



The Power to Surprise

2018
OPTIMA

OPTIMA

**MADE FOR
[REDEFINING PERFORMANCE]**

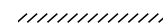
Let your anticipation begin. You're about to discover a whole new form of personalized performance. It begins with an exceptionally rigid chassis and a high-strength steel reinforced body that work in tandem with features like high-performance dampers to deliver agile responsiveness and precision handling. You can choose your preferred level of performance with either the 185-horsepower 2.4 litre GDI engine or the available 245-horsepower turbocharged 2.0 litre GDI engine. It all adds up to a new level of exhilaration. Ready to redefine midsize sedan performance for yourself? Then get into the 2018 Kia Optima.



ALL DIALED IN.



There's no substitute for a totally engaging driving experience. It demands a car that's engineered with a brand of driving that's tailored for the way you drive. Optima answers the call with a choice of two engines, a fuel-efficient 2.4 litre Gasoline Direct Injection (GDI) engine and the available performance-oriented turbocharged 2.0 litre GDI engine. The available Drive Mode Select system invites you to dial up the performance for the open road or emphasize fuel efficiency when on your daily commute by personalizing the shift pattern of the Sportmatic® 6-speed transmission. And an available sport-tuned suspension gives you an even more detailed feel for the road. Getting a feel for what the Optima can offer you?



PERSONALIZED PERFORMANCE
Optima offers you two different performance personalities, between the 185-hp 2.4L GDI and twin-scroll turbocharged 245-hp 2.0L GDI engines. Each delivers its own blend of performance and efficiency. Choose the engine that fits your personal driving style.

DRIVE YOUR WAY
Optima offers you another way to customize performance, with Drive Mode selectable electronic steering and powertrain control that gives you the choice of NORMAL, ECO or SPORT settings.

SMOOTH, PRECISE HANDLING
A refined four-wheel independent suspension features high-performance dampers, front MacPherson struts, and a rear multi-link design for a smooth ride and precise handling. Optima SX and SXL feature a sport-tuned suspension for even greater responsiveness.

SPORTMATIC® TRANSMISSION
A 6-speed Sportmatic® transmission allows you to engage clutch-free manual shifting for a sportier driving experience.

A FRONT-ROW PERFORMANCE.

It isn't only performance that's taken up a notch in the Optima. You'll enjoy the performance from a very upscale vantage point. The seating is strictly first-class, with available black leather with sport-red stitching or quilted Nappa black leather. You'll also appreciate available premium details, such as satin-chrome accents and the use of soft-touch material. Open the available panoramic sunroof and you'll see how Optima makes this bright and spacious interior even more welcoming, while casting a whole new light on performance.



PANORAMIC SUNROOF

The expansive available panoramic sunroof with power sunshade offers more than a commanding view. The sunroof is supported by carbon-fibre-reinforced plastics – helping to reduce weight and lower the Optima's centre of gravity.



REAR SIDE-WINDOW SUNSHADES

Rear-seat passengers can enjoy a cool, pleasant drive, thanks to available rear side-window sunshades.



HEATED AND COOLED FRONT SEATS

Standard heated front seats and available heated rear outboard seat cushions are the perfect antidote for the Canadian cold. You can also enjoy optimal comfort in warm weather with available air-cooled front seats.



HEATED STEERING WHEEL

Available upscale features include a heated steering wheel that is especially appreciated on cold winter days.

UVO[®]

Intelligence[™]

Advanced connected car services have a new name: UVO Intelligence[™]. It connects you to a world of support services that enhance your security, comfort and confidence every time you get behind the wheel of your new Optima.

The UVO Intelligence[™] system includes everything from safety and security services to vehicle diagnostics and remote services, to simplify your everyday life. Better yet, the service is **free for the first five years.**⁹



REMOTE SERVICES

UVO Intelligence[™] puts control in the palm of your hand, allowing you to Start/Stop your car and set the Climate Control remotely from your smartphone. Features you'll greatly appreciate during extreme weather. Other services include: Remote Door Lock/Unlock, Remote Horn/Lights, Remote Vehicle Status Check and Find My Car.⁹



SAFETY AND SECURITY

UVO Intelligence[™] includes a series of safety and security features that assist when you need help. Automatic Collision Notification sends out an emergency call automatically if you're in an accident. Enhanced Roadside Assistance and S.O.S. Emergency Assistance are both available at the touch of a button.



