



The Power to Surprise

Fascinating Perfection

OPTIMA



It draws you in...
and wins you over.

A bold shape. Appealing details. A delicate balance. Exciting technologies. And an extended wheelbase for remarkable stability and comfort. The roomy Kia Optima puts refinement into an irresistible package.



A stunning silhouette

Side windows that gracefully stretch beyond the rear doors. A subtly-shaped boot lid that acts as an aerodynamic spoiler. And a choice of sophisticated wheel designs. The Optima is a showstopper in the truest sense of the word.



Even from behind,
it puts its best foot forward.

An arching aerodynamic stance. Prominent rear lamps. Clean, sculpted lines. And handsome tailpipe options. Any way you look at it, the Kia Optima radiates luxury from any angle.



Innovation without the distraction

As modern life becomes increasingly filled with data and mobile devices, the Kia Optima's interior is designed to set a new benchmark for the human-machine interface. The wraparound instrument panel presents you with all the information you need, while at the same time removing clutter and distraction everywhere you look.

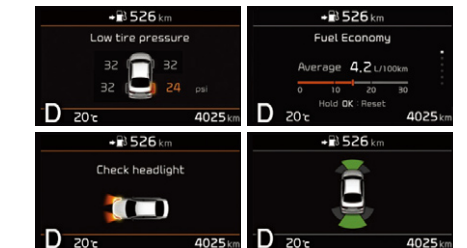
Supervision Cluster with 4.3" TFT-LCD A striking tandem-cylinder supervision cluster with a 4.3" color TFT-LCD provides a customizable set of essential data such as average fuel economy, trip distance, distance to empty and outside temperature. LX models feature a 3.5" mono TFT-LCD.



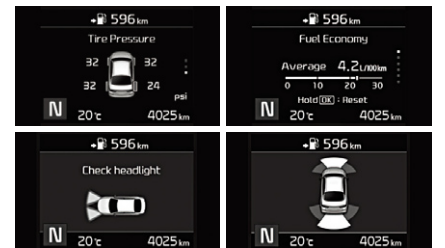
Ambient Lighting

Inside the cabin, you'll notice soft glow spilling gently from the inside panel to front door armrests, adding subtle texture of warmth for comfortable atmosphere. The nighttime driving can never be more enjoyable.

4.3" Color TFT-LCD Trip



3.5" Mono TFT-LCD Trip





Even bigger on the inside

Generous amount of room for your head and leg. An ample front-seat shoulder room. And firm, supportive seats. From the moment you get in, the Optima makes you feel like you've arrived.



Integrated Memory System (IMS)
IMS allows you to individualize seat and side mirror position preferences for two drivers.



Power-adjustable Front Seats
8-way power-adjustable front seats include 4-way driver and 2-way front-passenger lumbar support.

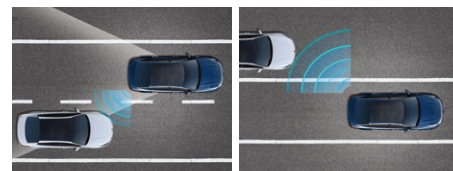


Heated and Ventilated Seats
Heated front and rear seats provide adjustable warmth while ventilated front seat cushions and seat backs provide soothing airflow to keep you cool on hot days.

Stay aware and informed
in any situation.

Using the latest sensing technology and intelligent processing,
the Kia Optima helps you stay aware of your position on the road and
the movement of vehicles around you.

DRIVE
WISE



Blind-Spot Collision Warning (BCW)

BCW uses radar sensors to monitor the blind spot and alert the driver with a warning light on the side mirror if a vehicle is detected. When turn signal is on at the moment, the warning light will blink and an alarm will sound.

Auto Cruise Control (ACC)

For comfort and improved fuel economy, the cruise control system lets you set and maintain a speed above 40 km/h. If you accelerate, it will return to your set speed once you take your foot from the pedal.

Driving Rear-view Monitoring (DRM)

A wide-angle camera mounted discreetly in the trunk lid captures an image of what's behind your vehicle while driving and displays it on the AVN (Display audio) screen, allowing driver to keep an eye on everything.

Low Beam Assist-Dynamic (LBA-D)

The headlamps' swivel angle adapts depending on the vehicle's speed and turning angle to provide enhanced visibility in dark driving conditions. (LED Headlamps only)

Automatic Leveling Device (ALD)

ALD automatically adjusts the vertical aim of the headlamp beams according to vehicle speed and weight load. (LED Headlamps only)

It's not just a car.
It's your eyes and ears.

Modern urban life is more hectic than ever before. The Kia Optima boasts advanced features that give new meaning to safety and convenience so that you can drive with true peace of mind.

