

FROM COMPACT TO CROSSOVER



RIO



RIO 5-DOOR



SOUL



FORTE KOUP



FORTE



FORTES



OPTIMA



CADENZA



SPORTAGE



SORENTO



SEDONA

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2014 OPTIMA



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DEALER
- PROCESS



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.



¹ See Specifications page for endnote. * 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 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.*



*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 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.

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*** 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. 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



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 StoreSM and Google PlayTM Store.¹²



	UVO eServices ⁶ Infotainment System	UVO eServices ⁶ Infotainment System w/voice-command navigation
UVO eSERVICES APP⁶	•	•
ADVANCED VOICE RECOGNITION	•	—
DIGITAL MUSIC STORAGE	•	—
PARKING MINDER¹³	•	•
MY POIs	—	•
911 CONNECT⁹	•	•
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.	•	•
VEHICLE DIAGNOSTICS¹⁰ 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	•	•
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	—	•
PREMIUM AUDIO SYSTEM Available premium Infinity ^{®4} audio system with eight speakers provides exceptional audio performance.	○	•
HD RADIOTM TECHNOLOGY¹⁴ Available HD Radio TM Technology ¹⁴ includes features like crystal-clear sound, new local FM channels and on-screen information — 100% subscription-free.	○	•
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.	•	•
eSERVICES GUIDE To learn more about UVO eServices ⁶ features, you may access an automated user manual by using the touch screen.	•	•
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.	•	•

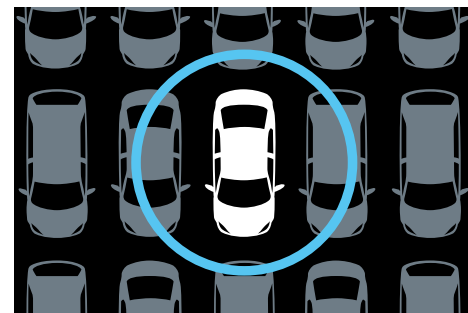
● STANDARD ○ OPTIONAL — NOT AVAILABLE



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.



DIGITAL MUSIC STORAGE
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
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
UVO eServices⁶ allows you to use a web-enabled computer to send locations that you find on Google Maps^{TM12} mapping service to the navigation system for route guidance.



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.



3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 See Specifications page for endnotes. Images shown for illustration purposes only. Actual component appearance may vary. Main image: UVO eSERVICES INFOTAINMENT SYSTEM WITH VOICE-COMMAND NAVIGATION SHOWN.



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

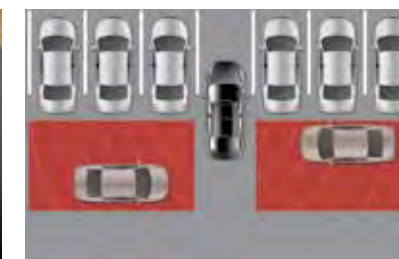
A "smart" alternator, Electric Power Steering and low-friction tires help improve overall fuel economy.¹⁵ With the push of a button, the Active Eco System adjusts the engine and transmission calibration to help optimize fuel efficiency.¹⁵

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.

BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERT^{16*}

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.



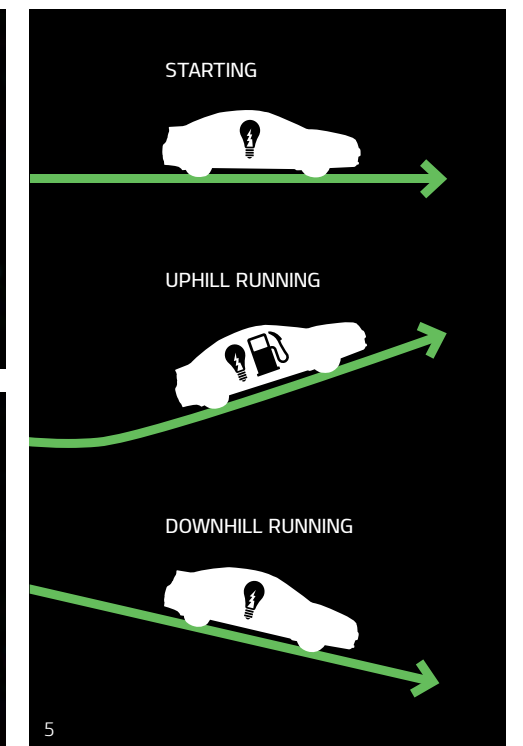
Optima excitement — hybrid efficiency

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.





