

A FULL LINE OF VEHICLES DESIGNED
TO INSPIRE AND EXHILARATE



kia.com

[facebook.com/kiaoptima](https://www.facebook.com/kiaoptima) twitter.com/kia [youtube.com/kia](https://www.youtube.com/kia)

All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors America makes every effort to ensure accuracy; however, accuracy cannot be guaranteed. From time to time, Kia Motors America may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown may include optional equipment. All video and camera screens shown in this brochure are simulated. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either express or implied, to any Kia products. See your Kia retailer or kia.com for further details concerning Kia's available limited warranties. ©2014 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc. is prohibited.

KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA

Part #: UT150 PM001A

2015
OPTIMA





"LEADER IN STRATEGIC VISION'S 2014 TOTAL QUALITY AWARD™ FOR BEST MID-SIZE CAR"²
FOR THE 2014 OPTIMA

Brilliant design, stirring performance

With world-class engineering, exceptional performance, and advanced safety systems, the 2015 Kia Optima gives you good reason to be passionate about driving a midsize sedan. It combines bold exterior styling with a spacious and luxurious interior. Technologically advanced available features* make driving more convenient than ever and give you more choices in entertainment. Like all Kia models, every Optima comes with an industry-leading, 10-year/100,000-mile warranty program¹ — a reflection of its outstanding quality and reliability. Optima has also been recognized for its class-leading quality by Strategic Vision, who recently awarded it "Leader in Total Quality Award™ for Best Mid-Size Car."²

1, 2 See Specifications page for endnotes. *Not all optional features are available on all trims. Some features may vary. Cover: LIMITED SHOWN. This page: SX TURBO SHOWN.

Optima Limited

A blend of performance, elegance, and technology makes the Optima Limited an exceptionally compelling midsize sedan. A Gasoline Direct Injection (GDI) turbocharged engine generating 274 horsepower delivers exhilarating acceleration and is complemented by a six-speed Sportmatic® transmission. Distinctive exterior styling includes chrome accent trim, 18-inch chrome wheels, front and rear red brake calipers, High-Intensity Discharge (HID) headlights, and LED fog lights.



Unsurpassed elegance and refinement

Featuring a choice of striking white, gray, or black premium full-grain Nappa leather trim, Optima Limited combines elegance with comfort. Ventilated front seats, heated front seats and rear seat cushions, and a heated steering wheel help ensure year-round driving comfort. A black cloth headliner, black gloss interior accents, and chrome door handles further add to the interior's sophisticated design.

LIMITED SHOWN.

As comfortable and luxurious as it looks

Optima combines striking styling and meticulous craftsmanship. Spacious seating accommodates up to five adults. A driver's seat with power-adjustable lumbar support and available features like leather seat trim* and a power-adjustable front passenger seat* provide first-class comfort. For added versatility, rear seats feature a 60/40 split-folding design and a foldout armrest with cup holders. Rear air vents* also allow backseat passengers to adjust their own direct airflow.

- 1. **HEATED STEERING WHEEL*** Driving during colder months is more pleasant with the available heated steering wheel.
- 2. **DRIVER'S MEMORY SEAT*** Available memory with presets allows two drivers to lock in their personal settings for the driver's seat.
- 3. **VENTILATED FRONT SEATS*** Enjoy optimal comfort in warm weather with available ventilated driver and front-passenger seats that circulate air through perforations in the seat leather.
- 3. **HEATED FRONT SEATS*** Available heated front seats and rear seat cushions help ensure comfortable driving in cold weather.
- 4. **PANORAMIC SUNROOF*** Brighten any drive with the available panoramic sunroof. The front portion of the sunroof tilts and slides.
- 5. **DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*** Available temperature control allows the driver and front passenger to create their own climate zones. Rear-seat passengers can adjust a separate vent.*



*See Features page for availability. Not all optional features are available on all trims. Images shown for illustration purposes only. LIMITED SHOWN.



Visionary technology

Optima's technologically advanced features are designed to make every drive more convenient. *Bluetooth*® wireless technology³ puts streaming audio at your command when using a compatible *Bluetooth*® wireless technology-enabled device. Available features include convenient voice-command navigation with SiriusXM Traffic,^{4*} an Infinity^{®5} audio system* with excellent audio performance, and a Supervision meter cluster with a Thin-Film Transistor (TFT) color LCD* that's exceptionally easy to read.

