

2013.KIA.OPTIMA





OFFICIAL VEHICLE OF THE NBA



OPTIMA With world-class engineering, outstanding performance and advanced safety systems, the 2013 Kia Optima gives you good reason to be passionate about driving a midsize sedan. It combines bold styling, performance and a luxurious cabin. A long list of technologically advanced features enhances your entertainment, convenience and safety. Like all Kia models, every Optima comes with an industry-leading 10-year/100,000-mile warranty program.¹

1, 2, 3, 4, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. *No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly. Cover: SX WITH PREMIUM TOURING PACKAGE SHOWN. This Page: EX WITH PREMIUM PACKAGE SHOWN.



EXCEPTIONAL PERFORMANCE

The Optima LX and EX are both equipped with a 2.4L 200-hp² GDI 4-cylinder engine that provides outstanding acceleration and impressive performance.



SPACIOUSNESS

A spacious and luxurious cabin is designed to let five people travel in comfort. There's plenty of cargo space thanks to a roomy trunk.



ADVANCED SAFETY SYSTEMS[†]

All Optimas have a long list of standard safety features, including six airbags,³ Electronic Stability Control and Vehicle Stability Management.



INNOVATIVE TECHNOLOGY

A voice-command navigation system with rear-camera display,⁴ and both ventilated and heated front seats are available on select models.*



SLEEK STYLING

Sculpted bodywork features a contemporary design and enhanced aerodynamics, while unique grilles and alloy wheels help define each model.



TURBO Exhilaration is standard with the Optima SX. The key to its exciting performance is its turbocharged 2.0L Gasoline Direct Injection (GDI) I4 engine that delivers 274 horsepower. The Optima also has a standard 6-speed Sportmatic[®] transmission for an even sportier driving experience.

5, 6, 7 See Specifications page for endnotes. SX WITH PREMIUM TOURING PACKAGE SHOWN.



TURBO PERFORMANCE

Optima SX is equipped with a 2.0L GDI Turbo engine. It provides the benefit of 4-cylinder fuel efficiency⁵ while delivering the horsepower of a V6 engine.⁶

SMOOTH, PRECISE HANDLING

Optima has four-wheel independent suspension featuring front MacPherson struts and a rear multi-link design with High-Performance Dampers for a remarkably smooth ride without sacrificing its agile handling characteristics.

SPORTMATIC[®] TRANSMISSION

The 6-speed automatic transmission provides smooth, seamless shifting. Its Sportmatic function allows you to choose between automatic mode or, for a sportier driving experience, clutch-free manual shifting.

STYLE AND PERFORMANCE

The Optima SX has steering-wheel-mounted paddle shifters for fingertip control of the Sportmatic transmission. It also has a sport-tuned suspension, 18-inch alloy wheels with black-colored front calipers, HID headlights, LED taillights and a rear spoiler.

FUEL EFFICIENCY⁵

Optima features a "smart alternator," Electric Power Steering and silica tires, contributing to overall fuel economy.

ACTIVE ECO SYSTEM

With a push of the Eco button, it adjusts the engine and transmission calibration to optimize fuel efficiency.⁵



**One of the Cleanest,
Most Fuel-Efficient
Vehicles on the Road.⁷**

LIMITED The new Optima Limited delivers a remarkable combination of performance, elegance and technology. Like the Optima SX, it features a GDI turbocharged engine generating 274 horsepower. The Optima Limited adds innovative features, such as an electronic parking brake and its own unique exterior touches, including 18-inch chrome wheels, red brake calipers, LED daytime running lights, chrome accent side trim and rear spoiler. Consider the Optima Limited a trophy you'll want to display proudly on the road and at home.





ELEGANCE AND TECHNOLOGY

The Optima Limited includes an impressive array of features. A panoramic sunroof lets you enjoy pleasant weather while an Infinity^{®8} audio system with eight speakers provides remarkable audio quality, so you can travel in comfort.

NAPPA LEATHER SEAT TRIM

For both impressive comfort and elegance, the Optima Limited features a choice of striking white or black Nappa leather. You'll appreciate the soft, supple feel and natural appearance of this premium full-grain leather.