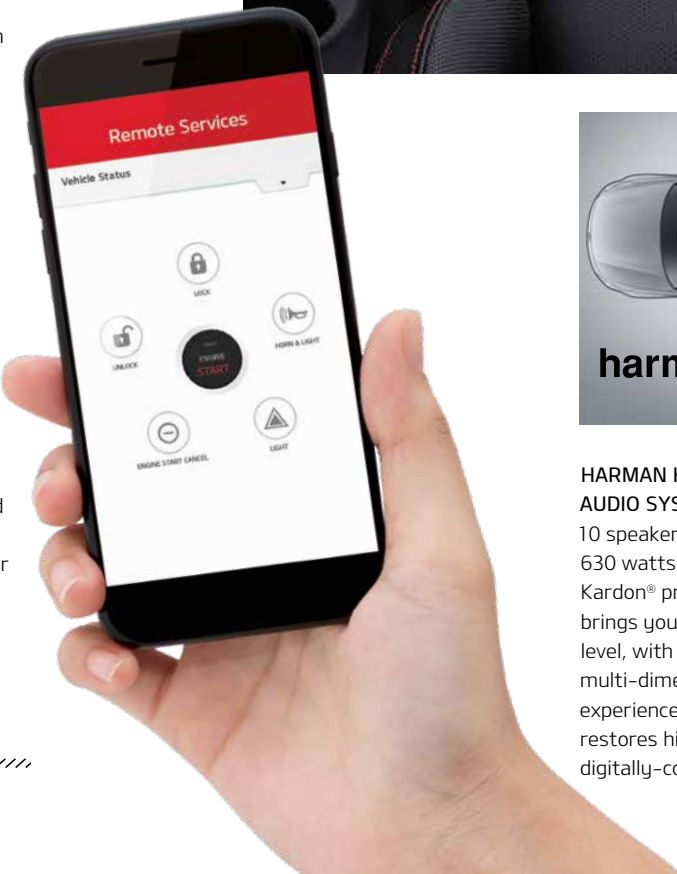
VEHICLE HEALTH

You can keep on top of the status of many of your vehicle's important functions – from your smartphone. Services include: Maintenance Alert, Monthly Vehicle Health Report, Auto Diagnostic Trouble Code Notification, On-Demand Diagnostics – even Driving Information that tracks your driving patterns.



LOCATION-BASED SERVICES

Use the voice-activated Destination Search powered by Google[™] 7.9 to find an address, or points of interest by category, quickly and easily from your driver's seat, allowing you to keep your eyes on the road.



HARMAN KARDON[®] PREMIUM AUDIO SYSTEM⁶
10 speakers. 7.1 active channels. 630 watts. The available Harman Kardon[®] premium audio system brings your music to a whole new level, with QuantumLogic[™] Surround's multi-dimensional, surround sound experience – and Clari-Fi[™] that restores high-fidelity sound to digitally-compressed music files.



SMARTPHONE INTEGRATION
You never go anywhere without your smartphone – or your tunes. Optima offers true smartphone integration through the available Apple CarPlay[®] 3.8 and Android Auto[™] 3.7 systems. They also open a world of other apps that help you get the most out of your music, your phone – and your Optima.



WIRELESS CHARGING
Your Optima helps keep your smartphone³ fully juiced with available built-in wireless charging. Smart and seamless.



SMART RELEASE TRUNK
For maximum convenience with minimal effort, Optima's available Smart Release Trunk opens when you simply stand close to it for three seconds with the available Smart Key in your possession. You can also open the trunk by pressing a button on either the key fob or an interior switch.



