FROM COMPACT TO CROSSOVER



RIO



RIO 5-DOOR



SOUL



FORTE KOUP



FORTE



FORTE5



ΟΡΤΙΜΑ



CADENZA



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PROCESS

Part #: UT140 PM001



Brilliant design, stirring performance

With world-class engineering, exceptional performance and advanced safety systems, the 2014 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 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.

Turbe

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 18-inch chrome wheels, front and rear red brake calipers, LED fog lights and chrome accent exterior trim.







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.

As comfortable and luxurious as it looks

Optima combines striking styling and meticulous craftsmanship. Spacious seating accommodates up to five adults, while available leather seat trim* and a driver's seat with power-adjustable lumbar support provide first-class comfort. For added versatility, rear seats feature a 60/40 split-folding design along with a convenient foldout armrest with cupholders. In addition, rear air vents* allow backseat passengers to adjust their own direct airflow.

1. HEATED STEERING WHEEL* Driving during colder months is more comfortable 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 and outside rearview mirrors. 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 CLIMATE CONTROL* Available temperature control allows the driver and front passenger to create their own climate zones. Rear-seat passengers can adjust a separate vent.*















Visionary technology

Optima's technologically advanced features are designed to make every drive more convenient. *Bluetooth*[®] wireless technology² 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,³ an Infinity^{®4} 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.



2, 3, 4, 5, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Images shown for illustration purposes only. LIMITED SHOWN.

1. PADDLE SHIFTERS* For sportier driving, available steering-wheel-mounted paddle shifters give you precise control of the six-speed Sportmatic® transmission. 2. POWER-FOLDING OUTSIDE MIRRORS* 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*⁵ 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^{5*} An available sonar sensor system is concealed in the rear bumper. It activates an audible warning when it detects certain objects behind your vehicle. 7. SIRIUSXM® SATELLITE RADIO³ Get over 150 channels of commercial-free music, sports, news and talk in your Kia. With All Access, enjoy 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.

Connect to your entertainment and your vehicle

0 0

BIGINE START STOP

UVO - short for "your voice" - is an available Infotainment System that integrates advanced voice-recognition technology to help you make hands-free⁶ calls and manage your music library. UVO eServices⁶ is a subscription-free⁶ information system that enables you to seamlessly connect your compatible smartphone⁷ to your vehicle and access a suite of phone-based features. UVO eServices⁶ includes advanced features such as Enhanced Roadside Assist,⁸ 911 Connect,⁹ and Vehicle Diagnostics.¹⁰ Optima EX and SX are also available with the UVO eServices⁶ Infotainment System with voice-command navigation, which includes features such as real-time access to highway traffic conditions.³

UVO eSERVICES APP⁶

A free app is available that allows you to integrate your compatible smartphone⁷ with your vehicle — and make the most of UVO eServices.⁶ This app can be downloaded at the App Store^{SMII} and Google Play[™] Store.¹²







PHONE

ADVANCED VOICE RECOGNITION

UVO eServices⁶ operates with simple, intuitive verbal commands. Using advanced voice-recognition technology, it lets you conveniently manage your music and enjoy hands-free⁶ use of your phone — without memorizing complicated menus.



VOICE

TRACKA ROUTE

DEST

10

DIGITAL MUSIC STORAGE

C3 000

oadside Assist

G3 000

My POIs

?

Help

9:00AM

MEDIA

✓SEEK

An easy-to-use digital music storage system with in-dash, large-capacity digital storage for your favorite music lets you load your songs and sort them by either title or artist.



PARKING MINDER¹³

TUNE

1

UVO

63

Parking Minder

-

GPS Info

(2) 000

eServices Guide

Parking Minder can record your vehicle's location whenever you park. Then you can use your compatible smartphone⁷ to find your car. Parking Minder 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.



MY POINTS OF INTEREST

route guidance

UVO eServices⁶ 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



911 CONNECT⁹

In the event that an airbag is deployed, UVO eServices⁶ can automatically initiate a call to emergency services. In some circumstances, UVO eServices⁶ can also transmit your vehicle's location to the emergency services operator.





