



THE SEEDS OF A MORE SUSTAINABLE WORLD. Optima Hybrid is part of Kia's commitment to sustainability. So is the wildflower seed paper this card is printed on. Plant it and watch it grow!



AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA

Best New Family Car (over \$30,000)

ALL-NEW

OPTIMA

HYBRID



Easy on the Eyes. Easy on the Environment.

The all-new Kia Optima Hybrid is proof that being responsible doesn't have to be boring and that driving enjoyment and exceptional fuel economy really can go hand-in-hand.

Kia's first-ever North American hybrid blends Optima's award-winning design with one of the most advanced hybrid powertrains in the world, giving you outstanding performance and fuel efficiency rated at 5.6 litres/100 km (50 mpg) in the city and 4.9 litres/100 km (58 mpg) on the highway.¹ Inside, Optima Hybrid treats you to a smart, driver-centric cockpit and roomy, five-passenger cabin with all the amenities.



Beautifully Unique. The Optima Hybrid has a look that fits beautifully into the Optima design dynamic while sporting distinctive wheels, unique bodyside mouldings and visually striking LED taillights. It's also distinguished by its active front air dam, featuring a built-in flap that automatically closes at highway speeds to help reduce aerodynamic drag and fuel consumption.

OPTIMA HYBRID FEATURES:

- 6 airbags (advanced dual front, dual front side and dual side curtain)
- 4-wheel ABS disc brakes
- Electronic Stability Control (ESC)
- Traction Control System (TCS)
- Hill Assist Control (HAC)
- 2.4L I4 Atkinson-cycle gasoline engine
- Interior-permanent magnet synchronous electric motor
- Lightweight, high-energy-density lithium polymer battery pack
- Active ECO system
- 6-speed Steptronic automatic transmission
- Electric power-assist steering
- Independent front (MacPherson strut) and rear (multi-link) suspension
- 16" alloy wheels with low rolling resistance tires
- Automatic headlights and front fog lights
- Push-button start with Smart Key keyless entry
- Power heated side mirrors with integrated LED turn signals
- Heated power front seats and lumbar/memory driver's seat
- Enhanced LCD Supervision instrument cluster
- Auto-dimming rearview mirror
- Automatic dual-zone climate control with cabin air filter
- Cooling glove box
- Steering wheel-mounted audio and cruise controls, Active ECO switch
- Leather-wrapped tilt and telescopic steering wheel
- Power locks and windows (front obstacle detecting, express up/down)
- LED taillights
- Rear spoiler
- 6-speaker AM/FM/CD/MP3 stereo with SIRIUS® satellite radio⁴
- Bluetooth® hands-free connectivity⁵
- UVO audio infotainment system powered by Microsoft® with back-up camera³
- USB and AUX input jacks
- Panoramic sunroof
- Heated and ventilated/cooling leather front seats
- Heated leather rear seats
- Heated steering wheel
- Infinity® premium audio system
- Interior mood lighting
- Stainless steel illuminated door scuff plates

OPTIMA HYBRID PREMIUM FEATURES

In addition to or in place of features listed above:

- 17" alloy wheels with low rolling resistance tires
- Xenon high-intensity discharge (HID) headlights
- Rain-sensing windshield
- Automatic defog system



Push-Button Start. The luxury of a keyless push-button ignition switch is standard on Optima Hybrid.



UVO Powered by Microsoft®.

The UVO audio infotainment system delivers hands-free, voice-activated control of your music sources and cell phone.⁵ It also includes a digital jukebox to store your favourite songs.



WE'VE GOT YOU COVERED.

5-year/100,000 km
Worry-free comprehensive warranty*

5-year/100,000 km
Powertrain warranty*

5-year/100,000 km
Extra care roadside assistance*

5-year/unlimited km
Anti-perforation corrosion warranty*

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

¹ Based on Natural Resources Canada's Fuel Consumption Guide. Your actual fuel consumption may vary. ² UVO functionality and image may be different from what is illustrated. Microsoft is a registered trademark of Microsoft Corporation in Canada and/or other countries. Failure to pay attention to travel conditions and vehicle operation while the vehicle is in motion could result in loss of vehicle control. Operate the UVO system, even with voice commands, only when it is safe to do so. ³ Service available in the 10 provinces and 3 territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after 3 trial months. ⁴ Bluetooth®-enabled cell phone required. ⁵ Some restrictions apply. For more information on our Total Care Ownership Coverage, call us at 1-877-542-2886. All information contained herein was accurate and correct at the time of printing. Kia Canada Inc. reserves the right to make changes at any time without notice, and without any obligations as to colours, materials, specifications, features, accessories, packages, models and any applicable programs. Some vehicles shown may include optional equipment or may not be exactly as shown. Kia Canada Inc., by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia dealer or website for further details. SIRIUS logo and related marks are trademarks of SIRIUS Satellite Radio Inc. The Bluetooth word mark and logo are registered trademarks and are owned by Bluetooth SIG, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © Copyright 2011 Kia Canada Inc. Printed in Canada, October 2011.



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