ENDNOTES

1. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition.
2. Purchase/lease of a new 2019 Kia Optima with UVO eServices (on HEV)/link (on certain gas trims)/eco (on PHEV) includes a complimentary 5-year eServices/1-year link/3-year eco subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After the complimentary 5-year eServices subscription expires, your access to UVO services will immediately terminate. After the complimentary 1-year (link) or 3-year (eco) subscription expires, continued access to UVO link and eco will require a paid subscription at the then-current subscription rate or your use of UVO link or eco will immediately terminate. Use of UVO eServices/link/eco is subject to agreement to the UVO Privacy Policy (available at https://www.myuvo.com/legal/privacy-policy.shtml) and Terms of Service (available at https://www.myuvo.com/legal/terms-of-service.shtml). UVO eServices/link/eco is transferable to subsequent owner(s) during the original UVO eServices/link/eco service term. Only use UVO eServices/link/eco when safe to do so. UVO eServices/link/eco app is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO eServices/link/eco at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage are required to use most features. UVO features may vary by model, model year, and trim level. Features and specifications are subject to change. For more on details and limitations, visit myuvo.com or your authorized Kia dealer.
3. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.
4. ©2018 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc.
5. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution.
6. Driver Attention Warning is not a substitute for safe driving and may not detect all instances of driver fatigue or inattentive driving practices. Failure to pay attention to traffic conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution.
7. 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.
8. ©2018 Harman International Industries, Inc. All rights reserved. QuantumLogic is a trademark and Harman Kardon is a registered trademark of Harman International Industries, Inc.
9. Select Apple iPhone® and Android™ devices only are UVO services-compatible.
10. Remote features require a wireless signal with good coverage to function, and normal cellular service rates may apply. Do not use remote climate control or remote start if vehicle is in an enclosed area (e.g., closed garage) or a partially enclosed area without ventilation. Close all doors leading from adjacent living areas to the vehicle area before executing a remote climate control or remote start command.
11. S11 Connect must be enabled on headunit, and activates after air bag deployment. Requires cellular coverage. UVO eServices requires a compatible smartphone connected via Bluetooth® wireless technology; cellular service rates apply.
12. 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 cellular coverage. UVO eServices requires a compatible smartphone connected via Bluetooth® wireless technology; cellular service rates apply.
13. Vehicle Diagnostics are not a substitute for regularly scheduled maintenance. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and requires initial activation. See the UVO Maintenance section or Owner’s Manual for maintenance schedule.
14. My Car Zone requires cellular coverage and cellular service rates apply. For UVO eServices information must be manually synced in order to receive alerts, and cellular service rates apply.
15. 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, vehicle maintenance, charging practice, battery age, weather, temperature, and your vehicle’s condition. Battery capacity will decrease with time and use.
16. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA’s) New Car Assessment Program (www.safecargov.com). 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. Actual mileage may vary with driving conditions, driving habits, and your vehicle's condition. 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.

KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA
FIRST UP:
Which Optima speaks to you?

THE OPTIMA
It’s got innovative technology and a unique, sleek shape. Optima is a modern, midsize model of refinement, and the gas model gives you dynamic performance along with impressive standard features like advanced driver-assistance technologies — plus a range of available premium features like embedded modem technology with an 8” touch screen.*

*Optional feature available only on certain trims. See kia.com for details.

Cover: SX WITH LIMITED PACKAGE SHOWN. This page: SX SHOWN

THE OPTIMA HYBRIDS
Love the Optima and feeling the urge to go hybrid? Then you’ll want to check out Optima Hybrid (HEV) and Optima Plug-In Hybrid (PHEV), both of which give you Kia’s state-of-the-art, efficiency-focused technologies — along with innovative features designed specifically for our hybrid models.

Cover: SX WITH LIMITED PACKAGE SHOWN. This page: SX SHOWN

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. This page: HEV EX AND PHEV EX SHOWN

1 See back cover for endnote. 120V charger is included with vehicle.
If you prefer the Optima gas model, **START HERE** to explore the trims

The Optima comes in four trims. Here’s a list of key features and options for the first two — the refined LX and sporty S — to help you decide if one of them is perfect for you.

