

ENDNOTES 1. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. 2. Purchase/lease of a new 2019 Kia Optima with UVO eServices (on HEV)/link (on certain gas trims)/eco (on PHEV) includes a complimentary 5-year (eServices)/1-year (link)/3-year (eco) subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After the complimentary 5-year eServices subscription expires, your access to UVO services will immediately terminate. After the complimentary 1-year (link) or 3-year (eco) subscription expires, continued access to UVO link and eco will require a paid subscription at the then-current subscription rate or your use of UVO link or eco will immediately terminate. Use of UVO eServices/link/eco is subject to agreement to the UVO Privacy Policy (available at <https://www.myuvo.com/legal/privacy-policy.shtml>) and Terms of Service (available at <https://www.myuvo.com/legal/terms-of-service.shtml>). UVO eServices/link/eco is transferable to subsequent owner(s) during the original UVO eServices/link/eco service term. Only use UVO eServices/link/eco when safe to do so. UVO eServices/link/eco app is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO eServices/link/eco at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage are required to use most features. UVO features may vary by model, model year, and trim level. Features and specifications are subject to change. For more on details and limitations, visit myuvo.com or your authorized Kia dealer. 3. 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Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. 8. ©2018 Harman International Industries, Inc. All rights reserved. QuantumLogic is a trademark and Harman Kardon is a registered trademark of Harman International Industries, Inc. 9. Select Apple iPhone® and Android™ devices only are UVO services-compatible. 10. Remote features require a wireless signal with good coverage to function, and normal cellular service rates may apply. Do not use remote climate control or remote start if vehicle is in an enclosed area (e.g., closed garage) or a partially enclosed area without ventilation. Close all doors leading from adjacent living areas to the vehicle area before executing a remote climate control or remote start command. 11. 911 Connect must be enabled on headunit, and activates after air bag deployment. Requires cellular coverage. UVO eServices requires a compatible smartphone connected via Bluetooth® wireless technology; cellular service rates apply. 12. 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires cellular coverage. UVO eServices requires a compatible smartphone connected via Bluetooth® wireless technology; cellular service rates apply. 13. Vehicle Diagnostics are not a substitute for regularly scheduled maintenance. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and requires initial activation. See the UVO Maintenance section or Owner's Manual for maintenance schedule. 14. My Car Zone requires cellular coverage and cellular service rates apply. For UVO eServices information must be manually synced in order to receive alerts, and cellular service rates apply. 15. The estimated range is based on a number of factors and assumes optimal driving conditions, efficient driving habits, and a straight road. Actual range will vary with options, driving conditions, driving habits, vehicle maintenance, charging practice, battery age, weather, temperature, and your vehicle's condition. Battery capacity will decrease with time and use. 16. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 17. For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. Actual mileage may vary with driving conditions, driving habits, and your vehicle's condition. 18. 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.

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OPTIMA

OPTIMA • OPTIMA HYBRID
OPTIMA PLUG-IN HYBRID

A simple guide to help you decide



FIRST UP:

Which Optima speaks to you?



THE OPTIMA

It's got innovative technology and a unique, sleek shape. Optima is a modern, midsize model of refinement, and the gas model gives you dynamic performance along with impressive standard features like advanced driver-assistance technologies — plus a range of available premium features like embedded modem technology with an 8" touch screen.*

*Optional feature available only on certain trims. See kia.com for details.
Cover: SX WITH LIMITED PACKAGE SHOWN. This page: SX SHOWN

THE OPTIMA HYBRIDS

Love the Optima and feeling the urge to go hybrid? Then you'll want to check out Optima Hybrid (HEV) and Optima Plug-In Hybrid (PHEV), both of which give you Kia's state-of-the-art, efficiency¹-focused technologies — along with innovative features designed specifically for our hybrid models.

¹ See back cover for endnote. 120V charger is included with vehicle. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. This page: HEV EX AND PHEV EX SHOWN

If you prefer the Optima gas model,
START HERE
 to explore the trims

The Optima comes in four trims. Here's a list of key features and options for the first two — the refined LX and sporty S — to help you decide if one of them is perfect for you.



**JUST ASK
KIAN**

GET YOUR KIA QUESTIONS ANSWERED.
 GO TO WWW.KIA.COM/KIAN TO LEARN MORE,
 OR SCAN THE FACEBOOK MESSENGER CODE AT RIGHT.



LX

distinct style,
 advanced safety features

S

adds larger wheels, sporty
 details, and even more
 advanced technology

DRIVING

2.4L Gasoline Direct Injection (GDI)
 4-cylinder engine
 185 hp @ 6,000 rpm
 6-speed Sportmatic® transmission
 16" tires w/alloy wheels
 17" tires w/alloy wheels*
 LED daytime running lights

2.4L Gasoline Direct Injection (GDI)
 4-cylinder engine
 185 hp @ 6,000 rpm
 6-speed Sportmatic® transmission
 18" tires w/alloy wheels