1. PADDLE SHIFTERS* For sportier driving, available steering-wheel-mounted⁶ paddle shifters give you precise control of the six-speed Sportmatic® transmission. **2. POWER-FOLDING OUTSIDE MIRRORS*** Easily fold outside mirrors in or out using an available door-mounted control or key fob. **3. MOOD LIGHTING*** Red-tinted mood lamps are available on the front doors and lower-center console, contributing to the interior's sporty style. **4. PUSH-BUTTON START*** Start or stop the engine with the push of a button with the available Smart Key remote, even when you have the key fob in your pocket or purse. **5. REAR-CAMERA DISPLAY**** This available feature helps you see things behind your vehicle that you might not see by looking over your shoulder. **6. BACK-UP WARNING SYSTEM**** An available sonar sensor system is concealed in the rear bumper. When you back up, an audible warning is given if the system detects objects behind your vehicle. **7. SIRIUSXM® SATELLITE RADIO⁴** Enjoy 150 channels of commercial-free music, sports, and news in your Kia during your 3-month SiriusXM® All Access trial, which also includes 160+ channels on your computer, smartphone, and tablet. **8. ELECTRONIC PARKING BRAKE** On the Limited and Hybrid EX models, it provides convenient operation, automatically releasing the parking brake when you shift out of Park.

It's nice to be well connected

LOCAL SEARCH POWERED BY GOOGLE™^{12*}

UVO eServices^{6*} can access Local Search powered by Google™ when it is connected wirelessly to an Internet hotspot.⁶

ADVANCED VOICE RECOGNITION*

UVO eServices^{6*} advanced voice-recognition technology lets you conveniently manage your music and enjoy hands-free⁶ use of your phone — with simple, intuitive verbal commands.

MY POINTS OF INTEREST*

UVO eServices^{6*} allows you to use a web-enabled computer to send locations that you find on Google Maps™¹² mapping service to the navigation system for route guidance.

PARKING MINDER^{13*}

Parking Minder can record your vehicle's location whenever you park. Then you can use your compatible smartphone⁸ to help find your car. It also lets you take pictures of the surrounding area for reference, write a reminder note, or set an alarm if you're parked at a meter.

911 CONNECT^{9*}

In the event that an airbag is deployed, 911 Connect automatically initiates a call to emergency services. In some circumstances, UVO eServices^{6*} can also transmit your vehicle's location to the emergency services operator.

ENHANCED ROADSIDE ASSIST^{10*}

You can call for roadside assistance by touching an icon on the smartphone⁸ app⁶ screen. UVO eServices^{6*} then sends your location to the Call Center and connects you to an operator.

VEHICLE DIAGNOSTICS^{11*}

Vehicle Diagnostics lets you perform a diagnostics check at any time or schedule one on a regular basis. Diagnostics Trouble Code (DTC) automatically alerts you to schedule an appointment or request roadside assistance if the system detects a critical powertrain issue.



— short for “your voice.” Optima is available with the innovative UVO eServices⁶ Infotainment System with voice-command navigation.* It provides you with an easy, hands-free⁶ way to connect to your vehicle by seamlessly integrating your compatible smartphone⁸ with your Optima. UVO eServices^{6*} also

lets you stream music, download apps from the App Download Center,* monitor your vehicle's driving habits, access 911 Connect^{9*} or Enhanced Roadside Assist,^{10*} and check maintenance requirements with Vehicle Diagnostics^{11*} on the large 8"-capacitive touch screen.* Additionally, there are no subscription fees⁶ to enjoy all these benefits.

4, 6, 8, 9, 10, 11, 12, 13, 14. * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Actual component appearance may vary. Siri-compatible with iOS 6 and above only. UVO eSERVICES INFOTAINMENT SYSTEM WITH VOICE-COMMAND NAVIGATION SHOWN.



UVO eSERVICES APP⁶

An available free app allows you to integrate your compatible smartphone⁸ with your vehicle — and make the most of UVO eServices.^{6*} This app can be downloaded at the App Store^{SM14} and Google Play™ Store.¹²

MY CAR ZONE*

My Car Zone provides Curfew, Speed, and Geo Fence alerts based on your targeted presets. You may also use the touch screen to check driving habits — including the history of preset violations for curfew time, speed limit, or geo-graphical radius parameters.

eSERVICES⁶ GUIDE*

To learn more about UVO eServices^{6*} features, you may access an automated user manual by using the touch screen on the vehicle.

VOICE-COMMAND NAVIGATION*

The available voice-command navigation system has a vivid 8-inch color screen and delivers continuously updated high-way conditions from SiriusXM Traffic.⁴

MYUVO.COM WEB/MOBILE*

MyUVO.com lets you check Vehicle Diagnostics^{11*} and schedule appointments with your preferred or nearby Kia retailer using your home computer or mobile device.

APP DOWNLOAD CENTER*

Wirelessly connect to an Internet hotspot⁶ and download available apps to your Optima.

APPLE®¹⁴ SIRI® COMPATIBLE*

UVO eServices^{6*} enables you to access your iPhone®'s¹⁴ Siri with the vehicle's steering-wheel-mounted⁶ controls.





Blurring the distinction between midsize sedan and sports car

Exhilaration is standard with Optima. The key to its exciting performance is a 192-horsepower, 2.4L Gasoline Direct Injection (GDI) engine. Or you may choose Optima SX Turbo or Optima Limited, which are both equipped with a turbocharged, 2.0L GDI I4 engine that delivers 274 horsepower. For an even sportier driving experience, Optima features a standard six-speed Sportmatic® transmission.