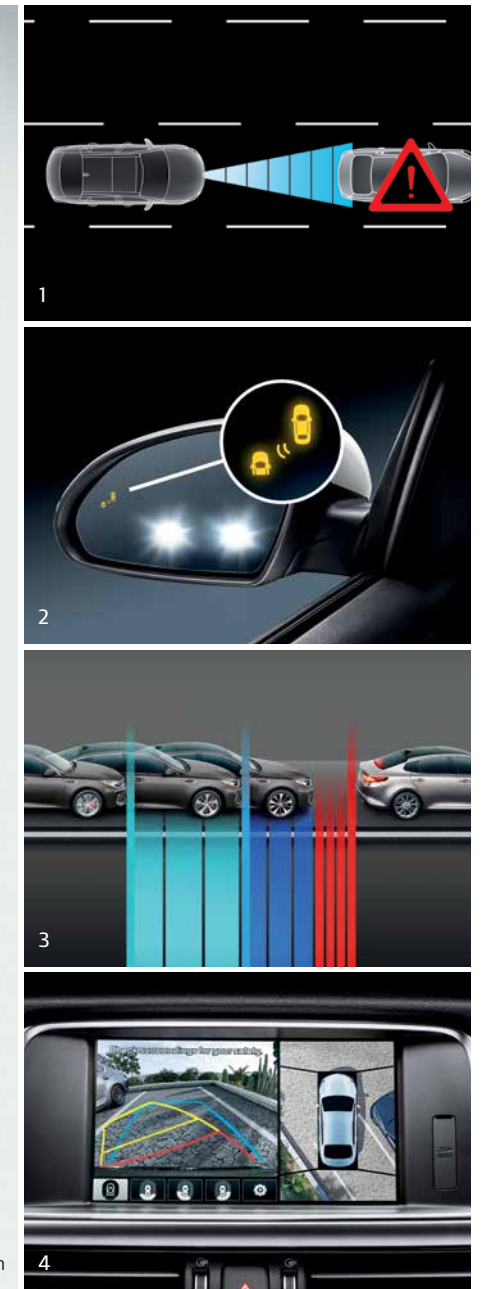
SMART WELCOME
The available Smart Welcome system is activated by the available Smart Key remote. When you get close to your Optima, interior and door-handle lights turn on and the power-folding mirrors unfold automatically.

SAFETY ALL AROUND.

Kia took a smart approach to safety in the engineering of the Optima. Advances in materials, technology and design contribute to your enhanced peace of mind. The greatest leap forward is the use of smart technologies to help act as an extra set of eyes, reacting to potential hazards with a series of systems that automatically respond in tandem with your own safe driving practices. These systems include available autonomous braking¹ that uses cameras and radar to monitor the driving environment and applies the brakes automatically if you are not able to react quickly enough. Just one more way you can take to the road with a new level of confidence.



International model shown



ULTRA-HIGH STRENGTH

The Optima features a uniquely engineered body that is reinforced with ultra-high strength steel. This body structure helps provide crash protection, improved driving dynamics, and is the foundation for an overall quiet ride.

1. ADVANCED SMART CRUISE CONTROL¹

The available Advanced Smart Cruise Control uses radar to maintain a predetermined distance from the vehicle directly ahead, helping to automatically slow or accelerate your Optima when appropriate. Talk about smart.

2. ADVANCED WARNING SYSTEMS¹

Optima offers a series of available radar-based systems that help you see unseen potential hazards around you while driving. A blind-spot detection system with lane departure warning¹ uses visual and audible warnings to make you aware of vehicles driving in your immediate vicinity – or if you are drifting out of your lane. A rear cross-traffic alert¹ warns you of vehicles driving into your path when you are backing out of a parking spot or driveway.

3. AUTONOMOUS EMERGENCY BRAKING SYSTEM¹

Another layer of defence is provided by the available autonomous emergency braking system¹, which utilizes vehicle sensors to monitor the road ahead. If this intelligent system detects that a front collision is imminent, it will automatically intervene and provide full braking assistance, up to a complete stop, if necessary.

4. 360° CAMERA MONITORING SYSTEM¹

The available 360° camera monitoring system¹ uses four cameras to provide a real-time overhead view of your Optima, to ease your manoeuvring in and out of parking spaces.