### LX
- **distinct style, advanced safety features**

#### DRIVING
- 2.4L Gasoline Direct Injection (GDI)
- 4-cylinder engine
- 185 hp @ 6,000 rpm
- 6-speed Sportmatic® transmission
- 17" tires w/alloy wheels*
- LED daytime running lights
- 2019 EPA-estimated fuel economy:
  - 25 City/35 Highway/29 Combined

### S
- **adds larger wheels, sporty details, and even more advanced technology**

#### DRIVING
- 2.4L Gasoline Direct Injection (GDI)
- 4-cylinder engine
- 185 hp @ 6,000 rpm
- 6-speed Sportmatic® transmission
- 18" tires w/alloy wheels
- LED daytime running lights
- Fog lights
- LED taillights
- Dual exhaust
- 2019 EPA-estimated fuel economy:
  - 24 City/33 Highway/27 Combined

#### TECHNOLOGY
- UVO link™
- Apple CarPlay™ & Android Auto™
- AM/FM/MP3 w/8” touch screen
- Rear-Camera Display
- Cruise control
- Parking Distance Warning — Reverse
- Blind Spot Collision Warning
- Lane Change Assist
- Rear Cross Traffic Collision Warning
- Lane Departure Warning
- Lane Keeping Assist
- Driver Attention Warning
- Forward Collision Warning
- Forward Collision-Avoidance Assist

#### INTERIOR
- Cloth seat trim w/CleanTex anti-soiling fabric
- 6-way adjustable front passenger’s seat w/height adjuster
- 10-way power-adjustable driver’s seat w/2-way power lumbar support*
- Dual-zone automatic temperature control*
- Panoramic sunroof w/power sunshade*

---

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 1–6 See back cover for endnotes. S WITH PANORAMIC SUNROOF PACKAGE SHOWN.
**EX**

**DRIVING**
- 1.6L Turbo Gasoline Direct Injection (GDI) 4-cylinder engine
- 178 hp @ 5,500 rpm
- 7-speed Dual-Clutch Transmission
- Fog lights
- LED taillights
- Dual exhaust

**TECHNOLOGY**
- UVO link®
- Premium Navigation®
- Apple CarPlay™ & Android Auto™
- AM/FM/MP3 w/8” touch screen
- Harman Kardon® premium surround-sound system w/10 speakers®
- Push-button start w/Smart Key
- Rear-Camera Display®
- Blind Spot Collision Warning®
- Lane Change Assist®
- Rear Cross Traffic Collision Warning®
- Lane Departure Warning®
- Lane Keeping Assist®
- Driver Attention Warning®
- Forward Collision Warning®
- Forward Collision-Avoidance Assist w/Pedestrian Detection®
- Surround-View Monitor®

**INTERIOR**
- Leather seat trim
- Heated front seats
- Heated rear outboard seat cushions*
- Ventilated front seats
- 10-way power-adjustable driver’s seat w/2-way power lumbar support
- 10-way power-adjustable front passenger’s seat w/2-way power lumbar support
- Heated steering wheel
- Dual-zone automatic temperature control w/rear vents
- Panoramic sunroof w/power sunshade

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS. HIGHLIGHTED ON THIS PAGE ONLY. SEE KIA.COM/OPTIMA FOR DETAILS.

**SX**

**DRIVING**
- 2.0L Turbo Gasoline Direct Injection (GDI) 4-cylinder engine
- 245 hp @ 6,000 rpm
- 6-speed Sportmatic® transmission
- 18” tires w/steel wheels
- LED fog lights
- LED taillights
- Dual exhaust
- Dual Projection LED headlights w/Auto-Leveling & Low Beam Assist — Dynamic Sport-tuned suspension

**TECHNOLOGY**
- UVO link®
- Premium Navigation®
- Apple CarPlay™ & Android Auto™
- AM/FM/MP3 w/8” touch screen
- Harman Kardon® premium surround-sound system w/10 speakers®
- Push-button start w/Smart Key
- Rear-Camera Display®
- Blind Spot Collision Warning®
- Lane Change Assist®
- Rear Cross Traffic Collision Warning®
- Lane Departure Warning®
- Lane Keeping Assist®
- Driver Attention Warning®
- Forward Collision Warning®
- Forward Collision-Avoidance Assist w/Pedestrian Detection®
- Surround-View Monitor®

