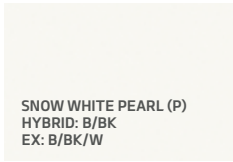


COLORS

EXTERIOR



SNOW WHITE PEARL (P)
HYBRID: B/BK
EX: B/BK/W



ALUMINUM SILVER (M)
HYBRID: BK
EX: BK



AURORA BLACK (P)
HYBRID: B/BK
EX: B/BK

EXTERIOR FINISHES:
(M) = METALLIC PAINT
(P) = PEARL PAINT

INTERIOR COMBINATIONS ARE INDICATED BY:
B = BEIGE, BK = BLACK, W = WHITE

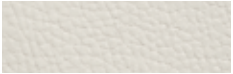
INTERIOR



BEIGE CLOTH
(HYBRID)



BLACK CLOTH
(HYBRID)



WHITE LEATHER[^]
(EX)



BEIGE LEATHER
(EX)



BLACK LEATHER
(EX)

ACTUAL EXTERIOR AND
INTERIOR COLORS MAY VARY
FROM PRINTED BROCHURE.

[^] Requires Technology Package

ENDNOTES

1. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. **2.** Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details. **3.** Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. App uses your smartphone data service. Normal cellular service rates will apply. Internet hotspot connection can be made to your personal wireless Internet at home or to a smartphone device with Internet service plan (normal cellular service rates may apply). **4.** These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. **5.** SiriusXM[®] audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets. See www.siriusxm.com/traffic for details.** Sirius, XM, and all related marks and logos are trademarks of

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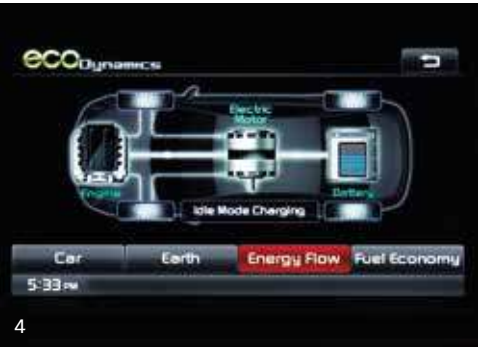
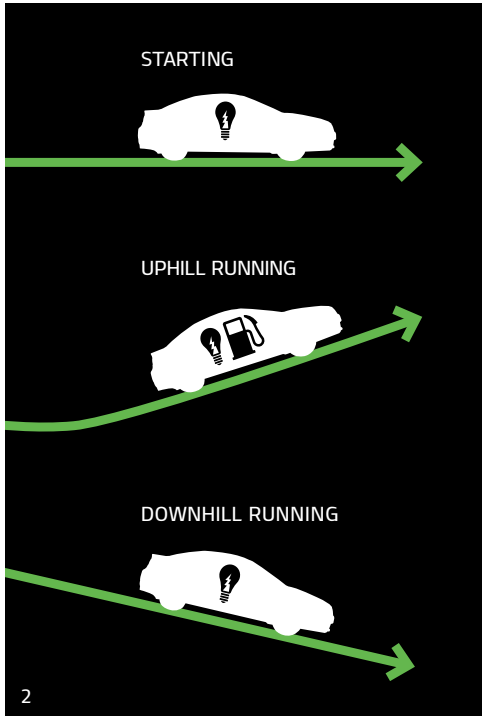
2016
OPTIMA HYBRID





Optima Hybrid features a combination of contemporary design, advanced technology, and outstanding performance that stands out among midsize sedans. Its full parallel hybrid system consists of a powerful internal combustion engine and an electric motor that seamlessly work together to help produce optimum power and efficiency.¹ Plus, impressive premium features make every drive a pleasure. Like all Kia models, Optima Hybrid also comes with an industry-leading, 10-year/100,000-mile warranty program² — a testament to its outstanding quality and reliability.