FEATURES

Exterior	LX	EX	SX	SXL
16" alloy wheels	●	–	–	–
17" alloy wheels	+	●	–	–
18" machine-finished alloy wheels	–	–	●	●
205/65R16 tires	●	–	–	–
215/55R17 tires	+	●	–	–
235/45R18 tires	–	–	●	●
Tire mobility kit	●	●	–	–
Compact spare tire	–	TECH	●	●
Larger front brakes with red calipers	–	–	●	●
High-performance shocks	●	●	●	●
Sport-tuned suspension	–	–	●	●
Automatic headlights	●	●	●	●
Dual projection headlights	–	●	–	–
LED daytime running lights	–	●	●	●
LED dynamic directionally adaptive headlights	–	–	●	●
Headlight escort function	●	●	●	●
LED fog lights	–	–	●	●
LED light bar taillights	–	●	–	–
Sport LED taillights (black accents)	–	–	●	●
Windshield wiper de-icer	●	●	●	●
Heated rear window	●	●	●	●
Rain sensing wipers	–	●	●	●
Sound reducing front side door glass	–	●	●	●
Front obstacle-detecting windows	+	●	●	●
Solar glass	●	●	●	●
Panoramic sunroof with power sunshade	–	TECH	●	●
Body coloured sideview mirrors	●	●	●	●
Heated sideview mirrors	●	●	●	●
LED sideview mirror signal repeaters	●	●	●	●
Automatic power folding sideview mirrors	+	●	●	●
Welcome lighting system	+	●	●	●
Chrome window trim	●	●	●	●
Split-chrome door handles	●	●	●	●
Gloss black door pillars	–	●	●	●
Splash guards	●	●	●	●
Turbo fender garnish	–	–	●	●
Satin chrome Turbo badge	–	–	●	●
SX steering wheel badge	–	–	●	–
SXL steering wheel badge	–	–	–	●
Stainless steel exhaust tip (single)	●	●	–	–
Dual stainless steel exhaust tips	–	–	●	●
Sport front and rear bumpers	–	–	●	●
Rear lip spoiler	–	–	●	●
Satin chrome rear diffuser accent	–	–	●	●

Safety

Dual advanced front airbags	●	●	●	●
Dual side airbags	●	●	●	●
Dual side curtain airbags	●	●	●	●
Driver's side knee airbag	●	●	●	●
Hill-assist control	●	●	●	●
Electronic stability control (ESC)	●	●	●	●
Vehicle stability management (VSM)	●	●	●	●
Rearview camera ¹	+	●	●	●
Blind spot detection ¹	+	●	●	●
Rear cross traffic alert ¹	+	●	●	●
Rear parking sensors ¹	+	●	●	●
360° camera monitoring system ¹	–	–	–	●
Autonomous emergency braking system ¹	–	–	–	●
Automatic high beam assist system ¹	–	–	–	●
Lane departure warning system ¹	–	–	–	●