	UVO eSe Infotain	UVO eSe Infotaini w/voice navigati
UVO eSERVICES APP ⁶	•	٠
ADVANCED VOICE RECOGNITION	•	_
DIGITAL MUSIC STORAGE	•	_
PARKING MINDER ¹³	٠	٠
MY POIs	_	•
911 CONNECT [®]	•	٠
ENHANCED ROADSIDE ASSIST⁸ Call for roadside assistance by touching an icon on the smartphone ⁷ app ⁶ screen. UVO eServices ⁶ then sends your location to the Call Center and connects you to an operator.	•	٠
VEHICLE DIAGNOSTICS ¹⁰ You may perform a diagnostics check at any time or schedule checks on a regular basis. Diagnostics checks are also automatically triggered if the system detects a critical powertrain issue, alerting you to schedule an appointment or request roadside assistance. ⁸	٠	٠
VOICE-COMMAND NAVIGATION The voice-command navigation system has a vivid 8-inch color screen and delivers real-time highway conditions from SiriusXM Traffic. ³	_	٠
PREMIUM AUDIO SYSTEM Available premium Infinity ^{®4} audio system with eight speakers provides exceptional audio performance.	0	٠
HD RADIO [™] TECHNOLOGY ¹⁴ Available HD Radio [™] Technology ¹⁴ includes features like crystal-clear sound, new local FM channels and on-screen information — 100% subscription-free.	0	٠
REAR-CAMERA DISPLAY⁵ Whenever you shift into reverse, a live image from a rear camera displays on the screen, showing certain objects behind the vehicle you might not otherwise see.	•	٠
eSERVICES GUIDE To learn more about UVO eServices ⁷⁶ features, you may access an automated user manual by using the touch screen.	•	٠
MYUVO.COM WEB/MOBILE MyUVO.com lets you check Vehicle Diagnostics ¹⁰ and schedule appointments with your preferred or nearby Kia retailer using your home computer or mobile device.	٠	٠
• STANDARD O OPTIONAL - NOT AVAILABLE		<u> </u>

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.¹⁵ With the push of a button, the Active Eco System adjusts the engine and transmission calibration to help optimize fuel efficiency.¹⁵

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.

Information Providential vehicles while in reverse.

BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERT¹⁶*

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





Optima excitement — hybrid efficiency

Optima Hybrid uses advanced technology to enhance fuel efficiency⁵ 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.[™] 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 SHOWN.

1. SEE HOW YOU DRIVE The Supervision meter cluster 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 batterycharging 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 LX delivering up to 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 wheel spin 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 contributes to driver confidence. The system helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.



INSURANCE INSTITUTE FOR HIGHWAY SAFETY



Advanced safety systems to help handle unexpected conditions

Safety systems 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.





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.¹⁸

FRONT SEAT BELT PRETENSIONERS

Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This helps 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.

REAR CHILD-SAFETY DOOR LOCKS

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

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.¹⁸



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 during the 2013 racing season they kept the momentum going. That means you can look for Kia drivers in the winner's circle at racetracks across America in the months ahead.

Delivering on a promise

Kia is committed to producing worldclass 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 also been widely recognized¹⁹ — one reason why Kia has been honored as a top 100 brand in Interbrand's Best Global Brands 2013 Report.²⁰







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 built 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.

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.¹





OFFICIAL AUTOMOTIVE PARTNER OF THE LPGA

Information Provided by:

*The Sorento and Optima GDI (EX trims and certain LX trims only) and GDI Turbo are built in the United States from U.S. and globally-sourced parts. 1, 19, 20, 21, 22 See Specifications page for endnotes.

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.



INDUSTRY-LEADING WARRANTY PROGRAM¹

• 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

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. To date, the "Double Your Impact" campaign — which began with Kia's \$1 million donation — has resulted in contributions from more than 21,000 "citizen philanthropists" and benefitted nearly 500,000 public school students. In 2013, Kia launched a major funding campaign that will raise the total impact to \$5 million in just two years.



