIENCE PACKAGE

- Blind Spot Detection & Rear Cross Traffic Alert¹²
- Sound-insulating acoustic front-door glass
- Power-adjustable driver's seat w/two memory presets
- Power-folding outside mirrors
- Rear air conditioning vents
- USB charger
- Rear Park Assist System¹²

HEV EX/PHEV TECHNOLOGY PACKAGE

- Panoramic sunroof
- Autonomous Emergency Braking¹²
- Forward Collision Warning System¹²
- Lane Departure Warning System¹²
- LED headlights w/Dynamic Bending Light
- Blind Spot Detection & Rear Cross Traffic Alert¹²
- Rear Park Assist System¹²
- Advanced Smart Cruise Control¹²
- Heated rear outboard seat cushions
- Overhead LED front & rear reading lamps
- Rear side-window sunshades
- Ventilated front seats
- Power-adjustable passenger's seat
- Auto-dimming rearview mirror (standard on PHEV)

FEATURES

HEV

MECHANICAL & EXTERIOR

Engine: 2.0L 4-cylinder engine, full parallel hybrid system

Horsepower: 154 hp @ 6,000 rpm

Torque: 140 lb.-ft. @ 5,000 rpm

Electric motor: AC Synchronous Permanent Magnet electric motor

Horsepower: 50 hp @ 1,770–2,000 rpm

Torque: 151 lb.-ft. @ 0–1,770 rpm

Hybrid system battery: Lithium-ion polymer battery

Power: 56 kW

Energy: 1.76 kW

Voltage: 270V

192 combined horsepower @ 6,000 rpm

271 combined lb.-ft. torque @ 1,770 rpm

Regenerative braking system

6-speed Sportmatic® transmission

Drive Mode Select System

High-performance dampers

16" tires w/alloy wheels

Manual-folding outside mirrors

w/turn-signal indicators

Heated outside mirrors

Auto light control

Projection headlights

Rear LED combination taillights

Satin chrome-accented outside door handles

Black gloss front grille w/active air flap

INTERIOR & CONVENIENCE

AM/FM/MP3/SiriusXM®¹⁷ audio system

6 speakers w/dash-mounted tweeters

UVO eServices³ Infotainment System w/7" touch

screen, Apple CarPlay™⁴ & Android Auto™⁵

Rear-Camera Display¹²

Push-button start w/Smart Key

Smart Welcome

Smart Trunk

USB/auxiliary input jacks

Bluetooth® wireless technology¹⁸

Steering-wheel-mounted³ audio control buttons

Dual-zone automatic temperature control

Power front & rear windows

Driver & front passenger's one-touch

auto-up/-down windows

Power door locks w/remote keyless entry

Supervision meter cluster w/TFT color LCD

Tilt & telescopic steering column

Rear child-safety door locks

Tire-Pressure Monitoring System (TPMS)¹⁹

SEATING & TRIM

Cloth seat trim w/YES Essentials®⁶ fabric treatment

6-way manually adjustable driver's seat

w/power lumbar support (2-way)

6-way manually adjustable front passenger seat

w/height adjustment

Rear seat w/ski pass-through

Front center-console armrest w/storage

& rear center armrest w/cup holders

Leather-wrapped steering wheel & gearshift knob

Satin chrome inside door handles

RESTRAINT & SAFETY SYSTEMS¹⁵

Dual front advanced airbags

Dual front seat-mounted side airbags

Full-length side curtain airbags

Driver's knee airbag

Front & rear 3-point seat belts

Front seat-belt pretensioners

Height-adjustable front seat-belt anchors

Anti-lock Braking System (ABS)

Electronic Stability Control (ESC)

Vehicle Stability Management (VSM)

Traction Control System (TCS)

Brake Assist System (BAS)

Electronic Brake-force Distribution (EBD)

Hill-start Assist Control (HAC)

Side-impact door beams

Front & rear crumple zones

Lower Anchors and Tethers for Children (LATCH)

 *for a full list of the latest features and specifications, visit:*

www.kia.com/OptimaHEV
& www.kia.com/OptimaPHEV

+HEV EX (replaces or adds to HEV trim)