DRIVE
WISE



Around View Monitor with Parking Guidance (AVM)

This intuitive system featuring 1M-pixel camera combines four wide-angle images from cameras at the front, rear and sides of the vehicle to give you a comprehensive bird's eye view of the space around the vehicle while parking or moving at speeds below 15 km/h.



Parking Distance Warning-Forward (PDW-F)

This system uses ultrasonic sensors mounted on the front and rear bumpers to warn of any obstacles when maneuvering into tight spaces for safe and confident parking.



Rear Cross-Traffic Collision Warning (RCCW)

Enjoy peace of mind when you make the reverse move out of a parking spot or driveway. Its RCCW system uses radars to detect the presence of cross traffic in the lane your vehicle is entering. If it senses vehicles approaching from either side, it will give you an audible warning until the path is clear for you.



Nu 2.0 MPI
Max. power 154 PS @ 6,200rpm (EURO-3/4/5)
Max. power 157 PS @ 6,200rpm (EURO-2)

Theta 2.4 MPI
Max. power 171 PS @ 6,000rpm (EURO-5)
Max. power 178 PS @ 6,000rpm (EURO-2/3/4)

Gamma 1.6 T-GDi
Max. power 180 ps @ 5,500 rpm (EURO-5)

Theta 2.4 GDi
Max. power 188 ps @ 6,000 rpm (EURO-5)



Amazingly efficient yet powerful when it counts

Smart Shift and Drive

The Smart Mode(DMS) monitors your driving style and switches automatically through Sport, Comfort and Eco modes to provide the optimum balance between performance, fuel economy and smooth operation.

Select from four drive modes for 6-speed automatic and 7-speed dual-clutch transmissions. Comfort, Eco, Sport and Smart settings adjust shift points to fit your preferences for economy and performance.

Lightning-quick reflexes

The chassis of the Optima has been engineered for a smooth ride and responsive handling through the road's twists and turns. Robust front wheel bearings and large dual rear lower control arms help further refine its ride and handling characteristics.

Rack-mounted Motor-Driven Power Steering (R-MDPS)

The innovative rack-mounted motor-driven power steering (R-MDPS) system, available for the 2.0 T-GDi engine, helps achieve a firm, centered feel and unprecedented steering response.



4-wheel Independent Suspension

The 4-wheel independent suspension employs a stabilizer bar and McPherson struts in front and multi-link suspension geometry in the rear, allowing all four wheels to travel in a controlled manner while maximizing stability and ride comfort.

Thanks to smarter use of cutting-edge metals and adhesives at critical points of the vehicle chassis, the Kia Optima surrounds you with a lightweight yet strengthened cage—setting a new standard for occupant safety.

Reinforced Average Body Strength

The steel members of the Optima body are engineered for substantial torsional rigidity, or resistance to twisting forces, so that bumps and jolts in the road are absorbed with precision, while impact forces during a collision are managed in ways that better protect the occupant space.

Hot-stamped Components

The Optima features hot-stamped components in 16 core stress areas on its chassis. The strengthened body structure helps provide improved crash protection and better driving dynamics. It is the foundation of a quieter ride.

Advanced Adhesives

The application of 119 meters of structural adhesive effectively enhances structural rigidity of the vehicle chassis, and minimizes noise, vibration and harshness for your smooth ride.

Advanced materials for your peace of mind



7 Airbags

To help protect occupants and potentially reduce injuries in the event of a collision, the Kia Optima offers driver, front passenger, two front-side, and two side-curtain airbags, as well as a driver's knee airbag.



EX Optional

Introducing the more dashing and outspoken member of the family

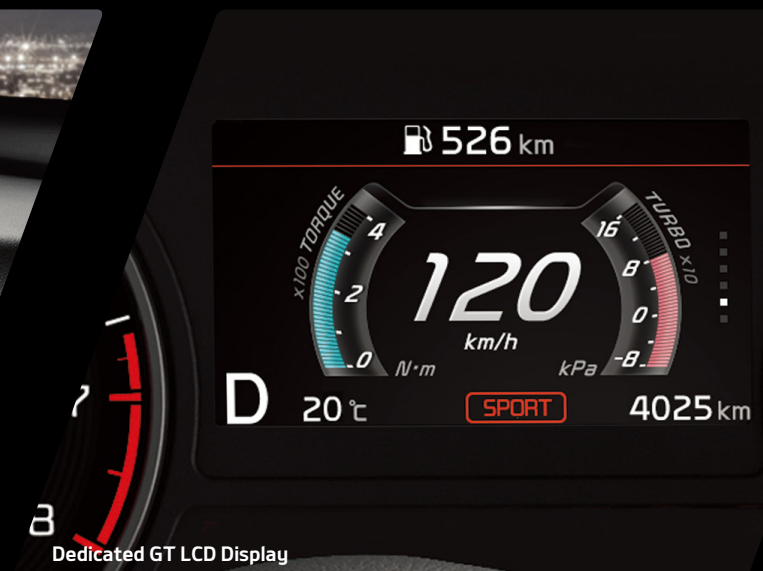
The Optima GT comes with exterior styling cues that distinguish it from its stable mates. Dedicated performance enthusiasts will be drawn to the sport-oriented details evident in the headlamps, grille, air dam and side sills.