LED daytime running lights
 Fog lights
 LED taillights
 Dual exhaust

2019 EPA-estimated fuel economy¹:
 25 City/35 Highway/29 Combined

2019 EPA-estimated fuel economy¹:
 24 City/33 Highway/27 Combined

TECHNOLOGY

UVO link™

Apple CarPlay™³ & Android Auto™⁴
 AM/FM/MP3 w/8" touch screen

UVO link²

Apple CarPlay™³ & Android Auto™⁴
 AM/FM/MP3 w/8" touch screen
 Push-button start w/Smart Key

Rear-Camera Display⁵
 Cruise control
 Parking Distance Warning — Reverse⁵
 Blind Spot Collision Warning⁵
 Lane Change Assist⁵
 Rear Cross Traffic Collision Warning⁵
 Lane Departure Warning⁵
 Lane Keeping Assist⁵
 Driver Attention Warning⁶
 Forward Collision Warning⁵
 Forward Collision-Avoidance Assist⁵

Rear-Camera Display⁵
 Cruise control
 Parking Distance Warning — Reverse⁵
 Blind Spot Collision Warning⁵
 Lane Change Assist⁵
 Rear Cross Traffic Collision Warning⁵
 Lane Departure Warning⁵
 Lane Keeping Assist⁵
 Driver Attention Warning⁶
 Forward Collision Warning⁵
 Forward Collision-Avoidance Assist⁵

INTERIOR

Cloth seat trim
 w/CleanTex anti-soiling fabric
 6-way adjustable front passenger's
 seat w/height adjuster
 10-way power-adjustable driver's
 seat w/2-way power lumbar support*
 Dual-zone automatic
 temperature control*

Sport black cloth seat trim
 6-way adjustable front passenger's
 seat w/height adjuster
 10-way power-adjustable driver's
 seat w/2-way power lumbar support
 Dual-zone automatic
 temperature control
 Push-button start w/Smart Key

Panoramic sunroof w/power sunshade*

Panoramic sunroof w/power sunshade*

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON
 THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 1-6 See back cover for endnotes.
 S WITH PANORAMIC SUNROOF PACKAGE SHOWN

DRIVING

1.6L Turbo Gasoline Direct Injection (GDI)
4-cylinder engine
178 hp @ 5,500 rpm
7-speed Dual-Clutch Transmission
17" tires w/alloy wheels
Fog lights
LED taillights
Dual exhaust

2019 EPA-estimated fuel economy:
27 City/37 Highway/31 Combined

TECHNOLOGY

UVO link²
Premium Navigation⁷
Apple CarPlay^{TM3} & Android Auto^{TM4}
AM/FM/MP3 w/8" touch screen
Harman Kardon^{®8} premium surround-
sound system w/10 speakers⁵
Push-button start w/Smart Key
Rear-Camera Display⁵
Smart Cruise Control w/Stop & GO⁵
Parking Distance Warning — Reverse⁵
Blind Spot Collision Warning⁵
Lane Change Assist⁵
Rear Cross Traffic Collision Warning⁵
Lane Departure Warning⁵
Lane Keeping Assist⁵
Driver Attention Warning⁵
Forward Collision Warning⁵
Forward Collision-Avoidance Assist
w/Pedestrian Detection⁵

INTERIOR

Leather seat trim

Heated front seats

Ventilated front seats⁵
10-way power-adjustable driver's seat
w/2-way power lumbar support
10-way power-adjustable front
passenger's seat w/2-way power
lumbar support⁵
Heated steering wheel⁵
Dual-zone automatic temperature
control w/rear vents
Panoramic sunroof w/power sunshade⁵

2.0L Turbo Gasoline Direct Injection (GDI)
4-cylinder engine
245 hp @ 6,000 rpm
6-speed Sportmatic[®] transmission
18" tires w/alloy wheels
LED fog lights
LED taillights
Dual exhaust
Dual Projection LED headlights w/Auto-
Leveling & Low Beam Assist — Dynamic
Sport-tuned suspension
2019 EPA-estimated fuel economy¹:
21 City/30 Highway/24 Combined

UVO link²
Premium Navigation⁷
Apple CarPlay^{TM3} & Android Auto^{TM4}
AM/FM/MP3 w/8" touch screen
Harman Kardon^{®8} premium surround-
sound system w/10 speakers
Push-button start w/Smart Key
Rear-Camera Display⁵
Smart Cruise Control w/Stop & GO⁵
Parking Distance Warning — Reverse⁵
Blind Spot Collision Warning⁵
Lane Change Assist⁵
Rear Cross Traffic Collision Warning⁵
Lane Departure Warning⁵
Lane Keeping Assist⁵
Driver Attention Warning⁵
Forward Collision Warning⁵
Forward Collision-Avoidance Assist
w/Pedestrian Detection⁵
Surround-View Monitor⁵

Sport leather seat trim
Nappa leather seat trim⁵
Heated front seats
Heated rear outboard seat cushions⁵
Ventilated front seats
12-way power-adjustable driver's seat
w/4-way power lumbar & memory
10-way power-adjustable front
passenger's seat w/2-way power
lumbar support
Heated steering wheel w/paddle shifters/
Dual-zone automatic temperature
control w/rear vents
Panoramic sunroof w/power sunshade

¹OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS
(HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS.
²UVO link requires internet access. See dealer for endnotes. SX WITH LIMITED PACKAGE SHOWN

If you love the feel of a
TURBO,
have a look at these two

The EX and SX trims give you turbo power and even more premium features and options. Use this chart to help you decide between them.