**INTERIOR**
- Leather seat trim
- Nappa leather seat trim*
- Heated front seats
- Heated rear outboard seat cushions*
- Ventilated front seats
- 12-way power-adjustable driver’s seat w/4-way power lumbar & memory
- 10-way power-adjustable front passenger’s seat w/2-way power lumbar support
- Heated steering wheel w/paddle shifters
- Dual-zone automatic temperature control w/rear vents
- Panoramic sunroof w/power sunshade

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS. HIGHLIGHTED ON THIS PAGE ONLY. SEE KIA.COM/OPTIMA FOR DETAILS.

1-8 See back cover for endnotes. SX WITH LIMITED PACKAGE SHOWN.

**EX** adds leather and stylish details

**SX** for even more technology, premium audio, two-tone leather — the works

---

If you love the feel of a TURBO, have a look at these two

The EX and SX trims give you turbo power and even more premium features and options. Use this chart to help you decide between them.
Choose your mode of PERFORMANCE

Since different drivers have different styles, pick the gas trim that has the performance you prefer. Three Gasoline Direct Injection (GDI) engines — two of which are turbocharged — give you strong acceleration. No matter which trim you choose, you’ll enjoy responsive handling and a smooth, quiet ride.

<table>
<thead>
<tr>
<th>Trim</th>
<th>Engine Type</th>
<th>HP @ RPM</th>
<th>Torque @ RPM</th>
<th>Transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>LX &amp; S</td>
<td>2.4L Gasoline Direct Injection 4-cylinder engine</td>
<td>185 hp @ 6,000 rpm</td>
<td>178 lb.-ft. torque @ 4,000 rpm</td>
<td>6-speed Sportmatic® transmission</td>
</tr>
<tr>
<td>EX TURBO</td>
<td>1.6L Turbo Gasoline Direct Injection 4-cylinder engine</td>
<td>178 hp @ 5,500 rpm</td>
<td>195 lb.-ft. torque @ 1,500–4,500 rpm</td>
<td>7-speed Dual-Clutch Transmission</td>
</tr>
<tr>
<td>SX TURBO</td>
<td>2.0L Turbo Gasoline Direct Injection 4-cylinder engine</td>
<td>245 hp @ 6,000 rpm</td>
<td>260 lb.-ft. torque @ 1,350–4,000 rpm</td>
<td>6-speed Sportmatic® transmission</td>
</tr>
</tbody>
</table>

Sport-tuned suspension
Paddle shifters

7 See back cover for endnote. SX SHOWN
Behold your own personal

COMMAND CENTER

Voice-command calling and texting,* premium surround-sound system* — these and more available premium features are at your command inside Optima’s modern, driver-centric cockpit. Here are a few of the convenient luxuries you’ll soon wonder how you ever lived without.

**PADDLE SHIFTERS** put sporty shifting at your fingertips

**HARMAN KARDON® PREMIUM AUDIO SYSTEM**
with 10 speakers and rich, crisp, QuantumLogic™ surround sound

**APPLE CarPlay™ & ANDROID AUTO™**
let you make calls, play voicemails, and send texts via voice command† on your compatible smartphone

**TWO RAPID-CHARGE USB CHARGING PORTS**
keep your mobile devices charged up and ready for the day

**ELECTRONIC PARKING BRAKE**
with Auto Hold helps prevent rolling when stopped in traffic or on an incline

*Optional feature available only on certain trims. See kia.com for details.
1-4, 7-9 See back cover for endnotes. Simulated screen shown. SX SHOWN.
The many wonders of the embedded modem, COURTESY OF UVO

UVO link,* available on Optima gas models, is Kia’s smart telematics system that lets you integrate your compatible smartphone9 via an embedded modem to perform an array of impressive functions.

Just activate UVO link* and download the UVO link app from the App Store® or Google Play™ Store. We’ll even cover your subscription fees for one year from the original retail purchase/lease date.