Striking details that set an iconic performer apart

GT LINE

From the first glance it's clear that the Optima GT is a different breed. Black high-gloss molding graces the sills below the doors. At the front, a dark gray meshed-type grille between expressively styled LED headlamps, and side intakes on the lower air dam heighten its sporty image. From behind, the exclusive 'GT' emblem announces that it's a serious performer.



Dedicated GT LCD Display



Real Aluminum Floor Console Cover



Black High-gloss Power Window Switch Pads



Black Suede Head Liner



2.0 Turbo GDi Engine (GT only) (Max. power 245ps @ 6,000rpm)

Designed for total immersion in the driving experience

The premium sport styling of the Optima GT and GT Line cockpits keeps the virtuosity of the machinery under the bonnet top of mind. Contoured seats brace the driver and passengers through the turns. Rich colors and materials hint at an immersive, invigorating experience on the road. An exclusive sport steering wheel features paddle shifters for fingertip gear shifts, and red stitching around the cabin sets a drumbeat of anticipation from the moment the seatbelts are fastened.



It's time to get personal

The Kia Optima is packed with standard features while a wide selection of options allow you to make it your very own.



Smart Trunk System

The Kia Optima equipped with the smart key feature boasts the Smart Trunk System which automatically opens the trunk, provided that the key is in the detection area for at least three seconds.



LED Fog Lamps

While effective in poor weather condition, the jewel-like look adds a sense of class.



Projection Fog Lamps

Driving around in poor visibility has never been easier with bright projection fog lamp.



Smart Welcome Lighting System

An array of exterior and interior lights synchronizes with the smart key to provide an inviting welcome to the car.



Rear Diffuser and Exhaust Tail Trim

The dual exhaust pipes and black high-gloss integrated 4-pin diffuser with chrome accent add a hint of the exotic while lowering wind resistance.



Wireless Smartphone Charger

Charge a compatible mobile phone wirelessly on the charging pad at the front of the center console. An orange display indicates charging in progress while green indicates a full charge.



LED Map Lamps

Bright, durable LED map lamps on the overhead console are included on models equipped with the panoramic sunroof.



Panoramic Sunroof

The electrically controlled three-piece panoramic sunroof adds an airy openness to the interior ambience.



Standard 3.8" Mono TFT-LCD Audio

A 3.8" Mono TFT-LCD audio system offers MP3 and portable audio compatibility via available auxiliary and USB charging ports as well as radio control.



Electronic Parking Brake (EPB)

Apply the parking brake simply by pulling a button and without worrying whether it's properly engaged or not.



Heated Steering Wheel

A heated steering wheel makes it easier to grip the wheel firmly on cold days.



Auto De-fog System

A standard auto defogger system clears windows quickly in cold or humid climates.



Paddle Shifters

With paddle shifters at your fingertips, automatic-transmission gear changes are lightning-quick, just like in a racing car.



Auxiliary / USB Connections

Flash drives and other compatible audio devices can be connected via 3.5 mm (analog) and USB ports.



60:40 Split Folding Rear Seats

To accommodate more combinations of passengers and cargo, the rear seatbacks split 60:40 and fold flat for maximum capacity.



Rear Door Sunshade

A retractable, rear-door window sunshade helps passengers and stowed cargo stay cool on sunny days.



Door Courtesy Lamp

Your step into the cabin will be guided with illumination from the edge of the door for easier and safer access in.



Rear Power Outlet

Rear passengers can charge their electrical devices via the USB port and 12V outlet mounted at the back of the rear center console.

Interior colors

A choice of sophisticated interior colors and materials help create a relaxing and luxurious escape from the world outside. The three special color packages stake out new territory among today's family sedans.

Black One-tone Interior



Dark Brown One-tone Interior



Black / Gray Two-tone Interior



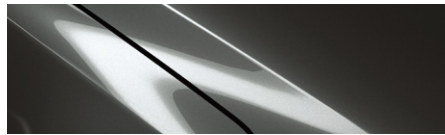
Exterior colors

The Kia Optima is available in a pleasing range of fresh and alluring exterior colors.