Choose your mode of PERFORMANCE

Since different drivers have different styles, pick the gas trim that has the performance you prefer. Three Gasoline Direct Injection (GDI) engines — two of which are turbocharged — give you strong acceleration. No matter which trim you choose, you'll enjoy responsive handling and a smooth, quiet ride.

LX & S

2.4L Gasoline Direct Injection 4-cylinder engine
185 hp @ 6,000 rpm
178 lb.-ft. torque @ 4,000 rpm
6-speed Sportmatic® transmission

EX TURBO

1.6L Turbo Gasoline Direct Injection 4-cylinder engine
178 hp @ 5,500 rpm
195 lb.-ft. torque @ 1,500–4,500 rpm
7-speed Dual-Clutch Transmission

SX TURBO

2.0L Turbo Gasoline Direct Injection 4-cylinder engine
245 hp @ 6,000 rpm
260 lb.-ft. torque @ 1,350–4,000 rpm
6-speed Sportmatic® transmission
Sport-tuned suspension
Paddle shifters⁷



⁷ See back cover for endnote. SX SHOWN

Behold your own personal COMMAND CENTER

Voice-command calling and texting,* premium surround-sound system* — these and more available premium features are at your command inside Optima's modern, driver-centric cockpit. Here are a few of the convenient luxuries you'll soon wonder how you ever lived without.

PADDLE SHIFTERS*
put sporty shifting at your fingertips

**HARMAN KARDON®
PREMIUM AUDIO SYSTEM***
with 10 speakers and rich, crisp,
QuantumLogic™ surround sound

**APPLE CarPlay™
& ANDROID AUTO™**
let you make calls, play voicemails,
and send texts via voice command*
on your compatible smartphone⁹

**TWO RAPID-CHARGE USB
CHARGING PORTS***
keep your mobile devices charged
up and ready for the day

ELECTRONIC PARKING BRAKE*
with Auto Hold helps prevent rolling
when stopped in traffic or on an incline

*Optional feature available only on certain trims. See kia.com for details.
3, 4, 7-9 See back cover for endnotes. Simulated screen shown. SX SHOWN

The many wonders of the embedded modem, **COURTESY OF UVO**

UVO link²* available on Optima gas models, is Kia's smart telematics system that lets you integrate your compatible smartphone⁹ via an embedded modem to perform an array of impressive functions.

Just activate UVO link² and download the UVO link app from the App Store^{®3} or Google Play^{™4} Store. We'll even cover your subscription fees for one year from the original retail purchase/lease date.



REMOTE LOCK/UNLOCK^{10*}

can lock or unlock your Optima from afar

REMOTE CLIMATE CONTROL^{10*}

lets you get the air conditioning or heater going before you get to your car

REMOTE HEATED ACCESSORIES^{10*}

include the heated steering wheel, heated outside mirrors, and rear window defroster, so you'll be ready to go as soon as you hop in

REMOTE FIND MY CAR^{10*}

can locate where you parked your Optima, and even give you directions to it

911 CONNECT¹¹ & ROADSIDE ASSISTANCE^{12*}

will automatically attempt to call 911 to send help if your airbags deploy — or for non-emergencies, it lets you connect with our call center for 24/7 roadside assistance

VEHICLE DIAGNOSTICS^{13*}

helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE^{14*}

lets you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR^{*}

can sync your favorite POIs from your compatible smartphone^{9*} to the Premium Navigation^{7*} system

UVO | link



GO TO MYUVO.COM OR DOWNLOAD THE UVO link APP TO ACTIVATE

*Optional feature available only on certain trims. See kia.com for details. 2-4, 7, 9-14 See back cover for endnotes. Image shown for illustration only. SX WITH LIMITED PACKAGE SHOWN

**HEATED & VENTILATED
FRONT SEATS***

have three settings in each mode

**HEATED REAR OUTBOARD
SEAT CUSHIONS***

make the back seat even more welcoming

HEATED STEERING WHEEL*

makes all the difference on chilly mornings

MEMORY CONTROLS*

remember the seating preferences and
outside mirror settings for two drivers

**DUAL-ZONE AUTOMATIC
TEMPERATURE CONTROL***

lets you create personalized climate zones

Space. Comfort. Thrills.

YES, YES, AND MORE YES

Optima's impressively crafted cabin is both refined and exhilarating — from its sporty looks to its range of available amenities like two-tone sport leather-trimmed seats.* So take in those sweeping panoramic sunroof* views, sink into that soft leather trim, and, yes, have a great drive.

*Optional feature available only on certain trims. See kia.com for details. Simulated screen shown. SX SHOWN

Now it's time to meet **THE HYBRIDS**



Optima Hybrid (HEV) and Plug-In Hybrid (PHEV) give you the best of Kia's advanced hybrid technologies that help maximize your vehicle's operating efficiency,¹ along with a variety of other benefits. Use this chart to compare their key features and options.