SMOOTH, PRECISE HANDLING

Four-wheel independent suspension features front MacPherson struts and a rear multi-link design with high-performance dampers for a smooth ride and agile handling.

SPORTMATIC® TRANSMISSION

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

FUEL EFFICIENCY¹⁵

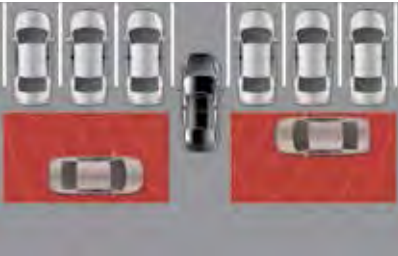
A “smart” alternator, Electric Power Steering, and low-friction tires help improve overall fuel economy. With the push of a button, the Active Eco System adjusts the engine and transmission calibration to help optimize fuel efficiency.

HID HEADLIGHTS*

Available LED accent lamps with High-Intensity Discharge (HID) headlights provide bright, crisp lighting. Available LED fog lights* and rear taillights* add to its stylish design.

BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERT^{7*}

This available radar system helps detect vehicles in the driver’s blind spots, alerting the driver with a warning light in the side mirrors. Rear Cross-Traffic Alert helps detect approaching vehicles while in reverse.



Optima excitement — hybrid efficiency

Optima Hybrid uses advanced technology to enhance fuel efficiency¹⁵ while delivering exceptional performance. Its innovative full parallel hybrid system features a state-of-the-art lithium polymer battery complemented by an electric motor and 2.4L 4-cylinder gas engine. The battery is recharged by energy generated from the gas engine and captured during regenerative braking.



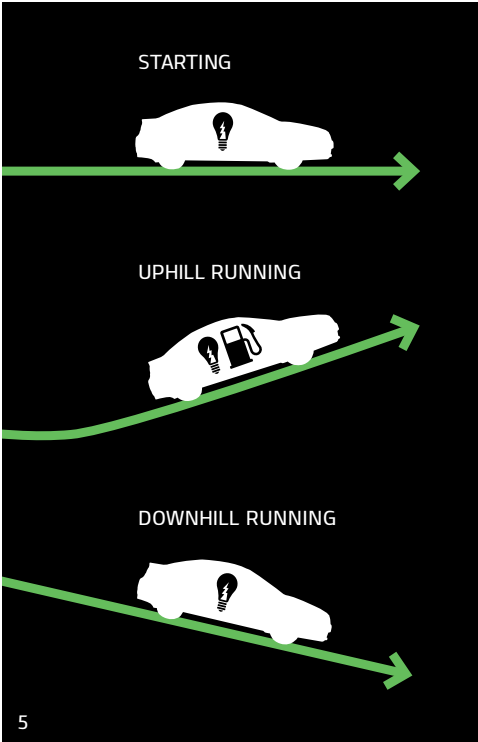


Innovative engineering to boost efficiency

Optima Hybrid’s advanced features include an electric motor that can operate the car in EV (electric-only) Mode and assist the gas engine in hybrid operation, reducing fuel consumption.¹⁵ The system provides a seamless transition to hybrid operation. When you come to a complete stop, the gas engine shuts off, and when you press the accelerator to resume driving, the Hybrid Starter Generator (HSG) automatically and smoothly restarts the engine. The HSG also charges the battery,* efficiently functioning as a generator.

¹⁵ See Specifications page for endnote. *Charges the 12V battery only. Images shown for illustration purposes only. HYBRID EX WITH TECHNOLOGY PACKAGE SHOWN.

EFFICIENT ELECTRIC MOTOR At low speeds, a Transmission-Mounted Electrical Device runs the vehicle in EV (electric-only) Mode. Active air flaps behind the grille control airflow to cool or warm the engine as needed to help increase efficiency. Aerodynamic styling and engineering that reduces engine friction further helps to enhance efficiency. **REGENERATIVE BRAKING** When you put your foot on the brake, kinetic energy is captured. A regenerative braking system converts this energy in the electric motor, using the electricity produced to help charge the lithium polymer battery. **SOUND THINKING** Optima Hybrid features a virtual sound system. At low speeds, when the vehicle is powered only by the electric motor, the system plays an audible sound to indicate to pedestrians that the vehicle is approaching.



1. SEE HOW YOU DRIVE The 8" screen on the Optima Hybrid EX makes it easy to monitor how your vehicle is performing. When you're driving in a more fuel-efficient manner, a computer graphic shows an image of green leaves growing to represent increasing efficiency. **2. ADVANCED LITHIUM POLYMER BATTERY** Optima's full parallel hybrid system battery requires no plug-in charging. It's recharged by energy generated from the gas engine and captured during regenerative braking. **3. POWER RATIO GAUGE** The power ratio gauge lets you know when the vehicle is operating with either the electric motor, the gas engine, or both. It also provides information about the regenerative battery-charging system. **4. OUTSTANDING EFFICIENCY** The innovative full parallel hybrid system (electric motor and 2.4L 4-cylinder gas engine) helps provide outstanding fuel efficiency, with Optima Hybrid delivering up to an EPA-estimated 40 highway MPG.¹⁵ **5. HYBRID OPERATION AS NEEDED** Optima Hybrid launches from a stop in EV (electric-only) Mode and then operates in either EV or gas/electric (hybrid) Mode, depending on driving conditions.