● = Standard – = Not available + = Plus package TECH = Tech package

Comfort & Convenience	LX	EX	SX	SXL
Air conditioning	●	●	●	●
Cabin air filter	●	●	●	●
Dual-zone fully automatic climate control	–	●	●	●
Rear climate ventilation	–	●	●	●
Illuminated vanity mirror	●	●	●	●
LED interior mood lighting and map lights	–	TECH	●	●
Auto-dimming rearview mirror	+	●	●	●
Glove box illumination	–	●	●	●
Tire pressure monitoring system (tire specific)	–	–	●	●
Low washer fluid lamp	●	●	●	●
4.3-inch Supervision TFT LCD instrument cluster	–	●	●	●
AM/FM/MP3/satellite radio ⁵	●	●	●	●
USB and AUX inputs	●	●	●	●
Bluetooth® hands-free cell phone connectivity ^{2,4}	●	●	●	●
5" Display Audio	+	–	–	–
7" Display Audio	–	●	–	–
8" multimedia interface with navigation ²	–	TECH	●	●
Android Auto™ and Apple CarPlay® smartphone integration ^{3,7,8}	–	●	●	●
UVO Intelligence™ ⁹	–	TECH	●	●
Harman Kardon® Premium 10-speaker audio system with subwoofer ⁶	–	TECH	●	●
7.1-channel external amplifier (630 watt)	–	TECH	●	●
QuantumLogic Surround™ sound technology ⁶	–	TECH	●	●
Clari-Fi™ music restoration technology ⁶	–	TECH	●	●
Wireless phone charger ³	–	TECH	●	●
Tilt and telescopic steering column	●	●	●	●
Power windows	●	●	●	●
Power door locks	●	●	●	●
Keyless entry	●	●	●	●
Smart Key with push-button start	+	●	●	●
Steering wheel mounted paddle shifters	–	–	●	●
Steering wheel mounted cruise control	●	●	●	●
Advanced smart cruise control ¹	–	–	–	●
Drive Mode Select (Eco/Normal/Sport)	●	●	●	●
Electronic parking brake	–	–	●	●
Rear USB & 12V charging port	–	●	●	●
Integrated rear door manual sunshades	–	–	–	●
Smart release trunk	+	●	●	●
Security system and panic function	●	●	●	●
Engine immobilizer	●	●	●	●

Seating & Trim

Cloth seats	●	–	–	–
Leather seats	–	●	●	●
Sport-leather seats with red stitching	–	–	●	–
Dark silver stitched interior trim (replaces sport-red stitching)	–	–	–	●
Premium, quilted Nappa leather seats	–	–	–	●
Height-adjustable front seats	●	●	●	●
Heated front seats	●	●	●	●
Heated rear seats	–	●	●	●
Air-cooled front seats	–	TECH	●	●
Driver seat memory system (including mirrors)	+	●	●	●
2-way adjustable driver's seat power lumbar support	●	–	–	–
12-way power adjustable driver's seat with lumbar support	+	●	●	●
10-way power adjustable passenger seat with lumbar support	–	TECH	●	●
60/40 folding rear seats	●	●	●	●
Heated steering wheel	+	●	●	●
Leather-wrapped steering wheel	●	●	●	●
Leather-wrapped gear shift knob	●	●	●	●
Soft-touch door panels	●	●	●	●
Dark metal interior trim	●	–	–	–
Wood interior trim	–	●	–	–
Aluminum-finish/piano black interior trim	–	–	●	●
Premium black pillar and headliner material	–	–	–	●
Covered front accessory tray	●	●	●	●
Stainless steel sill plates	–	–	●	●
Sport steering wheel (D-shaped)	–	–	●	●

SPECIFICATIONS

Engine	LX & EX	SX & SXL
Type	2.4L, GDI, 4-cylinder, all aluminum	2.0L, T-GDI, 4-cylinder, all aluminum
Valve train	4-valves per cylinder, DOHC, Dual-Cam Variable Valve Timing (D-CVVT), timing chain	4-valves per cylinder, DOHC, Dual-Cam Variable Valve Timing (D-CVVT), timing chain
Horsepower	185 hp @ 6,000 rpm	245 @ 6,000 rpm
Torque	178 lb.ft. @ 4,000 rpm	260 lb.ft. @ 1,350-4,000 rpm
Compression ratio	11.3:1	10.0:1
Intake	Variable intake system (VIS), Electronic throttle control (ETC)	Twin-scroll turbo-charger, Electronic throttle control (ETC)
Recommended Fuel	Regular unleaded	Regular unleaded
Fuel management	Gasoline direct injection (GDI)	Gasoline direct injection (GDI)
Transmission	6-speed Sportmatic automatic	6-speed Sportmatic automatic with paddle shifters

Dimensions, mm (in.)	
Wheelbase	2,805 (110.4)
Length	4,855 (191.1)
Width	1,860 (73.2)
Height	1,465 (57.7)
Head room (front/rear)	1,010 / 960 (39.8/37.8)
Shoulder room (front/rear)	1,475 / 1,432 (58.0/56.4)
Leg room (front/rear)	1,155 / 905 (45.5/35.6)
Hip room (front/rear)	1,423 / 1,422 (56.0/56.0)