REMOTE LOCK/UNLOCK***
can lock or unlock your Optima from afar

REMOTE CLIMATE CONTROL***
lets you get the air conditioning or heater going before you get to your car

REMOTE HEATED ACCESSORIES***
include the heated steering wheel, heated outside mirrors, and rear window defroster, so you’ll be ready to go as soon as you hop in

REMOTE FIND MY CAR***
can locate where you parked your Optima, and even give you directions to it

911 CONNECT® & ROADSIDE ASSISTANCE**
will automatically attempt to call 911 to send help if your airbags deploy — or for non-emergencies, it lets you connect with our call center for 24/7 roadside assistance

VEHICLE DIAGNOSTICS***
helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE***
lets you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR*
can sync your favorite POIs from your compatible smartphone* to the Premium Navigation* system

GO TO MYUVO.COM OR DOWNLOAD THE UVO link APP TO ACTIVATE

*Optional feature available only on certain trims. See kia.com for details. 2–4, 7, 9–14. See back cover for endnotes. Image shown for illustration only. SX WITH LIMITED PACKAGE SHOWN.
Optima’s impressively crafted cabin is both refined and exhilarating — from its sporty looks to its range of available amenities like two-tone sport leather-trimmed seats. So take in those sweeping panoramic sunroof* views, sink into that soft leather trim, and, yes, have a great drive.

HEATED & VENTILATED FRONT SEATS* have three settings in each mode

HEATED REAR OUTBOARD SEAT CUSHIONS* make the back seat even more welcoming

HEATED STEERING WHEEL* makes all the difference on chilly mornings

MEMORY CONTROLS* remember the seating preferences and outside mirror settings for two drivers

DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL* lets you create personalized climate zones

*Optional feature available only on certain trims. See kia.com for details. Simulated screen shown. SX SHOWN.
Now it’s time to meet
THE HYBRIDS

Optima Hybrid (HEV) and Plug-In Hybrid (PHEV) give you the best of Kia’s advanced hybrid technologies that help maximize your vehicle’s operating efficiency, along with a variety of other benefits. Use this chart to compare their key features and options.

Kia is dedicated to reducing environmental impact and increasing social responsibility. We call this philosophy EcoDynamics — the inspiration behind our growing line of hybrids, plug-in hybrids, and all-electric models.

120V charger is included with vehicle. 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.
HIT THE OPEN ROAD WITH HEV

The Optima HEV is designed to allow both the gasoline engine and electric motor to work together simultaneously for optimum efficiency — an EPA-estimated 39 mpg in the city, 45 mpg on the highway, and 41 mpg combined. So go ahead, take the scenic route.

Efficiency and convenience go hand-in-hand with PHEV. Head out for the day, charge up when you get home, and rest assured that should you exceed your all-electric range, PHEV will kick into hybrid mode automatically. So you won’t have to plug in and recharge until it’s convenient for you.

*Optional feature available only on certain trims. See kia.com for details. 1 See back cover for endnote. Images shown for illustration only. 120V charger is included with vehicle. 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. HEV EX AND PHEV EX WITH TECHNOLOGY PACKAGES SHOWN.
The Optima HEV and PHEV are powered by Kia’s full parallel hybrid system. This advanced design allows both the gas engine and electric motor to simultaneously provide power directly to the wheels for optimum efficiency. PHEV takes this technology a step further, letting you go all electric, on demand.

**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.

**LITHIUM-ION POLYMER BATTERY**
This advanced, potent, lightweight, and compact battery powers the electric motor and is recharged through regenerative braking — the kinetic energy captured when the brakes are applied.

**DRIVE MORE EFFICIENTLY**
The Hybrid Starter-Generator (HSG) shuts the gas engine off when the vehicle comes to a complete stop, then automatically restarts it when you press the accelerator again. HEV and PHEV even feature an available Coasting Guide* to help identify and suggest the most efficient times to coast during your drive.

**CHARGE-ON-THE-GO, AT HOME, OR ON THE ROAD**
PHEV features Charging Mode, which lets you recharge the battery while driving in HEV mode under certain driving conditions. You can also charge to full capacity in under 3 hours with a 240V power outlet, or under 9 hours at home with a standard household electrical outlet.

*Optional feature available only on certain trims. See kia.com for details.
†Feature available on PHEV only.
How to stay connected TO YOUR HEV

Kia’s UVO eServices® smart telematics lets you integrate your compatible smartphone® with your HEV to stay connected with a range of ingenious features (see a few of our favorites below). All you have to do is activate UVO eServices® and download the UVO eServices® app from the App Store® or Google Play™ Store. The best part is, the service is free for five years.