LUXURY THROUGHOUT

The Optima Limited offers a variety of luxurious amenities, including heated front seats and rear seat cushion, ventilated front seats and a four-way power-adjustable front passenger seat. Wood interior accents add to its sophisticated design.

STATE-OF-THE-ART FEATURES

To make driving more convenient than ever, the Optima Limited features a rear-camera display⁴ and a voice-command navigation system, giving you access to detailed highway conditions from SiriusXM Traffic.⁹

HYBRID The Optima Hybrid is not your ordinary hybrid midsize sedan, thanks to a long list of technologically advanced features designed to enhance fuel efficiency.⁵ It is also designed for convenient operation and comfort, as the Hybrid EX has features like a voice-command navigation system, ventilated front seats and heated front and rear seats.

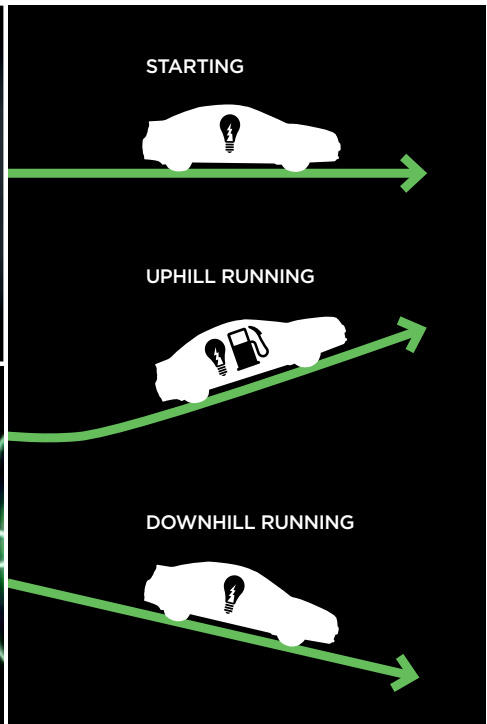
SEE HOW YOU DRIVE

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 green leaves growing to represent increasing efficiency.



**THE GAME-CHANGING
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.



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.

OUTSTANDING TOTAL HORSEPOWER

The innovative Full Parallel Hybrid System delivers impressive performance. Its simple and efficient design helps it generate 199 total horsepower (electric motor and 2.4L 4-cylinder gas engine).

HYBRID OPERATION AS NEEDED

The 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.

⁵ See Specifications page for endnote. *Charges the 12V battery only. 2013 Optima Hybrid expected to be available early 2013 at hybrid authorized Kia dealers. HYBRID EX SHOWN.



EFFICIENT ELECTRIC MOTOR

At low speed, 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 increase efficiency. The Optima Hybrid is also engineered with reduced engine friction and aerodynamic styling, further enhancing efficiency.

SMOOTH TRANSITION TO HYBRID OPERATION

When you bring the Optima Hybrid to a complete stop, the gas engine shuts off. When you press the accelerator to resume driving, the technologically advanced Hybrid Starter-Generator (HSG) automatically restarts the engine and provides a fast, seamless transition from electric motor to hybrid operation. The HSG also charges the battery,* efficiently functioning as a generator.

REGENERATIVE BRAKING

When you put your foot on the brake, kinetic energy is captured. The Optima Hybrid's technologically advanced Regenerative Braking System converts this in the electric motor, using the electricity produced to help charge the lithium polymer battery. This helps contribute to fuel efficiency.⁵

SOUND THINKING

The Optima Hybrid features a thoughtfully designed virtual sound system. At low speed, when the vehicle is powered only by the electric motor, the virtual engine sound system plays an audible sound to indicate to pedestrians that the vehicle is approaching.



It feels as luxurious as it looks. The Optima delivers a striking combination of style and craftsmanship. Spacious and comfortable seating can accommodate five adults and includes a driver's seat with power lumbar and available leather seat trim.* Rear seats have a 60/40 split-folding design for added versatility. There are even air vents in the rear* so your rear passengers can be comfortable with direct airflow.