1. ADVANCED LITHIUM POLYMER BATTERY Optima Hybrid's full parallel hybrid system features a compact lithium polymer battery that powers the electric motor and doesn't require plug-in charging. **REGENERATIVE BRAKING** Kinetic energy is captured when brakes are applied. The regenerative braking system converts this energy to help charge the lithium polymer battery. **ELECTRIC MOTOR¹** At low speeds, a transmission-mounted electrical device runs the vehicle in EV (electric-only) mode. Active air flaps behind the grille control airflow to cool or warm the engine as needed to help achieve optimum performance. Aerodynamic styling and engineering that reduces engine friction also helps to enhance efficiency. **HYBRID STARTER-GENERATOR¹** At a complete stop, the gas engine shuts off, and when the accelerator is pressed to resume driving, the Hybrid Starter-Generator (HSG) automatically and smoothly restarts the engine. The HSG also charges the battery, functioning as a generator.



2. HYBRID OPERATION 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. **3. MONITORING SYSTEM^{1,3}** The 8" screen on the Hybrid EX makes it easy to monitor how the vehicle is performing. The computer graphic shows an image of green leaves as the vehicle is driven with efficiency. **4. REAL-TIME INFORMATION** It's easy to see when the vehicle is operating with either the electric motor, the gas engine, or both. It also tracks the status of the regenerative battery-charging system. **5. AVERAGE FUEL ECONOMY¹** This system provides valuable, instantaneous information about the vehicle's average fuel economy. **VIRTUAL ENGINE SOUND** At low speeds, when the vehicle is powered by only the electric motor, the system plays an audible sound to indicate to pedestrians that the vehicle is approaching.

1, 2, 3 See back cover for endnotes. ¹Charges the 12V battery only. Simulated images shown for illustration only. Cover and this page: HYBRID EX WITH TECHNOLOGY PACKAGE SHOWN.



A spacious interior with sophisticated styling

Optima Hybrid's interior includes sleek design and meticulous craftsmanship. The driver will appreciate its outstanding ergonomics and well-positioned controls, while passengers will welcome the spacious seating and generous headroom and legroom. Plus, available features like leather seat trim,* and high-gloss and satin chrome accents* throughout the interior make it exceptionally comfortable and enhance its contemporary look.

VOICE-COMMAND NAVIGATION SYSTEM³*

An available voice-command navigation system features a Rear-Camera Display⁴ and continuously updated highway conditions from SiriusXM Traffic,⁵* making daily driving especially convenient.

STEERING-WHEEL-MOUNTED CONTROLS³

A variety of features may be operated with the convenient steering-wheel-mounted controls, including the audio system's volume and mode, along with the cruise control system.

POWER-ADJUSTABLE FRONT SEATS*

An available 8-way power-adjustable driver's seat and a 4-way power-adjustable front passenger seat provide personalized seating positions to make all-day drives a pleasure.

3, 4, 5, * See Features and Specifications pages for availability. See back cover for endnotes. Not all optional features are available on all trims. Simulated images shown for illustration only. HYBRID EX WITH TECHNOLOGY PACKAGE SHOWN.

Confidence-inspiring technology

Optima Hybrid features an array of advanced systems designed to monitor your driving environment and seamlessly connect you to the road. It continuously delivers information to make better driving decisions. Plus, a range of innovative features are dedicated to providing a wider variety of entertainment options.



1. UVO — SHORT FOR “YOUR VOICE”

The available UVO eServices^{3*} Infotainment System uses advanced voice-recognition technology to let you conveniently manage your music and enjoy hands-free³ use of your phone — with simple, intuitive verbal commands. An available **free app** allows you to integrate your **compatible smartphone**⁶ with your vehicle — and make the most of UVO eServices^{3*}. This app can be downloaded at the App Store^{SM7} and Google PlayTM Store.⁸ UVO eServices^{3*} can access **Local Search powered by Google^{TM8}** when it is connected wirelessly to an Internet hotspot,³ and with **My Points of Interest**^{*} it allows you to use a web-enabled computer to send locations that you find on **Google Maps^{TM8}** mapping service to the navigation system for **route guidance**. It also lets you stream music, download apps from the App Download Center,^{7*} monitor your vehicle's driving habits with **My Car Zone**,^{*} access **911 Connect^{9*}** or **Enhanced Roadside Assist^{10*}** for emergency services, and check maintenance requirements at any time with **Vehicle Diagnostics^{11*}** on the large-capacitive touch screen.^{*} Additionally, there are no subscription fees³ to enjoy all these benefits.