Brakes	LX & EX	SX & SXL
Type	4-wheel disc	4-wheel disc
ABS	4-sensor, 4-channel	4-sensor, 4-channel
Front, mm (in.)	304.8 (12)	320 (12.6)
Rear, mm (in.)	284.5 (11.2)	284.5 (11.2)

Body & Chassis	LX & EX	SX & SXL
Layout	Front engine, front wheel drive	Front engine, front wheel drive
Body type	Unibody	Unibody
Front suspension	Independent, MacPherson struts with high performance dampers, coil springs and anti-roll bar	Sport-tuned, independent, MacPherson struts with high performance dampers, coil springs and anti-roll bar
Rear suspension	Independent, multi-link, coil springs, high performance dampers and anti-roll bar	Sport-tuned, independent, multi-link, coil springs, high performance dampers and anti-roll bar
Steering	Column - Motor Driven Power Steering (C-MDPS)	Rack - Motor Driven Power Steering (R-MDPS)

Curb Weight, kg (lb.)

LX, EX	1,460 - 1,525 (3,219 - 3,362)
SX, SXL	1,630 (3,594)

Capacities, L (cu. ft.)

Interior volume	3,417 (120.7)
Passenger volume	2,967 (104.8)
Cargo capacity	450 (15.9)
Fuel tank capacity	70

Fuel Economy,

Highway/City, L/100km	LX	LX+ & EX	SX & SXL
2.4L GDI	6.6/9.3	6.8/9.6	–
2.0L Turbo GDI	–	–	7.6/10.9

1. Please note that your vehicle may not be equipped with all features described. This also applies to safety-related systems and functions. None of the features we describe are intended to replace the driver's responsibility to exercise due care while driving and are not a substitute for safe driving practices. Some features may have technological limitations. For additional information regarding the various features, including their limitations and restrictions, please refer to your vehicle's Owner's Manual. 2. When equipped with Bluetooth® wireless connectivity and the navigation system, French voice commands may be limited. 3. Compatible smartphone required. Data rates may apply, please check with your wireless service provider. For wireless charging, certain smartphones may require a wireless charging-compatible case. 4. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. Bluetooth® technology enabled cellphone required. 5. SiriusXM® satellite radio service includes 3 month trial and is available in the 10 provinces and three territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after three trial months. 6. Harman Kardon® is a registered trademark of Harman International Industries, Incorporated. 7. Google, Google Play, Google Maps, and Android Auto are trademarks of Google Inc. 8. Apple, the Apple logo, CarPlay and iPhone are trademarks of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc. 9. Service is free for the first five years from the day the vehicle was first registered. Monthly subscription may be applicable after the free period. Certain UVO Intelligence functions are only available on specific models. Destination Search is only available on vehicles with a navigation head unit. Please consult your dealer for details. Compatible smartphone required. Data rates may apply, please check with your wireless service provider. 10. The Kia 5-year/100,000-km warranty includes various warranties and roadside assistance. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to kia.ca.

EXTERIOR COLOURS

Snow White Pearl (P)
BC/BL/BLR/BNL



Sparkling Silver (M)
BC/BL



Graphite (M)
BC/BL/BLR



Ebony Black
BC/BL/BLR/BNL



Regency Red (M)
BC/BL/BLR



Lightning Blue (M)
BC/BL/BLR/BNL



Titanium (M)
BC/BL/BLR/BNL



M = Metallic, P = Pearl.

SX not available in Sparkling Silver.

SXL not available in Sparkling Silver, Graphite and Regency Red.