*See Features page for availability. Not all optional features are available on all trims. EX WITH TECHNOLOGY PACKAGE SHOWN.



PANORAMIC SUNROOF*

An available panoramic sunroof allows the interior to be filled with sunshine. The front portion of the sunroof tilts and slides.



HEATED STEERING WHEEL*

A long list of available luxury amenities includes a heated steering wheel that keeps your hands warm in cold weather.



DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*

Driver and front passenger can adjust their own temperature setting for individual comfort zones. These two levels are blended for those in the rear.



DRIVER'S MEMORY SEAT WITH TWO PRESETS*

Available memory seat controls let you lock in driver's seat settings for two drivers.



VENTILATED FRONT SEATS*

Available on EX and SX, cool air circulates through perforations in the seat fabric — perfect for hot summer days.



HEATED SEATS*

Heated front seats and rear seat cushion, available on Optima EX and SX, are perfect for cold-weather comfort.

Putting advanced technology to work for you. The Optima is designed to make every drive a pleasure. The available Premium Touring Package includes features like the innovative UVO¹⁰ in-vehicle infotainment system, premium Infinity[®] sound system for exceptional audio entertainment and a panoramic sunroof. The available Technology Package includes a voice-command navigation system, giving you access to detailed highway conditions from SiriusXM Traffic.⁹

PADDLE SHIFTERS

Race-inspired paddle shifters on the SX let you shift gears without taking your hands off the wheel.

POWER-FOLDING MIRRORS*

Available power-folding outside mirrors fold in close to the vehicle's body for easier parking in tight spaces.

MOOD LIGHTING

Red-tinted mood lamps, on the front doors and lower-center console of the EX and SX, help give the interior a sporty style.

USB/AUXILIARY JACKS FOR MP3 AUDIO

An accessory cable integrates your iPod[®] mobile digital device¹¹ with the audio system controls.



REAR-CAMERA DISPLAY^{4*}

It conveniently lets you see things behind your vehicle that you might not see by looking over your shoulder.

PUSH-BUTTON START*

Available Smart Key remote lets you start or stop the engine with the push of a button — even with the key fob in your pocket or purse.

BLUETOOTH[®] WIRELESS TECHNOLOGY¹²

Enjoy your Bluetooth[®] wireless technology-enabled cell phone with hands-free simplicity.

SIRIUSXM SATELLITE RADIO⁹

Get over 130 channels, including commercial-free music, plus the best sports, news, talk, comedy and entertainment.





Kia UVO^{10*} Powered by Microsoft.^{®13} Technology keeps giving us new ways to be entertained, stay in touch and access information. Getting to enjoy this, however, used to be complicated, especially while driving. UVO, short for “your voice,” is an available infotainment system that uses advanced voice-recognition technology to simplify the use of your cell phone¹² and MP3 player. Instead of memorizing difficult voice commands and menus, UVO lets you use your compatible cell phone¹² to make hands-free calls, receive and respond to text messages, listen to streaming audio, enjoy your personal music, and play your favorite song, artist or genre of music — all by giving a single, intuitive voice command. With its innovative technology, UVO makes infotainment remarkably easy to enjoy.

COLOR TOUCH SCREEN

UVO's vivid 4.3-inch color LCD touch screen delivers direct access to radio stations, music on your MP3 player or USB media drive, your phonebook from a compatible cell phone¹² and vehicle information.

ADVANCED VOICE CONTROL

Microsoft speech technology can learn multiple users' speaking patterns, and it responds quickly to long phrases. Even with Optima's multiple music-source options, finding a song is as easy as saying its title.

EASY FEATURE UPDATES

With its flexible Windows^{®13} Embedded Automotive platform, the UVO system allows you to update its features and services conveniently.





DIGITAL JUKEBOX

UVO's in-dash digital storage is large enough to hold up to 700 megabytes of your favorite music. The system lets you load your tunes into personal MyMusic folders and sort them by either title or artist.