911 CONNECT™
will attempt to call 911 and give emergency responders your location if your airbags deploy

ROADSIDE ASSISTANCE®
connects you with our call center for 24/7 assistance

VEHICLE DIAGNOSTICS®
helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE™
will let you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR®
can sync your favorite POIs from your compatible smartphone® to HEVs with Premium Navigation®

Get these extra perks FOR YOUR PHEV

UVO eco includes all eServices® features on the left, plus you can enjoy three years of complimentary service from original retail purchase/lease date for the following features:

KEEP TRACK OF YOUR ALL-ELECTRIC DRIVING RANGE®
on the large touch screen, which features a map with rings that show the approximate range you can travel in all-electric mode

FIND NEARBY CHARGING STATIONS
by touching the Nearby Stations icon on your touch screen or within the UVO eco app

SCHEDULE CHARGING WHEN RATES ARE LOWEST
by scheduling to charge your battery during off-peak hours via the UVO eco app — you can even set the schedule to repeat automatically

REMOTE LOCK/UNLOCK/CLIMATE CONTROL®
using the UVO eco app, which lets you precool or preheat the cabin remotely, and even lock or unlock the doors

2–4, 7, 9–15 See back cover for endnotes. Image shown for illustration only.
Even the best drivers can’t be perfect 100% of the time. So we created Kia Drive Wise, a suite of standard and available advanced driver-assistance technologies that are designed to help keep you alert, aware of surrounding traffic, and even intervene in certain situations to help you avoid collisions.5

Optional feature available only on certain trims. See kia.com for details. 5 See back cover for endnote. Image shown for illustration only. SX SHOWN.
Four ways to help you **REMAIN CENTERED** amid the chaos of life

Vehicles in your blind spot, changing lanes in traffic, and unintentional drifting are just a few of the hazards that are part of everyday driving. Thankfully, these advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road. They come standard on all Optima gas models.

*Optional feature available only on certain trims. See kia.com for details. 5 See back cover for endnote. Image shown for illustration only. SX WITH LIMITED PACKAGE SHOWN

**LANE DEPARTURE WARNING**

If the system detects you drifting too close to lane markers without signaling, it can help alert you with a warning beep.

**LANE KEEPING ASSIST**

If the system detects the vehicle getting close to lane markers, it can apply corrective steering to help prevent you from drifting into another lane.

**BLIND SPOT COLLISION WARNING**

Radar works to help detect vehicles in your blind spot and give visual and audible alerts to help you avoid some hazardous lane-change decisions.

**LANE CHANGE ASSIST**

When you put your blinker on to change lanes, it is designed to help warn you of vehicles that it detects in adjacent lanes approaching from behind.
Senses, alerts, and helps

STOP

Who needs a copilot when you can have the help of all these available advanced features?

FORWARD COLLISION WARNING*  
This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close

FORWARD COLLISION-AVOIDANCE ASSIST WITH PEDESTRIAN DETECTION**  
This system is designed to help detect and alert you of a collision risk or pedestrian approaching, and even automatically apply the brakes in some cases

DRIVER ATTENTION WARNING*  
This system is designed to give you a warning signal to take a break if it detects you becoming drowsy or fatigued

SMART CRUISE CONTROL WITH STOP & GO***  
This system is designed to automatically adjust your driving speed to help maintain a predetermined distance from a vehicle detected ahead of you

BRAKE ASSIST SYSTEM  
If you suddenly slam on your brakes, it’s designed to sense the urgency and apply full braking power, which can help shorten your braking distance

ELECTRONIC BRAKE-FORCE DISTRIBUTION*  
Based on the vehicle's weight distribution, it helps adjust the balance of braking power accordingly

*Optional feature available only on certain trims. See kia.com for details.  
5, 6 See back cover for endnotes. Image shown for illustration only. SX SHOWN
How to AVOID THE OBSTACLES that come your way

From approaching cars to that wayward shopping cart hiding in your blind spot, Optima’s available features are designed to help make parking easier by alerting you to potential surrounding hazards.