PACKAGES

LX CONVENIENCE PLUS

- 1. UVO eServices⁶ Infotainment System w/Rear-Camera Display⁵
- 2. 10-way power-adjustable driver's seat
- 3. Auto-dimming rearview mirror w/HomeLink^{®23} & compass
- 4. Laminated front door windows (not shown)

EX/SX TURBO PREMIUM

- 1. UVO eServices⁶ Infotainment System w/Rear-Camera Display⁵
- 2. Infinity^{®4} audio system w/8 speakers & HD Radio[™] Technology⁴
- 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)

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

- 8. Heated steering wheel (EX)
- 9. 4-way power-adjustable front passenger seat



0

6

10



50



6

106,7**







- 1. White leather seat trim
- 2. Black high gloss interior trim



0

COLORS

EXTERIOR



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

INTERIOR



BLACK NAPPA LEATHER (L)



1. UVO eServices⁶ Infotainment System w/voice-command navigation, SiriusXM Traffic,³ Rear-Camera Display⁵

- 2. Back-Up Warning System⁵
- 3. Blind-Spot Detection w/Rear Cross-Traffic Alert¹⁶

SX PREMIUM TECHNOLOGY

- 1. UVO eServices⁶ Infotainment Sustem w/voice-command navigation, SiriusXM Traffic,³ Rear-Camera Display⁵
- 2. Infinity^{®4} audio system w/8 speakers & HD Radio[™] Technology¹⁴
- 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. 4-way power-adjustable front passenger seat
- 8. Back-Up Warning System⁵
- 9. Blind-Spot Detection w/Rear Cross-Traffic Alert¹⁶





















2. 10-way power-adjustable driver's seat

PACKAGES

- 3. LED front positioning lights
- 4. Laminated front door windows (not shown)



































Billion & Barbara











HYBRID CONVENIENCE



















BK = BLACK INTERIOR, WN = WHITE NAPPA INTERIOR, GN = GRAY NAPPA INTERIOR, BN = BLACK NAPPA INTERIOR, *OPTIONAL

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.

FEATURES

MECHANICAL & EXTERIOR

2.4L Gasoline Direct Injection 4-cylinder engine	٠	٠	٠	-	_	_	-
2.0L Turbo Gasoline Direct Injection 4-cylinder engine	-	-	-	٠	٠	-	-
2.4L 4-cylinder engine, full parallel hybrid system	-	-	-	-	-	٠	•
16" tires w/alloy wheels	٠	-	-	-	-	٠	-
17" tires w/alloy wheels	_	٠	-	-	-	-	
18" tires w/alloy wheels	_	-	٠	٠	-	-	-
18" chrome wheels w/red brake calipers	_	-	-	-	٠	-	-
High-performance dampers	٠	٠	٠	٠	٠	٠	
Sport-tuned suspension	_	-	٠	٠	٠	-	-
Panoramic sunroof	_	0	-	0	٠	-	0
Chrome accent outside door handles	٠	٠	٠	٠	٠	٠	(
Black gloss/chrome front grille	_	-	٠	٠	٠	٠	

Chrome accent side sills	-	-	-	-	٠	-	-
Clear-lens projection headlights	٠	٠	٠	-	-	٠	-
HID headlights w/auto leveling	-	-	-	٠	•	-	•
LED accent lights	-	-	٠	٠	٠	0	•
Front fog lights	٠	•	•	٠	-	٠	-
Front LED fog lights	-	-	-	-	•	-	•
LED taillights	-	-	•	•	•	٠	•
Dual exhaust w/chrome tips	٠	٠	٠	٠	٠	-	-
Outside-mirror turn-signal indicators	٠	•	•	٠	•	٠	•
Dual body-color heated power mirrors	٠	٠	٠	٠	٠	٠	•
Power-folding outside mirrors	-	0	0	0	•	-	•
Laminated front door windows	0	٠	•	•	•	0	•
Acoustic windshield	-	-	-	-	٠	-	-

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SiriusXM ³ audio system	٠	٠	•	٠	٠	٠
6 speakers w/dash-mounted tweeters	٠	٠	•	٠	-	٠
Infinity®₄ premium audio system w/8 speakers & HD Radio™ Technology¼	_	0	0	0	•	_
UVO eServices ⁶ Infotainment System	0	0	0	0	-	0
UVO eServices ⁶ Infotainment System w/voice-command navigation w/SiriusXM Traffic ³	_	0	0	0	•	_
Rear-Camera Display⁵	0	0	0	0	٠	0
Back-Up Warning System⁵	_	0	0	0	٠	0†
Blind-Spot Detection w/Rear Cross-Traffic Alert ¹⁶	_	0	0	0	٠	0†
Push-button start w/Smart Key	_	٠	٠	٠	٠	٠
USB/auxiliary input jacks	٠	٠	٠	٠	٠	٠
Bluetooth® wireless technology ²	٠	٠	٠	٠	٠	٠
Steering-wheel-mounted ⁶ audio control buttons	٠	٠	٠	٠	٠	٠
Steering-wheel-mounted ⁶ paddle shifters	_	-	٠	٠	-	-
Cruise control	٠	٠	•	٠	٠	٠
Active Eco System	٠	٠	٠	٠	٠	٠
Drive mode select	_	-	-	٠	٠	_
Electronic parking brake	_	-	-	_	٠	-