ECO dynamics

Kia is dedicated to reducing environmental impact and increasing social responsibility. We call this philosophy EcoDynamics — the inspiration behind our growing line of hybrids, plug-in hybrids, and all-electric models.

120V charger is included with vehicle. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately.

DRIVING

2.0L Gasoline Direct Injection (GDI) 4-cylinder engine
50-hp electric motor, 1.76 kWh lithium-ion polymer battery
6-speed Sportmatic® transmission
16" tires w/alloy wheels
17" tires w/alloy wheels*
LED headlights
w/Low Beam Assist — Dynamic*
2019 EPA-estimated fuel economy:
39 City/45 Highway/41 Combined

2.0L Gasoline Direct Injection (GDI) 4-cylinder engine
66-hp electric motor, 9.8 kWh lithium-ion polymer battery
6-speed Sportmatic® transmission
17" tires w/alloy wheels

LED headlights
w/Low Beam Assist — Dynamic*
2019 EPA-estimated fuel economy:
0–29* all-electric range/103 MPGe combined city/hwy (electric + gas)/
40 MPG city/hwy (gas)

TECHNOLOGY

UVO eServices²
Premium Navigation⁷ w/8" touch screen*
Apple CarPlay^{TM3} & Android Auto^{TM4}
AM/FM/MP3 w/7" touch screen
Harman Kardon^{®8} premium surround-sound system w/10 speakers*
Push-button start w/Smart Key
Rear-Camera Display⁵
Blind Spot Collision Warning⁵
Lane Change Assist⁵
Rear Cross Traffic Collision Warning⁵
Parking Distance Warning — Reverse⁵
Lane Departure Warning^{5*}
Forward Collision Warning^{5*}
Forward Collision-Avoidance Assist w/Pedestrian Detection^{5*}
Smart Cruise Control w/Stop & Go^{5*}

UVO eco²
Premium Navigation⁷ w/8" touch screen
Apple CarPlay^{TM3} & Android Auto^{TM4}
AM/FM/MP3
Harman Kardon^{®8} premium surround-sound system w/10 speakers
Push-button start w/Smart Key
Rear-Camera Display⁵
Blind Spot Collision Warning⁵
Lane Change Assist⁵
Rear Cross Traffic Collision Warning⁵
Parking Distance Warning — Reverse⁵
Lane Departure Warning^{5*}
Forward Collision Warning^{5*}
Forward Collision-Avoidance Assist w/Pedestrian Detection^{5*}
Smart Cruise Control w/Stop & Go^{5*}

INTERIOR

Leather seat trim
10-way power-adjustable driver's seat w/2-way power lumbar support
10-way power-adjustable front passenger's seat w/2-way power lumbar support*
60/40 split-folding rear seats
Heated front seats
Vented front seats*
Heated steering wheel*

Leather seat trim
12-way power-adjustable driver's seat w/4-way power lumbar & memory
10-way power-adjustable front passenger's seat w/2-way power lumbar support*

Dual-zone automatic temperature control w/rear vents
Panoramic sunroof w/power sunshade*

Heated front seats
Vented front seats*
Heated steering wheel
Auto-dimming rearview mirror
Laminated front-door windows
Metal door-scuff plates
Dual-zone automatic temperature control w/rear vents
Panoramic sunroof w/power sunshade*

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. *29-MILE RANGE ON FULL BATTERY CHARGE. 1–5, 7, 8 See back cover for endnotes. PHEV EX WITH TECHNOLOGY PACKAGE SHOWN



OPTIMA HYBRID



MILEAGE (EPA-ESTIMATED)¹:

39 MPG¹ CITY / 45 MPG¹ HWY / 41 MPG¹ COMBINED

OPTIMA PLUG-IN HYBRID



MILEAGE (EPA-ESTIMATED)¹:

0-29 ALL-ELECTRIC RANGE^{1A} / 103 MPG¹ COMBINED CITY/HWY (ELECTRIC+GAS) / 40 MPG¹ COMBINED CITY/HWY (GAS)

^A29-mile range on full battery charge.

LET'S TALK EFFICIENCY



HIT THE OPEN ROAD WITH HEV

The Optima HEV is designed to allow both the gasoline engine and electric motor to work together simultaneously for optimum efficiency¹ — an EPA-estimated 39 mpg in the city, 45 mpg on the highway, and 41 mpg combined. So go ahead, take the scenic route.

GO ALL ELECTRIC AT THE PUSH OF A BUTTON WITH PHEV

Efficiency¹ and convenience go hand-in-hand with PHEV. Head out for the day, charge up when you get home, and rest assured that should you exceed your all-electric range, PHEV will kick into hybrid mode automatically. So you won't have to plug in and recharge until it's convenient for you.