VEHICLE STABILITY MANAGEMENT (VSM)

VSM adds steering-direction-control capability. It intervenes when appropriate to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)

ESC monitors your vehicle's response during emergency maneuvers. It can then 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 engine power and brake force to help transfer power to the wheels that have the most traction.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help maintain more consistent braking as vehicle loads and weight distribution change, EBD 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 instantly applies full braking force, which helps shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)

To help keep you from rolling backward 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 helps to contribute to driver confidence. The system helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.



**NHTSA Overall 5-Star
Crash Safety Rating¹⁶**

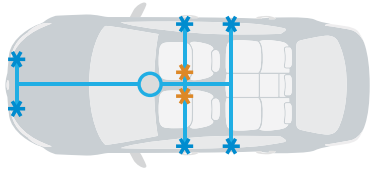
For the 2015 Optima and Optima Hybrid

Advanced safety systems to help handle unexpected conditions

Safety systems help add peace of mind in certain situations. That's why all Optima models are equipped with advanced safety systems engineered 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.



16 See Specifications page for endnote. *No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. SX TURBO SHOWN.



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.¹⁷

FRONT SEAT-BELT PRETENSIONERS

Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This may help to reduce the likelihood of injuries in some situations.

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

The front height-adjustable seat-belt anchors allow the driver and front-passenger seat belts to be raised and lowered for a proper fit.

FRONT & REAR 3-POINT SEAT BELTS

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

SIDE-IMPACT DOOR BEAMS

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

FRONT & REAR CRUMPLE ZONES

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

LATCH SYSTEM

The Lower Anchors and Tethers for Children (LATCH) system is standard and makes it easier to securely install a compatible child seat at either end of the rear seat.



Designed to help protect driver and passengers

Optima is equipped with passive safety systems designed to help minimize injury when certain traffic accidents are unavoidable. An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.¹⁷

No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. Inflated airbags and images shown for illustration only. 17 See Specifications page for endnote. LIMITED SHOWN.

Delivering on a promise

Kia is committed to producing world-class vehicles to suit most every driving need. This commitment has led to the development of stylish vehicles with an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems. Kia’s dedication to quality and value has been widely recognized — one reason why Kia has been named as a top 100 brand in Interbrand’s Best Global Brands 2013 report.¹⁸ In addition, Kelley Blue Book’s KBB.com has announced the recipients of its Brand Image Awards, naming Kia as the 2014 Best Value Brand. This honor recognizes our success at producing fuel-efficient and affordable vehicles.¹⁹



TAKING ON THE COMPETITION
The Kia Racing team is dedicated to competing against world-class competition — and winning. That dedication is part of Kia’s belief that the knowledge gained in competition can be applied to the entire Kia lineup to provide you with vehicles that perform beyond your expectations. The Kia Racing team includes championship-winning drivers with proven track records, and with 11 podium finishes — including five victories — in the 2014 season, you can look for Kia in the winner’s circle at racetracks across America in the months ahead.



COMMITMENT TO 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 recently produced its one millionth vehicle after less than four years of operation. The Sorento crossover and certain 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 14,000 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 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

COMPELLING DESIGN
Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia recognizable at first sight. Today, the lineup consists of vehicles that fill owners as well as Kia’s designers with pride.



KIA GT4 STINGER CONCEPT VEHICLE SHOWN (not available for sale).

B.R.A.K.E.S. PRO-ACTIVE DRIVING SCHOOL FOR TEENS
Kia understands that teaching teenagers safe driving skills can save lives. To accomplish this goal, Kia has formed a partnership with the B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) Pro-Active Driving School for Teens (www.PutOnTheBrakes.org), with support including a fleet of 32 vehicles. B.R.A.K.E.S. provides teenagers 15–19 nationwide with no-cost, hands-on defensive training on a closed course in a controlled environment to respond to real-world driving scenarios.



DONORSCHOOSE.ORG
Kia is committed to providing assistance to those in need. That’s why Kia became the first car company to partner with DonorsChoose.org, an online charity that allows organizations and individuals to donate to classrooms in need. Together with thousands of citizen philanthropists, Kia has raised more than \$5 million to fund more than 10,000 projects across all 50 US states, impacting more than 1.5 million high-need public-school students in just two years.



[†]The Sorento and Optima GDI (EX, SX & Limited and certain LX trims only) are assembled in the United States from U.S. and globally-sourced parts. 1, 18, 19, 20, 21 See Specifications page for endnotes.