HD RADIO™ TECHNOLOGY¹⁴

UVO offers available HD Radio™ Technology — the digital evolution of AM and FM radio. It includes new features like crystal-clear sound, new local FM channels, on-screen information and much more — all 100% subscription free.



REAR-CAMERA DISPLAY¹⁴

Whenever you shift into reverse, an image from an integrated rear camera is displayed on the UVO screen. It lets you see things behind your vehicle that you might not see by looking over your shoulder.

UVO

Powered by **Microsoft**®



**2013 IIHS
Top Safety Pick+**

INSURANCE INSTITUTE FOR HIGHWAY SAFETY



**NHTSA Five-Star
Crash Safety Rating¹⁵**

Active safety systems.[†] Safe driving begins with the ability to avoid certain accidents. That's why all Optima models are equipped with advanced active safety systems designed 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.

¹⁵ See Specifications page for endnote. [†]No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly. SX SHOWN.



**VEHICLE STABILITY
MANAGEMENT SYSTEM**

VSM is a safety feature that adds steering direction control capability. It intervenes when appropriate to help the driver regain control of the vehicle.



**ELECTRONIC
STABILITY CONTROL**

ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Optima on course.



**TRACTION
CONTROL SYSTEM**

When TCS senses wheel spin during acceleration, it uses engine power and brake force to transfer power to the wheels that have the most traction.



**ELECTRONIC BRAKE-
FORCE DISTRIBUTION**

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

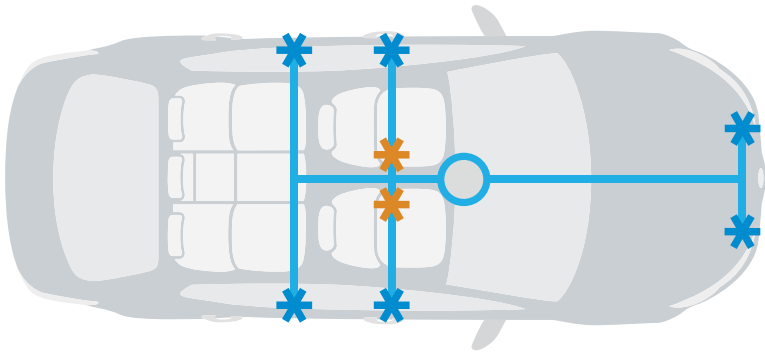
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps shorten your overall stopping distance.



**HILL-START ASSIST
CONTROL**

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.

Prepare for the unexpected. Optima's safety systems are designed to help minimize injury when a traffic accident is unavoidable. The front seat belts feature height-adjustable anchors and pretensioners. Dual front airbags, front-seat-mounted side airbags and side curtain airbags are managed by an advanced sensor system.³ Optima wraps all of this — and you — in a protective, high-strength steel-reinforced body.



AIRBAG & SEAT BELT SENSORS³

This advanced system monitors the severity of an impact, the presence of a front passenger and seat belt use, and then controls airbag inflation accordingly.



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.



REINFORCED BODY

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 SEAT BELT PRETENSIONERS

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



TIRE-PRESSURE MONITORING SYSTEM¹⁶

This system includes air-pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you.



LATCH SYSTEM

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.

3, 16 See Specifications page for endnotes. Inflated airbags are shown for illustration only. SX WITH TECHNOLOGY PACKAGE SHOWN.



A passion for excellence. For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized,¹⁷ and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹⁸



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 is capable of producing 360,000 vehicles a year. The Sorento crossover and Optima midsize sedans are currently being built at this plant.* In addition to producing high-quality vehicles, more than 3,000 new jobs have been created at the facility, as well as 7,500 additional jobs in the surrounding area. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.



PRIDE OF QUALITY

Kia Motors designs and develops vehicles and rigorously puts them to the test at high-tech facilities and proving grounds worldwide. The result is a full line of vehicles with world-class quality.



SELLING STRONG

In 2010, Kia Motors sold its 3 millionth vehicle in the U.S.A., and it took less time to reach that milestone than Toyota.¹⁹ In fact, Kia has recently outsold Subaru, Volkswagen and Mazda.²⁰



VISIT KIA.COM

See our award-winning website to check out specifications, videos, packages, accessories and more. Experience 360° views, or find which of our 700-plus retailers is nearest to you.