2. BLIND-SPOT DETECTION WITH LANE-CHANGE ASSIST^{4*}

An available radar system helps detect vehicles in the driver's blind spot and then provides alerts. Lane-Change Assist helps detect vehicles approaching from behind.

4. REAR-CAMERA DISPLAY⁴

To help you see things behind your vehicle that you might not see by looking over your shoulder, Optima Hybrid features an available Rear-Camera Display with a large, bright screen.



3. REAR CROSS-TRAFFIC ALERT^{4*}

Available Rear Cross-Traffic Alert warns the driver of cross-traffic while the vehicle is in reverse by activating audible and visual alerts to help reduce the likelihood of a collision.

5. REAR PARK ASSIST SYSTEM^{4*}

An available sonar sensor system is concealed in the vehicle's rear bumper. When you're backing up, an audible warning is given if the system detects certain objects behind your vehicle.

First-class features

A long list of premium features work together to make daily driving more convenient than ever and encourage drivers to enjoy every moment behind the wheel. In addition, Optima Hybrid's variety of first-class amenities are designed to enhance both driver and passenger comfort all year long.



6. PANORAMIC SUNROOF^{*}

The expansive available panoramic sunroof lets you fill the interior with sunshine and fresh air. It also includes power retractable sunshades and the front portion of the sunroof tilts and slides.

10. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL

To create personalized climate zones, the available dual-zone automatic temperature control allows the driver and front passenger to adjust individual temperature settings. Rear-seat passengers have a separate vent.



7. VENTILATED AND HEATED SEATS^{*}

Enjoy optimal comfort in warm weather with available ventilated front seats. Available heated front seats and heated rear outboard cushions help ensure comfortable driving in cold weather.

11. HEATED STEERING WHEEL^{*}

Optima Hybrid EX includes a variety of luxurious features designed to provide comfortable driving all year long. The available heated steering wheel is especially nice on cold winter days.



8. DRIVER'S MEMORY SEAT^{*}

Available memory settings for two drivers are located on the driver's door, providing personalized ergonomics for the driver's seat and outside mirrors. It makes daily operation more convenient.

12. POWER FOLDING OUTSIDE MIRRORS^{*}

To make parking in tight spots easier, the available power-folding outside mirrors are easily folded in or out by using a door-mounted control or the key fob.



9. PUSH-BUTTON START

To make everyday driving more convenient, the Smart Key remote lets you start or stop the engine with the push of a button, even when you have the key fob in your pocket or purse.

13. ELECTRONIC PARKING BRAKE^{*}

The available Electronic Parking Brake (EPB) functions like a conventional manual hand brake but has the added convenience of automatically releasing when you shift out of Park.

3, 4, 6, 7, 8, 9, 10, 11, * See Features and Specifications page for availability. See back cover for endnotes. Not all optional features are available on all trims. Simulated images shown for illustration only. HYBRID EX WITH TECHNOLOGY PACKAGE SHOWN.

VEHICLE STABILITY MANAGEMENT (VSM)

For additional steering-direction-control capability, the VSM system intervenes in appropriate situations to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)

ESC provides improved directional stability to help maintain better control in difficult driving situations. During emergency maneuvers, it can control the engine and brakes to help keep your Optima Hybrid on course.