^AOptional feature available only on certain trims. See kia.com for details. 1 See back cover for endnote. Images shown for illustration only. 120V charger is included with vehicle. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. HEV EX AND PHEV EX WITH TECHNOLOGY PACKAGES SHOWN



BRAKING CAN HELP
CHARGE YOUR BATTERY



YOUR CAR COACHES
YOU TO BE A MORE
EFFICIENT DRIVER*

EXTRA EFFICIENT
MOTOR
DOES MORE



A HANDY MAP ESTIMATES HOW FAR PER CHARGE^{1†}

ECONOMIZES
BY TURNING
OFF, THEN ON,
AT STOPLIGHTS

LIGHT &
COMPACT
BATTERY



PHEV
HOURS TO A
FULL CHARGE



THE HYBRIDS



SCREENS SHOW JUST HOW EFFICIENT
YOU ARE WITH GROWING LEAVES



REAL-TIME INFO SHOWS
ENERGY BALANCES

TECHNOLOGIES that make it all happen

The Optima HEV and PHEV are powered by Kia's full parallel hybrid system. This advanced design allows both the gas engine and electric motor to simultaneously provide power directly to the wheels for optimum efficiency.¹ PHEV takes this technology a step further, letting you go all electric, on demand.

EFFICIENT ELECTRIC MOTOR

HEV and PHEV use an electric motor called a Transmission Mounted Electrical Device (TMED) to power them in all-electric mode. The motor works in combination with the gasoline engine to provide the ideal amount of power

LITHIUM-ION POLYMER BATTERY

This advanced, potent, lightweight, and compact battery powers the electric motor and is recharged through regenerative braking — the kinetic energy captured when the brakes are applied

DRIVE MORE EFFICIENTLY

The Hybrid Starter-Generator (HSG) shuts the gas engine off when the vehicle comes to a complete stop, then automatically restarts it when you press the accelerator again. HEV and PHEV even feature an available Coasting Guide* to help identify and suggest the most efficient times to coast during your drive

CHARGE-ON-THE-GO, AT HOME, OR ON THE ROAD

PHEV features Charging Mode, which lets you recharge the battery while driving in HEV mode under certain driving conditions. You can also charge to full capacity in under 3 hours with a 240V power outlet, or under 9 hours at home with a standard household electrical outlet

*Optional feature available only on certain trims. See kia.com for details.
1, 15 See back cover for endnotes. [†]Feature available on PHEV only.

How to stay connected TO YOUR HEV

Kia's UVO eServices² smart telematics lets you integrate your compatible smartphone⁹ with your HEV to stay connected with a range of ingenious features (see a few of our favorites below).

All you have to do is activate UVO eServices² and download the UVO eServices² app from the App Store^{®3} or Google Play^{™4} Store.

The best part is, the service is free for five years.

911 CONNECT¹¹

will attempt to call 911 and give emergency responders your location if your airbags deploy

ROADSIDE ASSISTANCE¹²

connects you with our call center for 24/7 assistance

VEHICLE DIAGNOSTICS¹³

helps you monitor the condition of your Optima and even schedule service if needed

MY CAR ZONE^{14*}

will let you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR*

can sync your favorite POIs from your compatible smartphone^{9*} to HEVs with Premium Navigation^{7*}



GO TO MYUVO.COM OR DOWNLOAD THE UVO eSERVICES APP TO ACTIVATE

Get these extra perks FOR YOUR PHEV



UVO eco² includes all eServices² features on the left, plus you can enjoy three years of complimentary service from original retail purchase/lease date for the following features:

KEEP TRACK OF YOUR ALL-ELECTRIC DRIVING RANGE¹⁵

on the large touch screen, which features a map with rings that show the approximate range you can travel in all-electric mode

FIND NEARBY CHARGING STATIONS

by touching the Nearby Stations icon on your touch screen or within the UVO eco² app

SCHEDULE CHARGING WHEN RATES ARE LOWEST

by scheduling to charge your battery during off-peak hours via the UVO eco² app — you can even set the schedule to repeat automatically

REMOTE LOCK/UNLOCK/CLIMATE CONTROL¹⁰

using the UVO eco² app, which lets you precool or preheat the cabin remotely, and even lock or unlock the doors



GO TO MYUVO.COM OR DOWNLOAD THE UVO eco APP TO ACTIVATE

2-4, 7, 9-15 See back cover for endnotes. Image shown for illustration only.



KIA DRIVE WISE

Designed to help look out, speak up, and even step in

Even the best drivers can't be perfect 100% of the time. So we created Kia Drive Wise,* a suite of standard and available advanced driver-assistance technologies that are designed to help keep you alert, aware of surrounding traffic, and even intervene in certain situations to help you avoid collisions.⁵

LOOK FOR THE  LABELS AHEAD 

*Optional feature available only on certain trims. See kia.com for details.
⁵ See back cover for endnote. Image shown for illustration only. SX SHOWN

Four ways to help you REMAIN CENTERED amid the chaos of life

Vehicles in your blind spot, changing lanes in traffic, and unintentional drifting are just a few of the hazards that are part of everyday driving. Thankfully, these advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.⁵

They come standard on all Optima gas models.



^{*}Optional feature available only on certain trims. See kia.com for details. ⁵ See back cover for endnote. Image shown for illustration only. SX WITH LIMITED PACKAGE SHOWN

LANE DEPARTURE WARNING^{5*} DW

If the system detects you drifting too close to lane markers without signaling, it can help alert you with a warning beep

LANE KEEPING ASSIST^{5*} DW

If the system detects the vehicle getting close to lane markers, it can apply corrective steering to help prevent you from drifting into another lane

BLIND SPOT COLLISION WARNING^{5*} DW

Radar works to help detect vehicles in your blind spot and give visual and audible alerts to help you avoid some hazardous lane-change decisions

LANE CHANGE ASSIST^{5*} DW

When you put your blinker on to change lanes, it is designed to help warn you of vehicles that it detects in adjacent lanes approaching from behind



Senses, alerts, and helps **STOP**

Who needs a copilot when you can have the help of all these available advanced features?