*Kia Sorento and certain Optima GDI models are assembled in the United States from U.S. and globally-sourced parts. 1, 17, 18, 19, 20, 21, 22, 23 See Specifications page for endnotes.



10

INDUSTRY-LEADING WARRANTY PROGRAM

At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with an industry-leading warranty program.¹

- 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 assistance²¹



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22

Packages

LX CONVENIENCE PLUS PACKAGE

- 1. UVO¹⁰ Powered by Microsoft infotainment system w/rear-camera display⁴
- 2. 8-way power-adjustable driver's seat
- 3. Auto-dimming rearview mirror w/HomeLink^{®24} & compass



LX TECHNOLOGY PACKAGE

(Requires LX Convenience Package)

- 1. Voice-command navigation w/SiriusXM Traffic,⁹ rear-camera display⁴
- 2. Infinity[®] audio system w/8 speakers
- 3. Dual-zone automatic temperature control w/rear vents



LX CONVENIENCE PACKAGE

(Requires LX Technology Package)

- 1. 8-way power-adjustable driver's seat
- 2. Auto-dimming rearview mirror w/HomeLink^{®24} & compass



EX PREMIUM PACKAGE

- 1. UVO¹⁰ Powered by Microsoft infotainment system w/HD Radio[™] Technology, rear-camera display⁴
- 2. Infinity[®] audio system w/8 speakers
- 3. Panoramic sunroof w/gloss-black B-pillar
- 4. Driver's memory seat
- 5. Power-folding outside mirrors
- 6. Heated front seats and rear seat cushion
- 7. Ventilated front seats
- 8. Heated steering wheel
- 9. 4-way power-adjustable front passenger seat



EX TECHNOLOGY PACKAGE

(Requires EX Premium Package)

- 1. Voice-command navigation w/SiriusXM Traffic,⁹ rear-camera display⁴
- (Replaces UVO infotainment system w/HD Radio[™] Technology)



Packages (continued)

SX PREMIUM TOURING PACKAGE

- 1. UVO¹⁰ Powered by Microsoft infotainment system w/HD RadioTM Technology, rear-camera display⁴
- 2. Infinity[®] audio system w/8 speakers
- 3. Panoramic sunroof w/gloss-black B-pillar
- 4. Driver's memory seat
- 5. Power-folding outside mirrors
- 6. Heated front seats and rear seat cushion
- 7. Ventilated front seats
- 8. 18" luxury wheels
- 9. 4-way power-adjustable front passenger seat



SX TECHNOLOGY PACKAGE

(Requires SX Premium Touring Package)

- 1. Voice-command navigation w/SiriusXM Traffic⁹ rear-camera display⁴
- (Replaces UVO infotainment system w/HD RadioTM Technology)



SX LIMITED PACKAGE

(Requires SX Premium Touring Package & SX Technology Package)

- 1. White or black Nappa leather seat trim and interior trim
- 2. Black cloth headliner and pillar trim
- 3. LED daytime running lights
- 4. 18" chrome wheels (unique design) w/red brake calipers (front & rear)
- 5. Chrome accent side sills
- 6. Chrome accent rear spoiler
- 7. Wood interior accent
- 8. Electronic parking brake
- 9. SXL rear badging
- 10. First aid kit



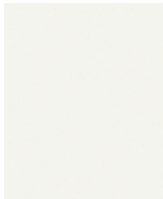
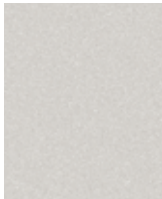
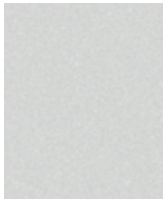
HYBRID CONVENIENCE PACKAGE

- 1. UVO¹⁰ Powered by Microsoft infotainment system w/rear-camera display⁴
- 2. 8-way power-adjustable driver's seat

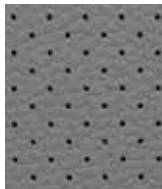


4, 9, 10, 24 See Specifications page for endnotes.