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 air flow 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.



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.

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 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 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.

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



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



NHTSA Five-Star
Crash Safety Rating¹⁷

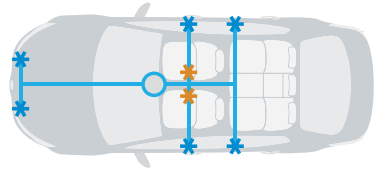
Advanced safety systems to help handle unexpected conditions

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.



Information

¹⁷ 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.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

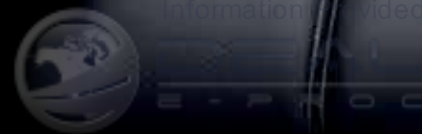
The Lower Anchors and Tethers for Children (LATCH) system is standard and makes it easier to securely install a compatible child seat at either end of the rear seat.



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

¹⁸ 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. Inflated airbags are shown for illustration only. LIMITED SHOWN.





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.

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.



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 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.

INDUSTRY-LEADING WARRANTY PROGRAM¹

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

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.



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA
21



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE LPGA
22



¹The 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.

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/HomeLink²³ & 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)
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,³ Rear-Camera Display⁵
2. Back-Up Warning System⁵
3. Blind-Spot Detection w/Rear Cross-Traffic Alert⁶



SX PREMIUM TECHNOLOGY

1. UVO eServices⁶ Infotainment System w/voice-command navigation, SiriusXM Traffic,³ Rear-Camera Display⁵
2. Infinity^{®4} audio system w/8 speakers & HD Radio[™] Technology⁴
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 Alert⁶



3, 4, 5, 6, 14, 16, 23 See Specifications page for endnotes.

PACKAGES

HYBRID CONVENIENCE

1. UVO eServices⁶ Infotainment System w/Rear-Camera Display⁵
2. 10-way power-adjustable driver's seat
3. LED front positioning lights
4. Laminated front door windows (not shown)



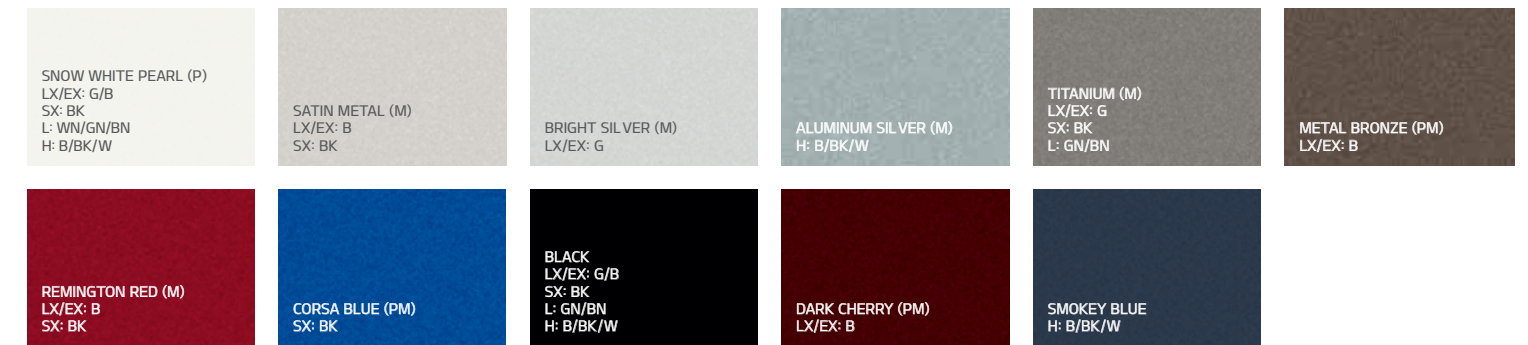
HYBRID EX WHITE INTERIOR (REQUIRES PANORAMIC SUNROOF)

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



COLORS

EXTERIOR



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

INTERIOR