FORWARD COLLISION WARNING^{5*} DW

This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close

FORWARD COLLISION-AVOIDANCE ASSIST WITH PEDESTRIAN DETECTION^{5*} DW

This system is designed to help detect and alert you of a collision risk or pedestrian approaching, and even automatically apply the brakes in some cases

DRIVER ATTENTION WARNING^{6*} DW

This system is designed to give you a warning signal to take a break if it detects you becoming drowsy or fatigued

SMART CRUISE CONTROL WITH STOP & GO^{5*} DW

This system is designed to automatically adjust your driving speed to help maintain a predetermined distance from a vehicle detected ahead of you

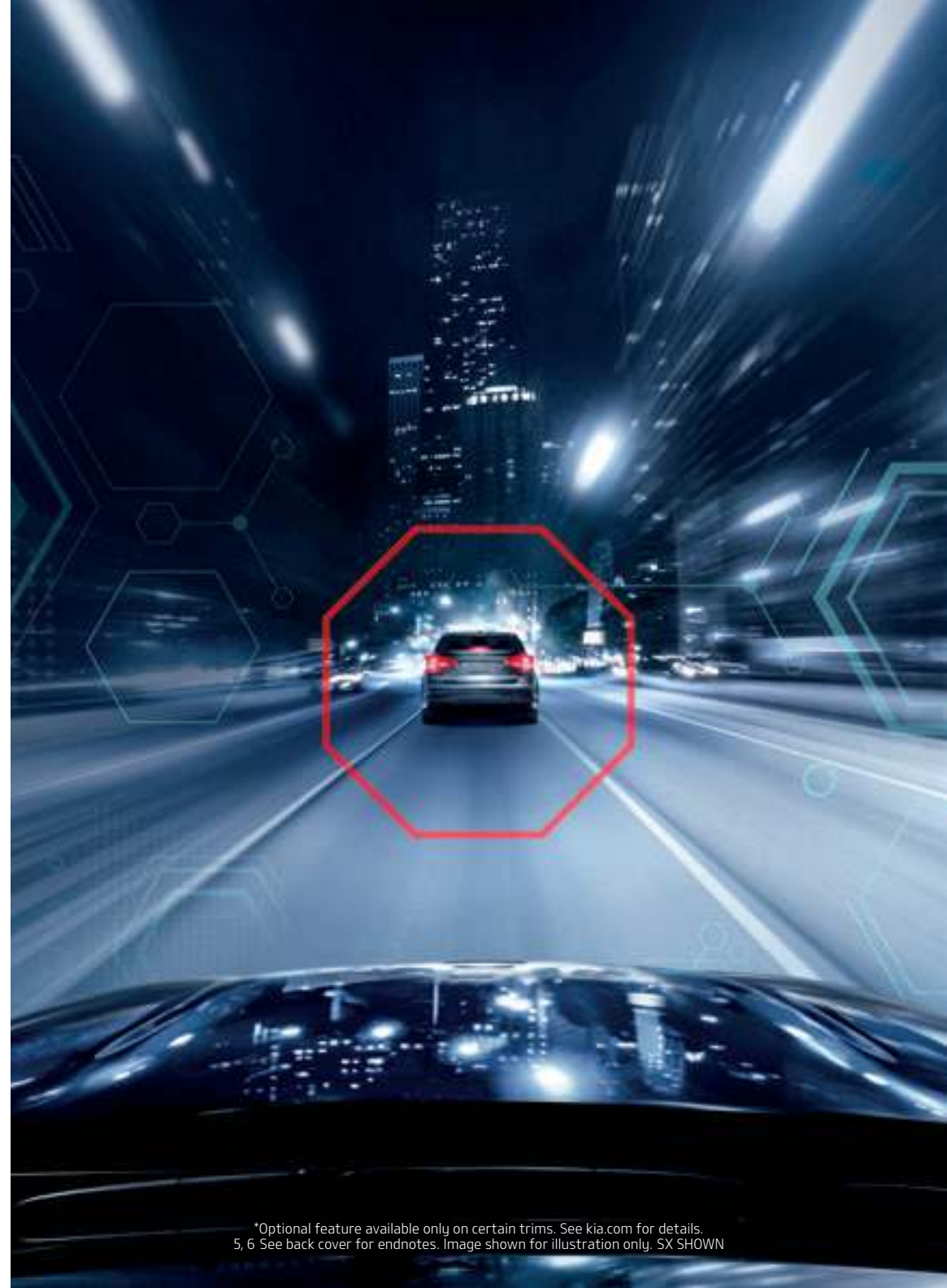
BRAKE ASSIST SYSTEM

If you suddenly slam on your brakes, it's designed to sense the urgency and apply full braking power, which can help shorten your braking distance

ELECTRONIC BRAKE-FORCE DISTRIBUTION*

Based on the vehicle's weight distribution, it helps adjust the balance of braking power accordingly

DW= **DRIVE
WISE**



⁵Optional feature available only on certain trims. See kia.com for details.
^{5, 6} See back cover for endnotes. Image shown for illustration only. SX SHOWN



How to **AVOID THE OBSTACLES** that come your way

From approaching cars to that wayward shopping cart hiding in your blind spot, Optima's available features are designed to help make parking easier by alerting you to potential surrounding hazards.