Exterior Colors

 SNOW WHITE PEARL LX/EX: B/G, SX: BK, L: BN/WN, H: B/BK	 SATIN METAL (M) LX/EX: B, SX: BK, H: B/BK	 BRIGHT SILVER (M) LX/EX: G	 TITANIUM (M) LX/EX: G, SX: BK, L: BN	 METAL BRONZE (M) LX/EX: B	 REMINGTON RED (M) LX/EX: B, SX: BK, L: WN	 CORSEA BLUE (M) SX: BK, L: WN	 BLACK LX/EX: B/G, SX: BK, L: BN, H: B/BK	 SMOKEY BLUE H: B/BK
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Interior Colors

 BEIGE CLOTH (LX, H)	 GRAY CLOTH (LX)	 BLACK CLOTH (H)	
 BEIGE LEATHER (EX)	 GRAY LEATHER (EX)	 BLACK NAPPA LEATHER (L)	 WHITE NAPPA LEATHER (L)
 BLACK LEATHER/ SPORT CLOTH (SX)	 BLACK LEATHER/ CLOTH (HYBRID EX)		

(M) = METALLIC PAINT, L = OPTIMA LIMITED, H = OPTIMA HYBRID
INTERIOR COMBINATIONS ARE INDICATED BY:
B = BEIGE INTERIOR, G = GRAY INTERIOR, BK = BLACK INTERIOR,
BN = BLACK NAPPA INTERIOR, WN = WHITE NAPPA INTERIOR

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.





SX WITH LIMITED PACKAGE SHOWN.

Features

	LX	EX	SX	HYBRID	HYBRID EX
EXTERIOR					
16" tires w/alloy wheels	●	—	—	●	—
17" tires w/alloy wheels	—	●	—	—	●
18" tires w/alloy wheels	—	—	●	—	—
18" chrome wheels w/red brake calipers	—	—	○	—	—
Performance dampers	●	●	●	●	●
Sport-tuned suspension	—	—	●	—	—
Panoramic sunroof	—	○	○	—	●
Chrome front grille	●	●	—	—	—
Black gloss/chrome front grille	—	—	●	●	●
Sculpted front & rear valence, side sills & rear-lip spoiler	—	—	●	●	●
Chrome accent side sills	—	—	○	●	●
Chrome accent rear spoiler	—	—	○	—	—
Clear-lens projection headlights	●	●	—	●	●
HID headlights w/auto leveling	—	—	●	—	●
Front fog lights	●	●	●	●	●
LED daytime running lights	—	—	○	—	—
LED taillights	—	—	●	●	●
Dual exhaust w/chrome tips	●	●	●	—	—
Outside-mirror turn-signal indicators	●	●	●	●	●
Dual body-color heated power mirrors	●	●	●	●	●
Power-folding outside mirrors	—	○	○	—	●
INTERIOR & CONVENIENCE					
AM/FM/CD/MP3/SiriusXM ⁹ audio system	●	●	●	●	●
6 speakers w/dash-mounted tweeters	●	●	●	●	●
Infinity ^{®8} audio system w/8 speakers	○	○	○	—	●
UVO ¹⁰ Powered by Microsoft ^{®13} infotainment system, Infinity ^{®8} surround-sound audio & HD Radio [™] Technology, rear-camera display ⁴	—	○	○	—	—
UVO ¹⁰ Powered by Microsoft ^{®13} infotainment system, rear-camera display ⁴	○	—	—	○	—
Voice-command navigation w/SiriusXM Traffic, ⁹ rear-camera display ⁴	○	○	○	—	●
USB/auxiliary input jacks	●	●	●	●	●
Bluetooth [®] wireless technology ¹²	●	●	●	●	●
Push-button start w/Smart Key	—	●	●	●	●
Steering-wheel-mounted audio control buttons	●	●	●	●	●
Steering-wheel-mounted paddle shifters	—	—	●	—	—
Cruise control	●	●	●	●	●
Active Eco System	●	●	●	●	●
Air conditioning	●	—	—	—	—
Dual-zone automatic temperature control w/rear vents	○	●	●	●	●
Power door locks/windows	●	●	●	●	●
Driver and front passenger's one-touch auto-up/down windows	—	●	●	●	●
Remote keyless entry w/panic alarm	●	●	●	●	●
Cooling glove box	●	●	●	●	●
Door mood lights	—	●	●	—	●
Rear reading lights	—	●	●	●	●
Supervision meter cluster	—	—	●	●	●