PACKAGES

LX CONVENIENCE

- 1. 10-way power-adjustable driver's seat
- 2. Auto-dimming rearview mirror
- 3. Laminated front-door windows and acoustic windshield (not shown)



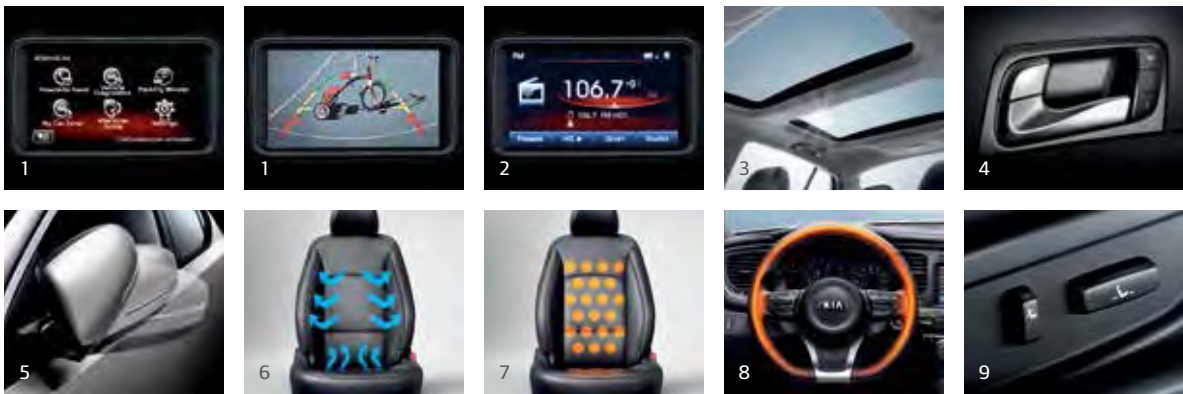
LX CONVENIENCE PLUS

- 1. UVO eServices⁶ Infotainment System w/Rear-Camera Display⁷
- 2. 10-way power-adjustable driver's seat
- 3. Auto-dimming rearview mirror
- 4. Laminated front-door windows and acoustic windshield (not shown)



EX/SX TURBO PREMIUM

- 1. UVO eServices⁶ Infotainment System w/Rear-Camera Display⁷
- 2. Infinity^{®5} audio system w/8 speakers & HD Radio[™] Technology²²
- 3. Panoramic sunroof w/black gloss B-pillar
- 4. Driver's seat memory
- 5. Power-folding outside mirrors
- 6. Ventilated front seats
- 7. Heated front seats, heated rear seat cushions (not shown)
- 8. Heated steering wheel (EX)
- 9. 4-way power-adjustable front passenger seat



EX/SX TURBO TECHNOLOGY (REQUIRES EACH TRIM'S PREMIUM PACKAGE)

- 1. UVO eServices⁶ Infotainment System w/voice-command navigation, SiriusXM Traffic,⁴ Rear-Camera Display⁷
- 2. Back-Up Warning System⁷
- 3. Blind-Spot Detection w/Rear Cross-Traffic Alert⁷



SX PREMIUM TECHNOLOGY

- 1. UVO eServices⁶ Infotainment System w/voice-command navigation, SiriusXM Traffic,⁴ Rear-Camera Display⁷
- 2. Infinity^{®5} audio system w/8 speakers & HD Radio[™] Technology²²
- 3. Driver's seat memory
- 4. Power-folding outside mirrors
- 5. Ventilated front seats
- 6. Heated front seats, heated rear seat cushions (not shown)
- 7. Back-Up Warning System⁷
- 8. Blind-Spot Detection w/Rear Cross-Traffic Alert⁷
- 9. 4-way power-adjustable front passenger seat (not shown)



PACKAGES

HYBRID CONVENIENCE

- 1. UVO eServices⁶ Infotainment System w/Rear-Camera Display⁷
- 2. 10-way power-adjustable driver's seat
- 3. LED front accent lights
- 4. Laminated front-door windows and acoustic windshield (not shown)



HYBRID EX TECHNOLOGY

- 1. Panoramic sunroof w/black gloss B-pillar
- 2. Back-Up Warning System⁷
- 3. Blind-Spot Detection w/Rear Cross-Traffic Alert⁷



COLORS

EXTERIOR

SNOW WHITE PEARL (P) LX: B/G/BK EX: B/G SX: BK L: WN/GN/BN H: B/BK H-EX: B/BK/W	SATIN METAL (M) LX/EX: B SX: BK	SPARKLING SILVER (M) LX: G/BK EX: G	ALUMINUM SILVER (M) H: B/BK H-EX: B/BK/W	TITANIUM METALLIC (M) LX: G/BK EX: G SX: BK L: GN/BN	PLATINUM GRAPHITE (PM) LX/EX: B
SMOKEY BLUE (M) LX: G/BK EX: G H: B/BK H-EX: B/BK/W	CORSA BLUE (PM) SX: BK	REMINGTON RED (M) LX/EX: B SX: BK	DARK CHERRY (PM) LX/EX: B	EBONY BLACK LX: B/G/BK EX: B/G SX: BK L: GN/BN	AURORA BLACK (P) H: B/BK H-EX: B/BK/W