**SURROUND-VIEW MONITOR**

uses four cameras to provide a view around the vehicle — especially helpful when parking in tight spots

**REARVIEW MONITOR WITH DYNAMIC PARKING GUIDANCE**

with an available bright 8" screen, helps you see what’s behind your vehicle, with guidelines that adjust to follow the direction you’re turning

**REAR CROSS TRAFFIC COLLISION WARNING**

uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you’re in reverse

**PARKING DISTANCE WARNING — REVERSE**

is designed to give an audible warning if it detects certain objects close to your vehicle when parking, while Dynamic Guidelines that track with your steering are displayed on the screen to further help guide you

*Optional feature available only on certain trims. See kia.com for details. 5 See back cover for endnote. Simulated screen shown. Images shown for illustration only. SX WITH LIMITED PACKAGE SHOWN
Dark nights and curved roads?  

WE CAN HELP WITH THAT

Optima’s available advanced illuminating technologies are designed to help combat the rigors of nighttime driving and help boost visibility in all sorts of conditions.

LOW BEAM ASSIST — DYNAMIC* - DW
headlights are designed to track with your steering angle and vehicle speed to help enhance directional lighting

HIGH BEAM ASSIST* - DW
is designed to automatically dim the headlights for oncoming vehicles, then return to high-beam setting once the vehicle passes

AUTO ON/OFF HEADLIGHTS*
turn on or off automatically depending on outside light levels

DUAL-PROJECTION LED HEADLIGHTS WITH AUTO-LEVELING*
are designed to help illuminate dark roads

LED FRONT FOG LIGHTS*
help you see better in foggy weather

*Optional feature available only on certain trims. See kia.com for details. Simulated images shown for illustration only.
When life throws you a **CURVE**
here’s how to stay on track

At Kia, the priority is always on improving all aspects of safety. Advanced sensor systems, strategically placed airbags, and breakthroughs in materials and design that have led to stronger body construction are just a few of the ways we never stop working to increase your protection.†

**ELECTRONIC STABILITY CONTROL (ESC)†**
In difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability.

**VEHICLE STABILITY MANAGEMENT (VSM)†**
VSM can intervene to help enhance stability and steering responses when driving on some slippery roads.

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

**INSURANCE INSTITUTE FOR HIGHWAY SAFETY**
FOR 2019 OPTIMA GAS MODEL AND OPTIMA HEV when equipped with optional Forward Collision-Avoidance Assist and LED headlights.

**NHTSA Overall 5-Star Crash Safety Rating**
FOR 2018 OPTIMA GAS MODEL AND 2018 OPTIMA HEV

†No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely. 16, 17 See back cover for endnotes. Inflated airbags shown for illustration only. SX SHOWN.

**ADVANCED AIRBAG SYSTEM†**
Dual front, front seat-mounted side, and full-length side curtain airbags help protect driver and passengers.

**ADVANCED AIRBAG & SEAT-BELT SENSORS†**
This advanced system monitors the severity of certain impacts and seat-belt use, and then helps to control airbag inflation accordingly.

**REINFORCED BODY CAGE**
A rigid, reinforced body structure helps absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions.
Researching whose powertrain comes out on top?

**INDUSTRY-LEADING WARRANTY PROGRAM**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Warranty Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIA</td>
<td>10-YEAR/100,000-MILE</td>
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<tr>
<td>SUBARU</td>
<td>5-YEAR/60,000-MILE</td>
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<td>TOYOTA</td>
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<tr>
<td>AUDI</td>
<td>4-YEAR/50,000-MILE</td>
</tr>
</tbody>
</table>

See back cover for endnote. See dealer for details.
OPTIMA PACKAGES

GAS MODEL

EX TECHNOLOGY PACKAGE

UVO link®
Panoramic sunroof
17” alloy wheels
2-position integrated memory system for driver’s seat & outside mirrors
12-way power-adjustable driver’s seat w/2-way power lumbar support
10-way power-adjustable front passenger’s seat w/2-way power lumbar support
Auto-dimming rearview mirror
Ventilated front seats
Overhead LED front & rear reading lamps
Interior ambient lighting

SX LIMITED PACKAGE

18” dark satin finish alloy wheels
Chrome accent side sills
Surround-View Monitor®
Heated rear outboard seat cushions
Nappa leather seat trim
Silver stitching on door trim & instrument panel
Rear side-window sunshades
SXL emblem
Premium black suede headliner w/pillar covers

