



The Power to Surprise

ALL-NEW 2016

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 all-new, exceptionally rigid chassis that works in tandem with features like high-performance dampers to deliver agile responsiveness and precision handling. You can choose your preferred level of performance with a lineup of three available engines, including an all-new 1.6L ECO Turbo GDI with a new 7-speed, dual-clutch transmission. It all adds up to a new level of exhilaration. Ready to redefine midsize sedan performance for yourself? Then get into the all-new 2016 Kia Optima.

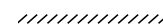
//////////



ALL DIALED IN.



There's no substitute for a totally engaging driving experience. It demands a car that's engineered with a brand of performance that's tailored for the way you drive. The all-new Optima answers the call with a range of three engines, including two available turbos. And the standard Drive Mode Select system invites you to dial up the performance for the open road or emphasize fuel efficiency when on your daily commute. You can also personalize the shift pattern with the 6-speed Sportmatic® automatic transmission. And an available sport-tuned suspension gives you an even more nuanced feel for the road. Getting a feel for what the all-new Optima can offer you?



International model shown



7-SPEED DUAL-CLUTCH TRANSMISSION

The available all-new 1.6L ECO Turbo GDI engine is paired with a new 7-speed dual-clutch transmission (DCT) that optimizes the engine's responsiveness for a sportier feel. The DCT system instantly engages and disengages gears, improving efficiency and acceleration.

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 choose automatic mode with clutch-free manual shifting for a sportier driving experience.

PERSONALIZED PERFORMANCE

Optima offers you three different performance personalities, with a 185-hp 2.4L Gasoline Direct Injection (GDI), an all-new 178-hp ECO Turbo 1.6L GDI and twin-scroll turbocharged 245-hp 2.0L GDI engines. Each delivers a blend of inspiring performance and impressive efficiency. Choose the engine that fits your personal driving style and taste.

A FRONT-ROW PERFORMANCE.

It isn't only performance that's taken up a notch in the all-new 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 leather in black or cabernet. You'll also appreciate 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.

Available heated front seats and 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.

Upscale features include an available heated steering wheel that is especially appreciated on cold winter days.

GO WITH YOUR INTUITION.



Think the styling is captivating? It's just the opening act. The main performance requires your favourite stretch of road. That's where you can engage in a truly intuitive form of performance, with controls ergonomically designed and positioned around you. Take note of the available push-button start and notice how the available power-folding outside mirrors unfold into position automatically, all thanks to available Smart Key. Your control extends to an array of entertainment choices and navigation inputs through the available multimedia interface.^{4,5} Your intuition has taken you this far. Let the 2016 Optima take you even further.



ELECTRONIC PARKING BRAKE.

The available Electronic Parking Brake functions like a conventional handbrake. Its convenient Auto Hold feature prevents the vehicle from rolling when stopped in slow traffic or on an incline.



WIRELESS CHARGING.

The all-new Optima helps keep your smartphone⁶ fully juiced with available built-in wireless charging. Smart and seamless.



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.



MULTIMEDIA INTERFACE.

The available Multimedia Interface with navigation^{4,5} gives you complete control over your entertainment with its 8-inch touchscreen. In addition, standard Bluetooth^{®1,4} connectivity means you'll have a hands-free link to your favourite devices.



HARMAN KARDON[®] PREMIUM AUDIO SYSTEM.⁷

10 speakers. 12 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.

THERE ARE TWO SIDES TO EVERY OPTIMA.



The accepted wisdom used to be that midsize sedans were middle of the road when it came to design. Optima turned that concept on its head with its award-winning design. Now a complete redesign makes an even bolder, yet more refined design statement. Optima LX and EX are distinguished by stylish front and rear fascias and subtle chrome accents. Optima SX and SXL dial up the sportiness to an even higher degree with aggressive front and rear fascias, satin chrome air ducts and a sleek dual exhaust. Regardless of the Optima sedan you choose, get ready to stand out from the rest.



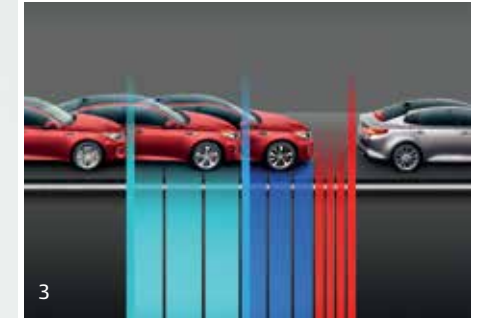
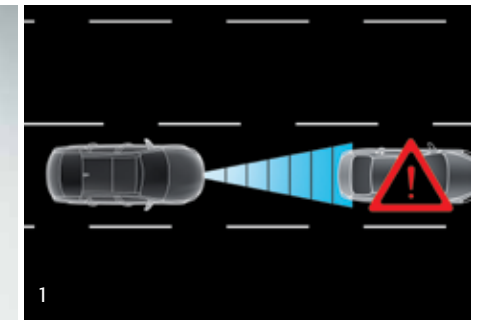
International model shown

SAFETY ALL AROUND.