(M) = METALLIC PAINT, (P) = PEARL PAINT, (PM) = PEARL METALLIC PAINT, L = OPTIMA LIMITED, H = OPTIMA HYBRID, H-EX = OPTIMA HYBRID EX

INTERIOR COMBINATIONS ARE INDICATED BY:

B = BEIGE INTERIOR, G = GRAY INTERIOR, BK = BLACK INTERIOR, W = WHITE INTERIOR, WN = WHITE NAPPA INTERIOR, GN = GRAY NAPPA INTERIOR, BN = BLACK NAPPA INTERIOR

INTERIOR

BEIGE CLOTH (H, LX)	GRAY CLOTH (LX)	BLACK CLOTH (H, LX)	WHITE LEATHER [*] (H-EX)	BEIGE LEATHER (H-EX, EX)	GRAY LEATHER (EX)
BLACK LEATHER (H-EX, SX)	WHITE NAPPA LEATHER (L)	GRAY NAPPA LEATHER (L)	BLACK NAPPA LEATHER (L)	* OPTIONAL ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.	

FEATURES

LX
EX
SX
SX TURBO
LIMITED
HYBRID
HYBRID EX

MECHANICAL & EXTERIOR

2.4L Gasoline Direct Injection 4-cylinder engine	●	●	●	—	—	—
2.0L Turbo Gasoline Direct Injection 4-cylinder engine	—	—	—	●	●	—
2.4L 4-cylinder engine, full parallel hybrid system	—	—	—	—	●	●
High-performance dampers	●	●	●	●	●	●
Sport-tuned suspension	—	—	●	●	●	—
16" tires w/alloy wheels	●	—	—	—	●	—
17" tires w/alloy wheels	—	●	—	—	—	●
18" tires w/alloy wheels	—	—	●	●	—	—
18" chrome wheels w/red brake calipers	—	—	—	—	●	—
Panoramic sunroof	—	○	—	○	●	—
Outside-mirror turn-signal indicators	●	●	●	●	●	●
Dual body-color heated power mirrors	●	●	●	●	●	●
Power-folding outside mirrors	—	○	○	○	●	—

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SiriusXM ⁴ audio system	●	●	●	●	●	●
6 speakers w/dash-mounted tweeters	●	●	●	●	—	—
Infinity ^{®5} premium audio system w/8 speakers & HD Radio [™] Technology ²²	—	○	○	○	●	●
UVO eServices [®] Infotainment System	○	○	—	○	—	○
UVO eServices [®] Infotainment System w/voice-command navigation, SiriusXM Traffic ⁴	—	○	○	○	●	—
Rear-Camera Display ⁷	○	○	○	○	○	●
Back-Up Warning System ⁷	—	○	○	○	●	○
Blind-Spot Detection w/Rear Cross-Traffic Alert ⁷	—	○	○	○	●	○
Push-button start w/Smart Key	—	●	●	●	●	●
USB/auxiliary input jacks	●	●	●	●	●	●
Bluetooth [®] wireless technology ³	●	●	●	●	●	●
Steering-wheel-mounted [®] audio control buttons	●	●	●	●	●	●
Steering-wheel-mounted [®] paddle shifters	—	—	●	●	—	—
Cruise control	●	●	●	●	●	●
Active Eco System	●	●	●	●	●	●
Drive mode select	—	—	—	●	●	—
Electronic parking brake	—	—	—	—	●	●

SEATING & TRIM

Cloth seat trim w/Clean Tex	●	—	—	—	—	●
Leather seat trim	—	●	●	●	—	●
Premium Nappa leather seat trim	—	—	—	—	●	—
Ventilated & heated front seats	—	○	○	○	●	—
Heated rear seat cushions	—	○	○	○	●	—
6-way adjustable driver's seat & power lumbar support	●	—	—	—	—	●
Driver's memory seat	—	○	○	○	●	—
10-way power-adjustable driver's seat	○	●	●	●	○	●
4-way power-adjustable front passenger seat	—	○	○	○	●	—
60/40 split-folding rear seat	●	●	●	●	●	—

RESTRAINT & SAFETY SYSTEMS¹⁷

Dual front advanced airbags	●	●	●	●	●	●
Dual front seat-mounted side airbags	●	●	●	●	●	●
Full-length side curtain airbags	●	●	●	●	●	●
3-point seat belts for all seating positions	●	●	●	●	●	●
Front seat-belt pretensioners	●	●	●	●	●	●
Height-adjustable front seat-belt anchors	●	●	●	●	●	●
Anti-lock Braking System (ABS)	●	●	●	●	●	●
Vehicle Stability Management (VSM)	●	●	●	●	●	●