SURROUND-VIEW MONITOR^{5*} DW

uses four cameras to provide a view around the vehicle — especially helpful when parking in tight spots

REARVIEW MONITOR WITH DYNAMIC PARKING GUIDANCE⁵

with an available bright 8" screen^{*}, helps you see what's behind your vehicle, with guidelines that adjust to follow the direction you're turning

REAR CROSS TRAFFIC COLLISION WARNING⁵ DW

uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you're in reverse

PARKING DISTANCE WARNING — REVERSE⁵ DW

is designed to give an audible warning if it detects certain objects close to your vehicle when parking, while Dynamic Guidelines that track with your steering are displayed on the screen to further help guide you

DW= **DRIVE
WISE**

*Optional feature available only on certain trims. See kia.com for details. ⁵ See back cover for endnote. Simulated screen shown. Images shown for illustration only. SX WITH LIMITED PACKAGE SHOWN



Dark nights and curved roads?

WE CAN HELP WITH THAT

Optima's available advanced illuminating technologies are designed to help combat the rigors of nighttime driving and help boost visibility in all sorts of conditions.

LOW BEAM ASSIST — DYNAMIC* DW

headlights are designed to track with your steering angle and vehicle speed to help enhance directional lighting

HIGH BEAM ASSIST* DW

is designed to automatically dim the headlights for oncoming vehicles, then return to high-beam setting once the vehicle passes

AUTO ON/OFF HEADLIGHTS*

turn on or off automatically depending on outside light levels

DUAL-PROJECTION LED HEADLIGHTS WITH AUTO-LEVELING*

are designed to help illuminate dark roads

LED FRONT FOG LIGHTS*

help you see better in foggy weather



*Optional feature available only on certain trims. See kia.com for details. Simulated images shown for illustration only.



TRADITIONAL LIGHTS
POINT STRAIGHT AHEAD



LOW BEAM ASSIST — DYNAMIC
LIGHTS TURN AS YOUR CAR TURNS

When life throws you a **CURVE** here's how to stay on track

At Kia, the priority is always on improving all aspects of safety. Advanced sensor systems, strategically placed airbags, and breakthroughs in materials and design that have led to stronger body construction are just a few of the ways we never stop working to increase your protection[†]

ELECTRONIC STABILITY CONTROL (ESC)[†]

In difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability

VEHICLE STABILITY MANAGEMENT (VSM)[†]

VSM can intervene to help enhance stability and steering responses when driving on some slippery roads

TRACTION CONTROL SYSTEM (TCS)[†]

When TCS senses wheelspin during acceleration, it uses a combination of engine power and brake force to help transfer power to the wheel that has more traction



INSURANCE INSTITUTE
FOR HIGHWAY SAFETY
FOR 2019 OPTIMA GAS MODEL AND OPTIMA HEV
when equipped with optional Forward
Collision-Avoidance Assist and LED headlights.



NHTSA Overall 5-Star
Crash Safety Rating¹⁶
FOR 2018 OPTIMA GAS MODEL
AND 2018 OPTIMA HEV

ADVANCED AIRBAG SYSTEM¹⁷

Dual front, front seat-mounted side, and full-length side curtain airbags help protect driver and passengers

ADVANCED AIRBAG & SEAT-BELT SENSORS¹⁷

This advanced system monitors the severity of certain impacts and seat-belt use, and then helps to control airbag inflation accordingly

REINFORCED BODY CAGE

A rigid, reinforced body structure helps absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions

[†]No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely. 16, 17 See back cover for endnotes. Inflated airbags shown for illustration only. SX SHOWN



Researching whose powertrain
WARRANTY
comes out on top?

INDUSTRY-LEADING WARRANTY PROGRAM¹⁸

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

KIA 10-YEAR/100,000-MILE

SUBARU	5-YEAR/60,000-MILE
TOYOTA	5-YEAR/60,000-MILE
HONDA	5-YEAR/60,000-MILE
CHRYSLER	5-YEAR/60,000-MILE
FORD	5-YEAR/60,000-MILE
MAZDA	5-YEAR/60,000-MILE
PORSCHE	4-YEAR/50,000-MILE
MERCEDES	4-YEAR/50,000-MILE
BMW	4-YEAR/50,000-MILE
VOLVO	4-YEAR/50,000-MILE
AUDI	4-YEAR/50,000-MILE

OPTIMA PACKAGES

GAS MODEL

LX PREMIUM PACKAGE

UVO link²
 Panoramic sunroof
 Black gloss door trim
 17" alloy wheels
 10-way power-adjustable driver's seat w/2-way power lumbar support
 Overhead LED front & rear reading lamps
 Auto-dimming rearview mirror
 Dual-zone automatic temperature control
 Leather-wrapped steering wheel