Exterior Colors



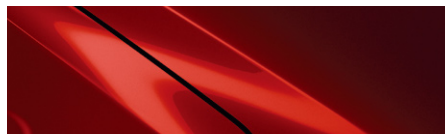
Snow White Pearl [SWP]



Moss Gray [M5G]



Clear White [UD]



Runway Red [CR5]



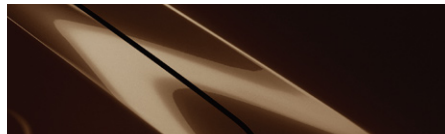
Silky Silver [4SS]



Gravity Blue [B4U]



Aurora Black Pearl [ABP]



Pluto Brown [G4N]



Platinum Graphite [ABT]

Enjoy a wide choice of exterior colors, including one solid, two pearlescent and six metallic options.

Wheels



205/65R 16"
Silver Plastic Cover



205/65R 16"
Dark Metal Alloy Wheel



215/55R 17"
Machine Finished Alloy Wheel



235/45R 18"
Machine Finished Alloy Wheel



235/45R 18"
Machine Finished Alloy Wheel



235/45R 18"
Chrome Sputtering Alloy Wheel

Radiator Grilles



A-type
Mesh Type (GT / GTL)



B-type
Vertical Type (LX / EX)

Lamps



LED Headlamps



LED-Type Rear Combination Lamps



Dual Projection-type Headlamps



Bulb-Type Rear Combination Lamps



Single Projection-type Headlamps

Vehicles in harmony with nature

When you drive a Kia, you're part of a bigger movement to find more eco-friendly ways of preserving the planet we all share.

ECO dynamics

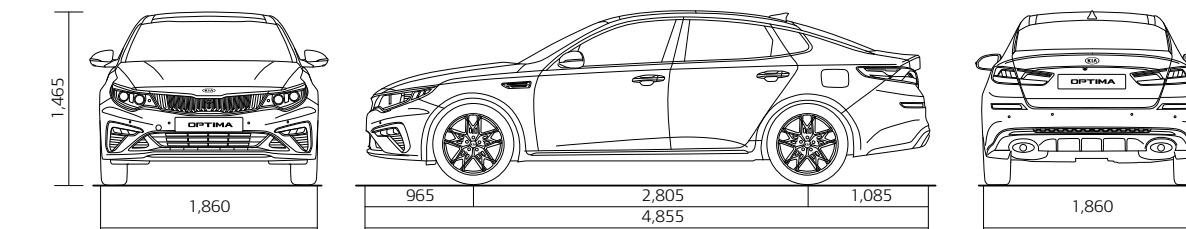
Whether you love getting out into the great outdoors, or simply enjoy living in a more sustainable balance with the ecosystem, you have found a soul-mate in Kia Motors.

Environmental preservation and social responsibility are top priorities at Kia, and we back up our commitment with tangible action. Our EcoDynamics sub-brand, established in 2009, designates the most eco-friendly cars within each Kia model range that showcase our new fuel-stretching and emission-cutting technologies such as hybrid, electric and hydrogen fuel cell power trains.

We are also building a clean production system, raising the resource recovery rate, designing vehicles with the disposal phase in mind, and increasing energy efficiency. Meanwhile, we are adopting more and more environmentally friendly materials in our cars, selected for their composition, biodegradability and bio-inspired technology. For example, to reduce our carbon footprint, we are replacing oil-based materials with plant-based materials wherever possible.

As you can see, we at Kia Motors are committed to finding fundamental solutions to cut energy consumption and combat climate change. If you feel the same way about preserving the environment and ensuring a brighter future for the younger generation, then we have just the vehicle for you.

Dimensions (mm) _ Based on 18" wheels



All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors Corporation makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors Corporation may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown include optional equipment that may not be available in some regions. All video and camera screens shown are simulated. Kia Motors Corporation, by the publication and dissemination of this material, does not create any warranties, either express or implied, to any Kia products. Contact your local Kia dealer for the most current information. © 2018 Kia Motors Corporation. Reproduction of the contents of this material without the permission of Kia Motors Corporation is prohibited.

Overall length	4,855
Overall width	1,860
Overall height	1,465
Wheelbase	2,805
Wheel tread (front / rear)	1,597 / 1,604
Head room (front / rear)	1,020 / 970
Leg room (front / rear)	1,155 / 905
Shoulder room (front / rear)	1,475 / 1,432
Hip room (front / rear)	1,423 / 1,422
Fuel tank capacity (ℓ)	70

The Power to Surprise

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful and dynamic styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical and stylish but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.Kia.com) – a maker of quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US\$45 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.



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