TRACTION CONTROL SYSTEM (TCS)

When TCS senses wheelspin during acceleration, it uses a combination of both 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 automatically 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 your vehicle from rolling backward when starting off on a steep hill, the HAC system automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

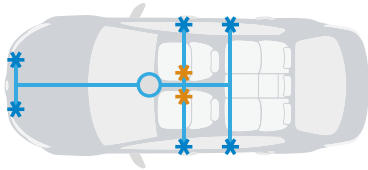
ANTI-LOCK BRAKING SYSTEM (ABS)

ABS is an integral part of an active safety system and helps to contribute to driver confidence. The system helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.

Advanced engineering for your protection

Optima Hybrid features advanced safety systems engineered to help you maintain control, even in harsh road conditions and in some emergency situations.[†] These safety systems are designed to function automatically, leaving you free to focus on safe driving. In addition, a range of passive safety systems work together to help minimize injury when certain traffic accidents are unavoidable.

[†]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. 12 See back cover for endnote. HYBRID EX 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.¹²

ADVANCED AIRBAG SYSTEM

An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.¹²

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 seating positions, so that each person is protected with both an over-the-lap and shoulder seat belt.

LATCH SYSTEM

Easy-to-use Lower Anchors and Tethers for Children (LATCH) system is engineered to let you securely install a compatible child seat at either end of the rear seat.

SIDE-IMPACT DOOR BEAMS

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. In addition, the body's support pillars are reinforced to help strengthen the body of the vehicle.

FRONT & REAR CRUMPLE ZONES

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

FEATURES

MECHANICAL
& EXTERIOR

2.4L, 4-cylinder engine, full parallel hybrid system	●	●
6-speed Sportmatic® transmission	●	●
High-performance dampers	●	●
16" tires w/alloy wheels	●	—
17" tires w/alloy wheels	—	●
Panoramic sunroof	—	○
Manual-folding outside mirrors w/turn-signal indicators	●	—
Power-folding outside mirrors w/turn-signal indicators	—	●
Heated outside mirrors	●	●
Auto light control	●	●

HYBRID
EX

Clear-lens projection headlights	●	—
HID headlights w/Auto-Leveling	—	●
LED accent lights	○	●
Front fog lights	●	—
Front LED fog lights	—	●
Rear LED combination taillights	●	●
Chrome-accented outside door handles	●	●
Black gloss/chrome front grille	●	●
Laminated front-door windows	○	●
Acoustic laminated windshield	○	●

HYBRID
EX

INTERIOR &
CONVENIENCE

AM/FM/CD/MP3/SiriusXM® satellite radio	●	●
4 speakers w/dash-mounted tweeters	●	—
Infinity® ¹³ premium audio system w/8 speakers	—	●
UVO eServices ³ Infotainment System	○	—
UVO eServices ³ Infotainment System w/voice-command navigation, SiriusXM Traffic ⁵	—	●
Rear-Camera Display ⁴	○	●
Rear Park Assist System ⁴	—	○
Blind-Spot Detection w/Lane-Change Assist ⁴	—	○
Rear Cross-Traffic Alert ⁴	—	○
Push-button start w/Smart Key	●	●
USB/auxiliary input jacks	●	●
Bluetooth® wireless technology ¹⁴	●	●
Steering-wheel-mounted ³ audio controls	●	●
Cruise control	●	●

Active ECO System	●	●
Electronic parking brake	—	●
Dual-zone automatic temperature control w/rear vents	●	●
Cooling glove box	●	●
Power front & rear windows	●	●
Driver & front passenger's one-touch auto-up/down windows	●	●
Power door locks w/remote keyless entry	●	●
Door mood lights	—	●
Front & rear map lights	●	●
Supervision meter cluster w/TFT color LCD	●	●
Auto-dimming rearview mirror	—	●
Tilt & telescopic steering column	●	●
Rear child-safety door locks	●	●
Tire-Pressure Monitoring System (TPMS) ¹⁵	●	●

SEATING
& TRIM

Cloth seat trim w/Clean Tex	●	—
Leather seat trim	—	●
Ventilated & heated front seats	—	●
Heated rear outboard seat cushions	—	●
Rear seat w/ski pass-through	●	●
Driver's seat power lumbar support	●	●
Driver's memory seat	—	●
8-way power-adjustable driver's seat	○	●
4-way power-adjustable front-passenger seat	—	●