MECHANICAL & EXTERIOR

17" tires w/alloy wheels

LED daytime running lights

Sound-insulating acoustic front-door glass

INTERIOR & CONVENIENCE

UVO eServices w/Premium Navigation³

Infotainment System w/8" touch screen,

Apple CarPlay™⁴ & Android Auto™⁵

Harman Kardon®¹⁴ 630-watt premium audio

system w/Clari-Fi™¹⁴ & 10 speakers

USB (2) & 12V (1) charging ports on center console

Electronic parking brake

Rear air conditioning vents

Door mood lights

Front & rear reading lights

SEATING & TRIM

Leather seat trim

Heated front seats

12-way power-adjustable driver's seat

w/power lumbar support (4-way)

Driver's memory seat & mirror system

60/40 split-folding rear seats

Heated steering wheel

Black high-gloss interior trim

Floor mats

+PHEV (replaces or adds to HEV EX trim)

MECHANICAL & EXTERIOR

Engine: 2.0L 4-cylinder engine, full parallel

hybrid system

Horsepower: 154 hp @ 6,000 rpm

Torque: 140 lb.-ft. @ 5,000 rpm

Electric motor: AC Synchronous Permanent

Magnet electric motor

Horsepower: 66 hp @ 2,330–3,300 rpm

Torque: 151 lb.-ft. @ 0–2,330 rpm

Hybrid system battery: Lithium-ion polymer battery

Power: 68 kW

Energy: 9.8 kW

Voltage: 360V

202 horsepower @ 6,000 rpm

276 lb.-ft. torque @ 2,330 rpm

HEV Mode Select System

3.3 kW on-board charger

Charge-On-The-Go

AC charge port (120V/240V)

120V charge cable

Metal door-scoff plates

Blue accent trim

INTERIOR & CONVENIENCE

UVO EV Services³

Premium Navigation³ w/8" touch screen

Apple CarPlay™⁴ & Android Auto™⁵

Auto-dimming rear view mirror

ENDNOTES

1. Optima HEV gets an EPA-estimated 39 city/46 highway/42 combined MPG; Optima PHEV gets an EPA-estimated 38 city/43 highway/42 combined MPG, 103 MPGe, and 29 miles all-electric range. MPGe is miles per gallon gasoline equivalent. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. **2.** 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. **3.** Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. No subscription fee for PHEV UVO EV Services for 3 years and 10 years for HEV UVO eServices. No subscription fee for SiriusXM Travel Link and charging-station location-information service for 3 months on PHEV. App uses your smartphone data service. Normal cellular service rates will apply. Your vehicle can connect to Internet hotspots, whether it's your personal wireless Internet at home or to a smartphone device with an Internet service plan (normal cellular service rates may apply). **4.** Apple, the Apple logo, CarPlay, App Store, and iPhone are trademarks of Apple Inc., registered in the US and other countries. **5.** ©2017 Google Inc. Google is a registered trademark and Google Play and Android Auto are trademarks of Google Inc. **6.** YES Essentials® is a registered trademark of Sage Automotive Interiors. **7.** 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, and your vehicle's condition. **8.** 911 Connect activates after airbag deployment and requires a wireless signal; in addition, the HEV requires a cell phone connected via *Bluetooth*® wireless technology. **9.** 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 a wireless signal; in addition, the HEV requires a cell

phone connected via *Bluetooth*® wireless technology. **10.** Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and is not a substitute for maintenance. See UVO Maintenance Feature or Owner's Manual for maintenance schedule. **11.** Apple iPhone® and select Android™ devices only are UVO-compatible. iPhone® is a registered trademark of Apple Inc. Android™ is a trademark of Google Inc. **12.** These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. **13.** All cargo should be evenly distributed and properly secured, and never piled higher than the seatbacks. Images shown for illustration purposes only. **14.** ©2017 Harman International Industries, Inc. Clari-Fi™ is a trademark and Harman Kardon® is a registered trademark of Harman International Industries, Inc. **15.** For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. **16.** Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). **17.** SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets.** Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. **18.** The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. A compatible *Bluetooth*®-enabled cell phone is required to use *Bluetooth*® wireless technology. **19.** Even with the Tire-Pressure Monitoring System, always check tire pressure on a regular basis.