	LX	EX	SX	HYBRID	HYBRID EX
Auto-dimming rearview mirror w/HomeLink ^{®24} & compass	○	●	●	●	●
Front center console w/armrest & storage	●	●	●	●	●
Rear center console w/armrest & cup holders	●	●	●	●	●
Floor mats	—	●	●	●	●
SEATING & TRIM					
Cloth seat trim w/Clean Tex	●	—	—	●	—
Leather seat trim	—	●	—	—	●
Leather/cloth seat trim	—	—	●	—	●
Heated front seats & rear seat cushion (includes rear seatback on Hybrid EX)	—	○	○	—	●
Ventilated front seats	—	○	○	—	●
Driver's memory seat	—	○	○	—	●
4-way power-adjustable front passenger seat	—	○	○	—	●
6-way adjustable driver's seat & power lumbar support	●	—	—	—	—
8-way power-adjustable driver's seat	○	●	●	○	●
60/40 split-folding rear seat	●	●	●	—	—
Up/down/sliding front seat headrests	●	●	●	●	●
Alloy pedals	—	—	●	—	—
Illuminated front-door scuff plates	—	—	●	—	●
Leather-wrapped steering wheel/gearshift knob	—	●	●	●	●
Heated steering wheel	—	○	—	—	●
Wood insert film	—	●	○	—	—
Carbon-fiber insert film	—	—	●	—	—
Unique trim door inserts & center console	—	—	—	—	●
Metal PRND bezel	—	●	●	●	●
RESTRAINT & SAFETY SYSTEMS					
Dual front advanced airbags ³	●	●	●	●	●
Dual front seat-mounted side airbags ³	●	●	●	●	●
Full-length side curtain airbags ³	●	●	●	●	●
3-point seat belts for all seating positions	●	●	●	●	●
Front seat belt pretensioners	●	●	●	●	●
Height-adjustable front seat belt anchors	●	●	●	●	●
4-wheel disc brakes w/anti-lock brakes (ABS)	●	●	●	●	●
Vehicle Stability Management (VSM)	●	●	●	●	●
Electronic Stability Control (ESC)	●	●	●	●	●
Traction Control System (TCS)	●	●	●	●	●
Brake Assist System (BAS)	●	●	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●	●	●
Hill-start Assist Control (HAC)	●	●	●	●	●
Tire-Pressure Monitoring System (TPMS) ¹⁶	●	●	●	●	●
Side-impact door beams	●	●	●	●	●
Front & rear crumple zones	●	●	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●	●	●
Rear child-safety door locks	●	●	●	●	●

● STANDARD ○ OPTIONAL — NOT AVAILABLE

Specifications

ENGINE	LX/EX	SX	HYBRID/HYBRID EX
Type	2.4L, 4-cylinder, aluminum block & head	2.0L, 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 cc	1,998 cc	2,359 cc
Compression ratio	11.3:1	9.5:1	13.0:1
Horsepower (SAE net) Horsepower SULEV	200 hp @ 6,300 rpm ² 192 hp @ 6,300 rpm ²	274 hp @ 6,000 rpm —	199 hp @ 5,500 rpm (total system)
Torque (SAE net) Torque SULEV	186 lb.-ft. @ 4,250 rpm ² 181 lb.-ft. @ 4,250 rpm ²	269 lb.-ft. @ 1,750-4,500 rpm —	235 lb.-ft. —
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	LX/EX/SX/HYBRID/HYBRID EX
Wheelbase	110.0 in.
Length/Width/Height	190.7 in./72.0 in./57.3 in. (57.1 in. Hybrid)
Ground clearance	5.3 in. (5.1 in. Hybrid)
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 I4	HYBRID/HYBRID EX
Automatic transmission	3,223 lbs.	3,385 lbs.	3,496 lbs.