EX PREMIUM PACKAGE

UVO link®
Premium Navigation®
Harman Kardon®/630-watt premium surround-sound system w/10 speakers
Panoramic sunroof
Heated steering wheel
Ventilated front seats
2-position integrated memory system for driver’s seat & outside mirrors
13-way power-adjustable driver’s seat w/4-way power lumbar support
10-way power-adjustable front passenger’s seat w/2-way power lumbar support
Overhead LED front & rear reading lamps

PHEV MODEL

EX TECHNOLOGY PACKAGE

Panoramic sunroof
Ventilated front seats
10-way power-adjustable front passenger’s seat w/2-way power lumbar support
LED headlights w/Low Beam Assist — Dynamic & High Beam Assist
Overhead LED front & rear reading lamps
Laminated front-door windows
Forward Collision Warning®
Forward Collision-Avoidance Assist w/Pedestrian Detection®
Lane Departure Warning®
Smart Cruise Control w/Stop & GO®

HEV MODEL

UVO eServices®
Premium Navigation®
with 8” touch screen
Harman Kardon®/630-watt premium surround sound system w/10 speakers
Panoramic sunroof
17” alloy wheels
LED headlights w/Low Beam Assist — Dynamic & High Beam Assist
Heated steering wheel
Ventilated front seats
2-position integrated memory system for driver’s seat & outside mirrors
12-way power-adjustable driver’s seat w/2-way power lumbar support
10-way power-adjustable front passenger’s seat w/2-way power lumbar support
Auto-dimming rearview mirror
Overhead LED front & rear reading lamps

Choose your PERFECT MATCH

EBONY BLACK
(GAS LX, S, EX, S/EX)
YOU ARE NOT AFRAID OF THE DARK, NOR OF SEEING THE BIG PICTURE IN LIFE, AND FOR KEEPING YOUR EYES ON THE PRIZE.

HORIZON BLUE
(GAS LX, S, EX, S/EX)
YOU HAVE A FLARE FOR PLAYING THE PIANO IN FRONT OF A CROWD.

PLATINUM GRAPHITE
(GAS LX, S, EX, S/EX)
YOU VIEW AN OVERCAST DAY AS AN OPPORTUNITY TO WEAR YOUR FAVORITE SWEATSHIRT.

SANGRIA
(GAS LX, EX)
YOU’RE A FAN OF FESTIVE BEVERAGES AND FLAMENCO DANCING.

PASSION RED TINTCOAT
(GAS S, EX)
YOU CRAVE EXCITEMENT AND SEE LIFE MORE VIVIDLY THAN THE AVERAGE PERSON.

SPARKLING SILVER
(GAS LX, EX, S/EX)
YOU’VE LEARNED ALL THAT GLITTERS IS NOT GOLD, AND THAT’S THE WAY YOU LIKE IT.

SNOW WHITE PEARL
(GAS LX, S, EX, S/EX, HEV EX, PHEV EX)
YOU HAVE A PURE HEART AND GENTLE NATURE, YOU LOVE LONG NAPS.

TITANIUM SILVER
(GAS EX)
YOU’RE A NIGHT PERSON WHO ENJOYS EATING LICORICE WHILE WATCHING FILM NOIR.

GRAVITY BLUE
(HEV EX, PHEV EX)
YOU’RE A REALIST WHO ACCEPTS THE UPS AND DOWNS OF LIFE. ALSO, YOU LOOK REALLY GOOD IN DENIM.

RUNWAY RED
(HEV EX)
YOU HAVE A FLARE FOR STYLE, AND AS A RESULT, FOR TURNING HEADS WHEREVER YOU GO.

ALUMINUM SILVER
(PHEV EX)
ALTHOUGH TWO THINGS MAY LOOK ALIKE, YOU KNOW EACH HAS ITS OWN UNIQUE VALUE.

AURORA BLACK PEARL
(HEV EX, PHEV EX)
YOU’RE A NIGHT PERSON WHO ENJOYS EATING LICORICE WHILE WATCHING FILM NOIR.

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for even more details.

See back cover for endnotes.

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