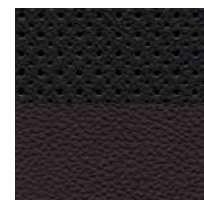
The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

INTERIOR COLOURS

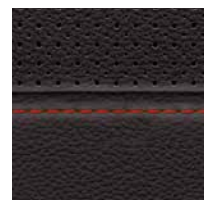
Black cloth (BC)



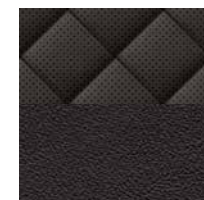
Black leather (BL)



Sport-leather with
red stitching (BLR)



Black Quilted
Nappa Leather (BNL)



WHEELS

16" alloy wheel



17" alloy wheels



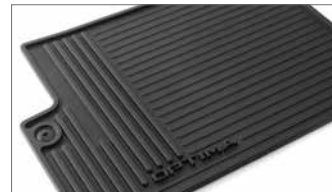
18" machine-finished
alloy wheels



**Genuine Parts
& Accessories**

Kia Accessories are built to the same high standards of quality as your vehicle. That means they fit right, work right, and look great. Talk to your Dealer today or visit kia.ca to explore accessory options for your Kia.

All-weather floor mats



Rear spoiler



Accessory wheels



Sport visors



Roof cargo box - short



* Available accessories may vary. See Dealer for details. Images shown for illustration purposes only.

Delivering world-class quality.



Kia is committed to producing exceptional vehicles with superb quality and reliability to suit your driving needs. From compact to crossover, every Kia delivers an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems.

STUNNING DESIGN

Under the direction of renowned President and Chief Design Officer Peter Schreyer — Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia recognizable at first sight. Today, the lineup consists of vehicles that fill owners, as well as Kia's designers, with pride.

EXTENSIVE RESEARCH AND DEVELOPMENT

Kia's R&D procedures are rigorous and exhaustive. At proving grounds around the world, vehicles undergo unrelenting tests. A world-class wind tunnel provides testing in winds up to 200 km/h. Utilizing heavy-rain-and-snowfall testing chambers and a road simulator, Kia puts its vehicles through punishing tests as part of a commitment to develop exceptionally durable and safe vehicles.



Provo concept

Get the points.



Kia Member Rewards is an exclusive rewards program for Kia customers.

As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia dealer. Those Reward Points can be redeemed for discounts on future purchases — including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.

Kia Member Rewards No-Charge Benefits

- Fuel fill-up with the delivery of your new Kia vehicle
- Local shuttle service
- Multi-point vehicle inspection with every service visit
- Windshield washer fill-up with every paid service

- Windshield wiper installation with wiper purchase
- Preferential rates on car rentals, nationwide
- 24/7 Roadside Assistance for your vehicle under Kia's 5-year/unlimited km warranty or Certified Pre-Owned warranty
- Email notification of exclusive Kia specials and events — a great way to earn Reward Points and save on future purchases

Become a Kia Premium Rewards Member:

Ask your Kia Dealer how you can enjoy even more benefits.

Enroll Today:

Becoming a Kia Rewards Member is easy. See your Kia Dealer today to join. Visit rewards.kia.ca for full terms and conditions.

We've got you covered.



Kia engineers are passionate about producing vehicles that are exceptionally well-designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an outstanding warranty program.

Our outstanding warranty coverage includes:

5-year/100,000 km - Worry-free comprehensive warranty covering virtually the entire vehicle¹⁰

5-year/100,000 km - Powertrain Warranty covering the engine, transmission, axles, differentials and driveshafts¹⁰

5-year/unlimited km - Roadside Assistance covers you in case of mechanical breakdown anywhere in North America¹⁰

1-year/20,000 km - First-year adjustments covering consumable items such as bulbs, wiper blades, fuses, brake pads, etc.¹⁰

8-year/130,000 km - Major Emission Components that guarantee that the car will conform with government emission regulations¹⁰

For more information visit kia.ca or call 1-877-542-2886

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Proud Partner

As the official automotive partner of Special Olympics Canada, Kia Canada is proud to be taking a hands-on role in helping to spread the message of acceptance and inclusion - as well as providing funds and transportation needs to support the daily and competitive sport programs that serve more than 42,000 children, youth and adults with an intellectual disability in communities all across Canada. Please visit SpecialOlympics.ca to learn more about this inspiring movement and how you can volunteer and/or donate to this very special cause.



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