BODY & CHASSIS	LX/EX/SX/HYBRID/HYBRID EX
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	EPS (Electric Power Steering)
Turns, lock-to-lock	2.94
Turning circle, curb-to-curb	35.8 ft.

BRAKES	LX/EX/SX/HYBRID/HYBRID EX
Type	Power-assisted ABS + Electronic Stability Control
Front	11.8 in. ventilated discs, 12.6 in. ventilated discs (SX), integrated regenerative braking (Hybrid)
Rear	11.2 in. solid discs

TIRES	LX/EX	SX	HYBRID/HYBRID EX
Size	205/65R16 (LX) 215/55R17 (EX)	225/45R18	205/65R16 215/55R17

2013 EPA-ESTIMATED FUEL ECONOMY ²⁵	LX/EX	SX	HYBRID/HYBRID EX
(Estimated City/Highway MPG)			
Automatic transmission	24/35	22/34	36/40, 35/39 (EX)
Fuel tank capacity (gallons)	18.5	18.5	17.2

ENDNOTES:

¹ The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to [kia.com](#).

² SULEV 2.4L engine: 192 hp @ 6,300 rpm, 181 lb.-ft. @ 4,250 rpm. Super Ultra Low Emission Vehicle (SULEV) engine is the only non-turbo engine available in these states: CA, NY, MA, VT, CT, NJ, OR, ME, RI, MD, PA, WA and NM. ULEV is the only engine available in all other states. ULEV 2.4L engine is 200 hp @ 6,300 rpm. Maximum hps listed.

³ For maximum protection, always wear your seat belt.

⁴ The rear-camera display is not a substitute for proper and safe backing-up procedures. The rear-camera display may not display every object behind the vehicle. Always drive safely and use caution when backing up.

⁵ Refer to specifications above for 2013 EPA fuel-economy estimates. EPA estimated. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition.

⁶ Based on comparison of optional Optima 2.0L GDI Turbo engine with 274 hp to 2013 V6 midsize sedans as of December 2012.

⁷ This vehicle is certified to ULEV emissions standards.

⁸ Infinity[®] is a trademark of Harman International Industries, Inc.

⁹ SiriusXM service requires 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 Sirius XM Radio Inc.

¹⁰ Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. 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. Navigation not available with UVO system. See retailer for details.

¹¹ Kia accessory cable required for iPod[®] mobile digital device connectivity when using with navigation system. Cable and iPod mobile digital devices sold separately. iPod and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. Apple is not a participant or sponsor of this promotion.

¹² A compatible *Bluetooth[®]* wireless technology enabled cell phone is required to use *Bluetooth[®]* wireless technology. The streaming audio function may not be supported in all *Bluetooth[®]* wireless technology enabled cell phones. The *Bluetooth[®]* word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. Other trademarks and trade names are those of their respective owners.

¹³ Microsoft[®] and Windows[®] are registered trademarks of Microsoft[®] Corporation in the United States and/or other countries.

¹⁴ HD Radio[™] and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation.

¹⁵ Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](#)).

¹⁶ Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

¹⁷ Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book's [kbb.com](#). 2012 model-year 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](#).

¹⁸ Based on 5-year cumulative growth between 12-month retail sales for periods ending December 2007 and December 2012 of all U.S. automotive brands.

¹⁹ Source: *Automotive News* Data Center.

²⁰ Based on total U.S. light-vehicle sales, December 2011 to December 2012.

²¹ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc., and is limited. See retailer or [kia.com](#) for details.

²² NBA identifications are the intellectual properties of NBA Properties, Inc. ©2013 NBA Properties, Inc. All rights reserved.

²³ Kia Design Center, a division of Hyundai America Technical Center, Inc. (HATCI).

²⁴ HomeLink[®] is a registered trademark of Johnson Controls, Inc.

²⁵ Actual mileage will vary.



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