Front center console w/armrest & storage	●	●
Rear center console w/armrest & cup holders	●	●
Leather-wrapped steering wheel & gearshift knob	●	●
Heated steering wheel	—	●
Black high-gloss interior trim	—	○
Satin chrome inside door handles	●	●
Illuminated door scuff plates	—	●
Illuminated chrome-accented front cup holders	—	●
Floor mats	●	●

RESTRAINT
& SAFETY
SYSTEMS¹²

Dual front advanced airbags	●	●
Dual front seat-mounted side airbags	●	●
Full-length side curtain airbags	●	●
Front & rear 3-point seat belts	●	●
Front seat-belt pretensioners	●	●
Height-adjustable front seat-belt anchors	●	●
Anti-lock Braking System (ABS)	●	●
Electronic Stability Control (ESC)	●	●

Vehicle Stability Management (VSM)	●	●
Traction Control System (TCS)	●	●
Brake Assist System (BAS)	●	●
Electronic Brake-force Distribution (EBD)	●	●
Hill-start Assist Control (HAC)	●	●
Side-impact door beams	●	●
Front & rear crumple zones	●	●
Lower Anchors & Tethers for Children (LATCH)	●	●

SPECIFICATIONS

ENGINE

Type	2.4L, 4-cylinder, full parallel hybrid system
Valve gear	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVT)
Displacement	2,359 cc
Compression ratio	13:0:1
Horsepower (SAE net)	199 hp @ 5,500 rpm (total system)
Torque (SAE net)	235 lb.-ft. @ 1,000-2,500 rpm
Fuel system	Multi-Point Injection (MPI)
Transmission	6-speed electronically controlled Sportmatic,® overdrive

159 hp @ 5,500 rpm (SULEV) 2.4L Atkinson-cycle 4-cyl. engine, 47 hp (35-kW) 270 VDC Interior Permanent Magnet Synchronous electric motor, 270V 1.4-kWh lithium polymer battery w/34-kW Hybrid Starter-Generator (HSG)

DIMENSIONS

Wheelbase	110.0 in.
Track (front/rear)	63.0 in./63.0 in. (16" tire) 62.8 in./62.8 in. (17" tire)
Length/Width/Height	190.7 in./72.0 in./57.1 in.
Ground clearance	5.1 in.
Headroom (front/rear)	40.0 in./37.6 in.
Shoulder room (front/rear)	57.3 in./55.7 in.
Legroom (front/rear)	45.5 in./34.6 in.
Hip room (front/rear)	54.6 in./54.5 in.
Passenger volume	102.1 cu. ft.
Cargo volume	10.7 cu. ft.

CURB WEIGHT

Automatic transmission	3,496 lb. (16" tire) 3,622 lb. (17" tire)
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BODY & CHASSIS

Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	Electric Power Steering (EPS)
Turning diameter, curb-to-curb	35.8 ft.

BRAKES

Type	Power-assisted ABS + Electronic Stability Control
Front	11.8-in. ventilated discs Integrated regenerative braking
Rear	11.2-in. solid discs

TIRES

Size	205/65R16 215/55R17
------	------------------------

2016 EPA-ESTIMATED FUEL ECONOMY¹

City/Highway MPG	
Automatic transmission	36/40 (Hybrid) 35/39 (EX)
Fuel tank capacity (gallons)	17.2

PACKAGES

HYBRID CONVENIENCE

1. UVO eServices³ Infotainment System w/Rear-Camera Display⁴
2. 10-way power-adjustable driver's seat
3. LED front accent lights
4. Laminated front-door windows & acoustic windshield (not shown)



EX TECHNOLOGY

1. Panoramic sunroof w/black gloss B-pillar
2. Back-Up Warning System⁴
3. Blind-Spot Detection w/Lane-Change Assist⁴
4. Rear Cross-Traffic Alert⁴