SE	AΤ	ING
&Τ	RII	Μ

Cloth seat trim w/Clean Tex	٠	-	-	-	-	٠	-
Leather seat trim	_	•	•	٠	-	-	(
Premium Nappa leather seat trim	_	-	-	-	٠	-	
Ventilated & heated front seats	_	0	0	0	٠	-	(
Heated rear seats	_	-	-	-	-	-	(
Heated rear seat cushions (not seatbacks)	_	0	0	0	٠	-	-
6-way adjustable driver's seat & power lumbar support	•	_	_	_	_	•	-
Driver's memory seat	_	0	0	0	٠	-	(
10-way power-adjustable driver's seat	0	٠	٠	٠	٠	0	(
4-way power-adjustable front passenger seat	_	0	0	0	٠	-	(
60/40 split-folding rear seat	٠	٠	٠	٠	٠	-	-
Fixed rear seat w/ski pass-through	-	_	_	_	_	٠	(

RESTRAINT & SAFETY SYSTEMS[®]

Dual front advanced airbags	٠	٠	٠	٠	٠	٠	
Dual front seat-mounted side airbags	٠	٠	٠	٠	٠	٠	
Full-length side curtain airbags	٠	٠	٠	٠	٠	٠	
3-point seat belts for all seating positions	٠	٠	٠	٠	٠	٠	
Front seat belt pretensioners	•	•	•	•	٠	•	
Height-adjustable front seat belt anchors	٠	•	•	•	٠	•	
Anti-lock Braking System (ABS)	٠	•	•	•	٠	•	
Vehicle Stability Management (VSM)	•	•	•	•	٠	•	

Air conditioning	•	-	-	-	-	-	-
Dual-zone automatic temperature control w/rear vents	-	•	•	•	•	•	•
Power door locks & windows	٠	٠	٠	٠	٠	٠	•
Driver & front passenger's one-touch auto-up/down windows	_	•	•	•	•	•	•
Remote keyless entry w/panic alarm	٠	٠	٠	٠	٠	•	•
Cooling glove box	٠	٠	٠	٠	٠	٠	•
Door mood lights	_	٠	٠	٠	٠	_	•
Rear reading lights	_	٠	٠	٠	٠	•	•
Supervision meter cluster w/4.3" TFT color LCD	_	-	٠	٠	٠	٠	•
Auto-dimming rearview mirror w/HomeLink ^{®23} & compass	0	•	•	•	•	_	•
Illuminated chrome accent front cupholders	-	٠	٠	٠	٠	-	•
Front center console w/armrest & storage	٠	٠	٠	٠	٠	٠	•
Rear center console w/armrest & cupholders	٠	٠	٠	٠	٠	٠	•
Floor mats	_	٠	٠	٠	•	0	0
Rear child-safety door locks	٠	٠	٠	٠	•	•	•
Tire–Pressure Monitoring System (TPMS) ²⁴	•	•	•	•	•	•	•

Metal pedals	-	-	٠	٠	٠	-	_
Illuminated front-door scuff plates	-	_	٠	•	٠	_	•
Leather-wrapped steering wheel & gearshift knob	_	٠	٠	•	٠	٠	•
Heated steering wheel	_	0	_	_	٠	_	•
Wood insert film	-	٠	_	_	_	_	-
Brushed metal insert film	-	_	٠	•	_	_	-
Interior black chrome accents	-	-	_	_	-	—	•
Black high-gloss interior trim	_	_	_	_	٠	_	0
Satin chrome inside door handles (chrome on Limited)	_	•	٠	•	•	•	•
Black cloth headliner & pillar trim	-	-	-	_	•	-	-
Metal PRND bezel	_	•	•	•	•	_	•