S PANORAMIC SUNROOF PACKAGE

Panoramic sunroof
 Black gloss door trim
 Overhead LED front & rear reading lamps

EX PREMIUM PACKAGE

UVO link²
 Premium Navigation⁷
 Harman Kardon[®] 630-watt premium surround-sound system w/10 speakers
 Panoramic sunroof
 Heated steering wheel
 Ventilated front seats
 2-position integrated memory system for driver's seat & outside mirrors
 12-way power-adjustable driver's seat w/4-way power lumbar support
 10-way power-adjustable front passenger's seat w/2-way power lumbar support
 Overhead LED front & rear reading lamps
 Interior ambient lighting

SX LIMITED PACKAGE

18" dark satin finish alloy wheels
 Chrome accent side sills
 Surround-View Monitor⁵
 Heated rear outboard seat cushions
 Nappa leather seat trim
 Silver stitching on door trim & instrument panel
 Rear side-window sunshades
 SXL emblem
 Premium black suede headliner w/pillar covers

HEV MODEL

EX TECHNOLOGY PACKAGE

UVO eServices²
 Premium Navigation⁷ w/8" touch screen
 Harman Kardon[®] 630-watt premium surround-sound system w/10 speakers
 Panoramic sunroof
 17" alloy wheels
 LED headlights w/Low Beam Assist — Dynamic & High Beam Assist
 Heated steering wheel
 Ventilated front seats
 2-position integrated memory system for driver's seat & outside mirrors

12-way power-adjustable driver's seat w/4-way power lumbar support
 10-way power-adjustable front passenger's seat w/2-way power lumbar support
 Auto-dimming rearview mirror
 Overhead LED front & rear reading lamps
 Laminated front-door windows
 Forward Collision Warning⁵
 Forward Collision-Avoidance Assist w/Pedestrian Detection⁵
 Lane Departure Warning⁵
 Smart Cruise Control w/Stop & Go⁵

PHEV MODEL

EX TECHNOLOGY PACKAGE

Panoramic sunroof
 Ventilated front seats
 10-way power-adjustable front passenger's seat w/2-way power lumbar support
 LED headlights w/Low Beam Assist — Dynamic & High Beam Assist
 Overhead LED front & rear reading lamps
 Forward Collision Warning⁵
 Forward Collision-Avoidance Assist w/Pedestrian Detection⁵
 Lane Departure Warning⁵
 Smart Cruise Control w/Stop & Go⁵

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2, 5, 7, 8 See back cover for endnotes.

Choose your PERFECT MATCH



EBONY BLACK
(GAS LX, S, EX, SX)

YOU ARE NOT AFRAID OF THE DARK, NOR OF PLAYING THE PIANO IN FRONT OF A CROWD.



HORIZON BLUE
(GAS LX, S, EX, SX)

YOU HAVE A GIFT FOR SEEING THE BIG PICTURE IN LIFE, AND FOR KEEPING YOUR EYES ON THE PRIZE.



PLATINUM GRAPHITE
(GAS LX, S, EX)

YOU VIEW AN OVERCAST DAY AS AN OPPORTUNITY TO WEAR YOUR FAVORITE SWEATSHIRT.



SANGRIA
(GAS LX, EX)

YOU'RE A FAN OF FESTIVE BEVERAGES AND FLAMENCO DANCING.



PASSION RED TINTCOAT
(GAS S, SX)

YOU CRAVE EXCITEMENT AND SEE LIFE MORE VIVIDLY THAN THE AVERAGE PERSON.



SPARKLING SILVER
(GAS LX, EX, SX)

YOU'VE LEARNED ALL THAT GLITTERS IS NOT GOLD, AND THAT'S THE WAY YOU LIKE IT.



SNOW WHITE PEARL
(GAS LX, S, EX, SX, HEV EX, PHEV EX)

YOU HAVE A PURE HEART AND GENTLE NATURE. YOU LOVE LONG NAPS.



TITANIUM SILVER
(GAS EX)

YOUR STRENGTH OF CHARACTER IS BALANCED BY YOUR FONDNESS FOR SHINY OBJECTS.



GRAVITY BLUE
(HEV EX, PHEV EX)

YOU'RE A REALIST WHO ACCEPTS THE UPS AND DOWNS OF LIFE. ALSO, YOU LOOK REALLY GOOD IN DENIM.



RUNWAY RED
(HEV EX)

YOU HAVE A FLARE FOR STYLE, AND AS A RESULT, FOR TURNING HEADS WHEREVER YOU GO.



ALUMINUM SILVER
(PHEV EX)

ALTHOUGH TWO THINGS MAY LOOK ALIKE, YOU KNOW EACH HAS ITS OWN UNIQUE VALUE.



AURORA BLACK PEARL
(HEV EX, PHEV EX)

YOU'RE A NIGHT PERSON WHO ENJOYS EATING LICORICE WHILE WATCHING FILM NOIR.

Actual colors may vary from printed brochure. See kia.com/optima for interior combinations.