Clear-lens projection headlights	●	●	●	—	—	●
HID headlights w/autoleveling	—	—	—	●	●	—
LED accent lights	—	—	●	●	○	●
Front fog lights	●	●	●	●	—	—
Front LED fog lights	—	—	—	—	—	●
LED taillights	—	—	●	●	●	●
Chrome accent outside door handles	●	●	●	●	●	●
Black gloss/chrome front grille	—	—	●	●	●	●
Chrome accent side sills	—	—	—	—	●	—
Dual exhaust w/chrome tips	●	●	●	●	●	—
Laminated front-door windows and acoustic windshield	○	●	●	●	○	●

Air conditioning	●	—	—	—	—	—
Dual-zone automatic temperature control w/rear vents	—	●	●	●	●	●
Cooling glove box	●	●	●	●	●	●
Power door locks & windows	●	●	●	●	●	●
Driver & front passenger's one-touch auto-up/down windows	—	●	●	●	●	●
Remote keyless entry w/panic alarm	●	●	●	●	●	●
Door mood lights	—	●	●	●	●	—
Rear reading lights	—	—	●	●	●	●
Supervision meter cluster w/4.3" TFT color LCD	—	—	●	●	●	●
Auto-dimming rearview mirror	○	●	●	●	—	—
Auto-dimming rearview mirror w/HomeLink ^{®23} & compass	—	—	—	—	●	—
Illuminated chrome accent front cup holders	—	●	●	●	●	—
Front center console w/armrest & storage	●	●	●	●	●	●
Rear center console w/armrest & cup holders	●	●	●	●	●	●
Floor mats	—	●	●	●	●	●
Rear child-safety door locks	●	●	●	●	●	●
Tire-Pressure Monitoring System (TPMS) ²⁴	●	●	●	●	●	●

Metal pedals	—	—	●	●	●	—
Illuminated front-door scuff plates	—	—	●	●	●	—
Leather-wrapped steering wheel & gearshift knob	—	●	●	●	●	●
Heated steering wheel	—	○	—	—	●	—
Wood insert film	—	●	—	—	—	—
Brushed metal insert film	—	—	●	●	—	—
Black high-gloss interior trim	—	—	—	—	●	○
Satin chrome inside door handles (chrome on Limited)	—	●	●	●	●	●
Black cloth headliner & pillar trim	—	—	—	●	●	—
Metal PRND bezel	—	●	●	●	●	—

Electronic Stability Control (ESC)	●	●	●	●	●	●
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)	●	●	●	●	●	●

SPECIFICATIONS

ENGINE

	2.4L I4	2.0L TURBO	2.4L HYBRID
Type	2.4L, 4-cylinder, aluminum block & head	2.0L, turbocharged 4-cylinder, aluminum block & head	2.4L, 4-cylinder full parallel hybrid system
Valve gear	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)
Displacement	2,359 cc	1,998 cc	2,359 cc
Compression ratio	11.3:1	9.5:1	13.0:1
Horsepower (SAE net)	192 hp @ 6,300 rpm	274 hp @ 6,000 rpm	199 hp @ 5,500 rpm (total system)
Torque (SAE net)	181 lb.-ft. @ 4,250 rpm	269 lb.-ft. @ 1,650-4,500 rpm	235 lb.-ft. @ 1,000-2,500 rpm
Fuel system	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)	Multi-Point Injection (MPI)
Transmission	6-speed electronically controlled Sportmatic, [®] overdrive	6-speed electronically controlled Sportmatic, [®] overdrive	6-speed electronically controlled Sportmatic, [®] overdrive
Hybrid only	159-hp @ 5,500 rpm (SULEV) 2.4L Atkinson-cycle 4-cyl. engine, 47-hp (35-kW) 270VDC Interior Permanent Magnet Synchronous electric motor, 270V 1.4 kWh lithium polymer battery w/34 kW, Hybrid Starter Generator (HSG)		

DIMENSIONS

	2.4L I4/2.0L TURBO/2.4L HYBRID
Wheelbase	110.0 in.
Track (front/rear)	63.0 in./63.0 in. (16" tire), 62.8 in./62.8 in. (17" tire), 62.6 in./62.6 in. (18" tire)
Length/Width/Height	190.7 in./72.0 in./57.1 in.
Ground clearance	5.1 in.
Headroom (front/rear)	40.0 in./37.6 in.
Shoulder room (front/rear)	57.3 in./55.7 in.
Legroom (front/rear)	45.5 in./34.6 in.
Hip room (front/rear)	54.6 in./54.5 in.
Volume	Passenger: 102.2 cu. ft. Cargo: 15.4 cu. ft. (10.8 cu. ft. Hybrid)

CURB WEIGHT

	2.4L I4	2.0L TURBO	2.4L HYBRID
Automatic transmission	3,237 lb. (16" tire) 3,272 lb. (17" tire) 3,327 lb. (18" tire)	3,468 lb. (18" tire)	3,496 lb. (16" tire) 3,622 lb. (17" tire)