Electronic Stability Control (ESC)	•	٠	٠	٠	٠	٠	٠
Traction Control System (TCS)	٠	٠	٠	٠	٠	٠	٠
Brake Assist System (BAS)	٠	٠	٠	٠	٠	٠	٠
Electronic Brake-force Distribution (EBD)	٠	•	•	٠	٠	٠	•
Hill-start Assist Control (HAC)	٠	•	•	٠	٠	•	•
Side-impact door beams	٠	•	•	٠	٠	٠	•
Front & rear crumple zones	٠	•	•	•	٠	•	٠
Lower Anchors and Tethers for Children (LATCH)		•		•	•	ŋ	or

SPECIFICATIONS

ENGINE

	2.4L 14	2.0L TURBO	2.4L HYBRID
Туре	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	DOHC, four valves	DOHC, four valves
Displacement	2,359 сс	1,998 cc	2,359 сс
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 lbft. @ 4,250 rpm	269 lbft. @ 1,650-4,500 rpm	235 lbft. @ 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	kW) 270VDC Interior Per	LEV) 2.4L Atkinson-cycle 4 manent-Magnet Synchron - battery w/34 kW, Hybrid	ous Electric Motor, 270V

DIMENSIONS

	2.4L I4/2.0L TURBO/2.4L HYBRID
Wheelbase	110.0 in.
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
Automatic transmission	3,237 lbs. (16" tire) 3,272 lbs. (17" tire) 3,327 lbs. (18" tire)	3,468 lbs. (18" 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 Warrantu (Basic). All warranties and roadside assistance are limited. See retailer for details or go to kia.com. 2. 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. 3. All SiriusXM services require a subscription, sold separately, after 3-month trial included with vehicle purchase. If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. See our Customer Agreement for complete terms at www.siriusxm.com. Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA D.C., 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 SiriusXM Radio Inc. Certain channels not available on SiriusXM Internet Radio or on mobile devices. 4. Infinity® is a trademark of Harman International Industries, Inc. 5. The Rear-Camera Display and Back-Up Warning System are not substitutes for proper and safe backing-up or parking procedures. Always drive safely and use caution when backing up or parking. The Rear-Camera Display and Back-Up Warning System may not detect every object behind the vehicle. 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. 7. Apple iPhone® and select Android™ devices only are UVO eServices compatible. iPhone® is a registered trademark of Apple Kia Motors America, Inc. Certain limitations apply. Coverage details are available in the Kia Warranty and Consumer

1a tion ProvidedncAh¢froid™ is a registered trademark of Google Inc. 8.24-hour Roadside Assistance is a service plan provided by

BODY & CHASSIS

2.4L I4/2.0L TURBO/2.4L HYBRID Body type Steel unibodu 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, 35.8 ft. curb-to-curb

BRAKES

	2.4L 14/2.0L TURBO/2.4L HYBRID Power-assisted ABS + Electronic Stability Control		
Туре			
Front	11.8-in. ventilated discs (2.4L l4: 16" & 17" tires) 12.6-in. ventilated discs (18" tires) Integrated regenerative braking (Hybrid)		
Rear	11.2-in. solid discs		

TIRES

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

2014 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

2.4L HYBRID

3,496 lbs. (16" tire) 3,622 lbs. (17" tire)

> 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. 9. Feature activates after an airbag deployment. Feature requires a mobile phone connected via Bluetooth® wireless technology. Dependent on cellular service coverage. 10. 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. 11. Apple, the Apple logo, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. 12. Google Play is a trademark of Google Inc. Google Maps ©2014 Google. 13. Feature operates with certain smartphone devices with activation of App. Normal cellular service rates apply. 14. HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. 15. Refer to specifications above for 2014 EPA fuel economy estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition. 16. The Blind-Spot Detection and Rear Cross-Traffic Alert Systems are not substitutes for proper and safe driving. Always drive safely and use caution. These systems may not detect every object in the vehicle's blind spot or surrounding areas, or direction of travel. Images shown for illustration only. 17. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 18. 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. 19. Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book's kbb.com. 2012 modelyear vehicle's projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial 5-year ownership period. For more information, visit www.kbb.com. 20. 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. 21, NBA Identifications are the intellectual properties of NBA Properties, Inc. ©2014 NBA Properties, Inc. All rights reserved. 22. 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. 23. HomeLink® is a registered trademark of Johnson Controls, Inc. 24. Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.