ENDNOTES

1. The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and the New Vehicle Limited Warranty (Basic). All warranties and roadside assistance are limited. See retailer for details or go to [kia.com](#). **2.** Strategic Vision's 2014 New Vehicle Experience Study[™] surveyed 38,361 Oct.-Dec. new vehicle buyers after the first 90 days of ownership. Kia Optima tied for leadership with another vehicle in Mid-Size Car Segment. **3.** 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. Other trademarks and trade names are those of their respective owners. A compatible Bluetooth[®]-enabled cell phone is required to use Bluetooth[®] wireless technology. **4.** All SiriusXM[®] services require a subscription, sold separately, after 3-month trial included with vehicle purchase. **See the SiriusXM Customer Agreement for complete terms at [www.siriusxm.com](#).** Programming subject to change. Sirius satellite service is available only to those in the 48 contiguous USA, DC, and PR (with coverage limitations). Traffic information not available in all markets. See [siriusxm.com/traffic](#) for details. Sirius, XM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and Internet radio channel lineups may vary slightly. **5.** Infinity[®] is a registered trademark of Harman International Industries, Inc. **6.** Warning: Driving while distracted is dangerous and should be avoided. It can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. Drivers should remain attentive to driving and always exercise caution when using the steering-wheel-mounted controls while driving. The driver's primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment, or vehicle systems which take the driver's eyes, attention, and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. See retailer for details. No subscription fee for UVO eServices. No charge for the UVO eServices app but requires downloading. App uses your smartphone cellular-data service. Normal cellular service rates will apply. Internet hotspot connection can be made to your personal wireless Internet at home or to a smartphone device with Internet service plan (normal cellular service rates may apply). **7.** These systems are not substitutes for proper and safe driving, backing-up or parking procedures; therefore, always drive safely and use caution. These systems may not detect every object behind the vehicle, in a driver's blind spot, surrounding areas of the vehicle, or direction of travel. Images shown for illustration only. **8.** Apple iPhone[®] and select Android[™] devices only are

BODY & CHASSIS

	2.4L I4/2.0L TURBO/2.4L HYBRID
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	Electric Power Steering (EPS)
Turns, lock-to-lock	2.94
Turning diameter, curb-to-curb	35.8 ft.

BRAKES

	2.4L I4/2.0L TURBO/2.4L HYBRID
Type	Power-assisted ABS + Electronic Stability Control
Front	11.8-in. ventilated discs (2.4L I4: 16" & 17" tires) 12.6-in. ventilated discs (18" tires) Integrated regenerative braking (Hybrid)
Rear	11.2-in. solid discs

TIRES

	2.4L I4	2.0L TURBO	2.4L HYBRID
Size	205/65R16 215/55R17 225/45R18	225/45R18	205/65R16 215/55R17

2015 EPA-ESTIMATED FUEL ECONOMY¹⁵

	2.4L I4	2.0L TURBO	2.4L HYBRID
City/Highway MPG			
Automatic transmission	23/34	20/31	36/40 (Hybrid) 35/39 (Hybrid EX)
Fuel tank capacity (gallons)	18.5	18.5	17.2

UVO eServices compatible. iPhone[®] is a registered trademark of Apple Inc. Android[™] is a trademark of Google Inc. **9.** Feature activates after an airbag deployment. Feature requires a mobile phone connected via Bluetooth[®] wireless technology. Dependent on cellular-service coverage. **10.** 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Certain limitations apply. Coverage details are available in the Kia Warranty and Consumer Information Manual. To use the Enhanced Roadside Assist feature, a mobile phone connected via Bluetooth[®] wireless technology within the cellular-service coverage area is required. **11.** Vehicle Diagnostics feature does not take the place of regularly scheduled maintenance. Feature checks powertrain, chassis, and airbag systems only. For factory-recommended maintenance schedule, see the Maintenance Feature of UVO eServices or the Owner's Manual. **12.** Google, Google Play, and Google Maps are trademarks of Google Inc. Google Maps ©2014 Google. **13.** Feature operates with certain smartphone devices with activation of app. Normal cellular service rates apply. **14.** Apple, the Apple logo, Siri, and iPhone are trademarks of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc. Siri-compatible with iOS 6 and above only. **15.** Based on EPA estimates. Actual mileage may vary with options, driving conditions, driving habits, and your vehicle's condition. **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.** 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. **18.** Interbrand's Best Global Brands 2013 report is a look at financial performance of the brand, role of brand in the purchase decision process, and the brand strength. Go to [www.bestglobalbrands.com](#) for more information. **19.** 2014 Kelley Blue Book Brand Image Awards are based on the Brand Watch[™] study from Kelley Blue Book Market Intelligence. Award calculated among non-luxury shoppers. For more information, visit [www.kbb.com](#). Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. For EPA-estimated MPG information, see retailer or go to [kia.com](#). **20.** NBA identifications are the intellectual properties of NBA Properties, Inc. ©2014 NBA Properties, Inc. All rights reserved. **21.** All materials and intellectual property related to the LPGa are owned by the LPGa, and any unauthorized use is strictly prohibited without the LPGa's expressed prior written consent. **22.** HD Radio[™] and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. **23.** HomeLink[®] is a registered trademark of Gentex Corporation. **24.** Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.