Kia took a smart approach to safety in the engineering of the all-new Optima. Advances in materials, technology and design contribute to your enhanced peace of mind. The greatest leap forward is the use of smart technology 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 braking³ that uses cameras and radar to monitor the driving environment and applies the brakes automatically if you do not respond quickly enough. Just one more way you can take to the road with a new level of confidence in Optima.



International model shown



ULTRA-HIGH STRENGTH

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



1. ADVANCED SMART CRUISE CONTROL.³

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. BLIND-SPOT DETECTION WITH LANE DEPARTURE WARNING.³

This available radar-based system constantly looks for vehicles in blind spots on either side of the vehicle. If it finds one, a light illuminates in the appropriate side mirror and sounds an audible warning if you have signalled to change lanes.³ The available lane departure warning system is designed to detect your vehicle moving out of its lane without the use of your turn signal. It then alerts you with a combination of audible and visual warnings.³

3. AUTONOMOUS EMERGENCY BRAKING SYSTEM.³

This available system is designed to detect and monitor vehicles traveling ahead of you. It then automatically applies the brakes if it determines a crash is imminent, helping to avoid a collision or mitigate the effects of a collision if it cannot be avoided.

4. 360° CAMERA MONITORING SYSTEM.³

The available 360° camera monitoring system³ uses four cameras to provide a real-time overhead view of your Optima, to ease your manoeuvring in and out of parking spaces.



KIA, DELIVERING ON A PROMISE.

At Kia, we make a promise to everyone who drives our vehicles – a promise to design, engineer and build our vehicles to the most rigorous, world-class standards. This promise guides the development of vehicles that embody Kia's signature style, precision engineering, outstanding performance, innovative features and advanced safety systems. Our dedication to quality and value has been widely recognized – one reason why Kia has been named a Top 100 brand in

Interbrand's Best Global Brands 2015 report. In addition, Kia earned two more prestigious J.D. Power awards, one for "Highest Ranked Midsize SUV in Initial Quality in the U.S." for the 2015 Sorento⁹ and "Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality in the U.S." for the 2015 Soul.⁹ While the accolades are always welcome, our mission extends beyond impressing the industry or media. What makes us most proud is exceeding your expectations of a truly exemplary driving and ownership experience.



GT concept

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.

IMPRESSIVE WARRANTY PROGRAM

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.

TAKING ON THE COMPETITION

The Kia Racing team is dedicated to competing against world-class competition — and winning. That dedication is part of Kia's belief that the knowledge gained in competition can be applied to the entire Kia lineup to provide you with vehicles that perform beyond your expectations. The Kia Racing team includes championship-winning drivers with proven track records. Be sure to look for Kia in the winner's circle at racetracks across North America in the future.



FIFA PARTNER

As the FIFA Official co-Automotive Partner, Kia is proud to help promote soccer globally. As the world's most popular sport, soccer has a special place in the hearts and minds of people in every corner of the planet. Here in Canada, enthusiasm and participation continues to build. And Kia is honoured to be at the centre of the action.

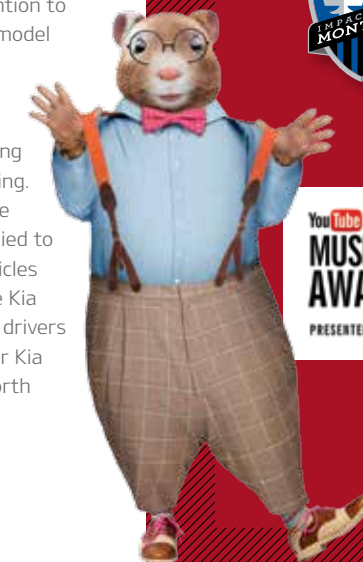


MAJOR LEAGUE SOCCER 2015

Kia is a proud founding partner of all three Canadian MLS teams, sharing a true passion for the game!

YOUTUBE MUSIC AWARDS PRESENTED BY KIA

Kia's relationship with the YouTube Music Awards builds on the special relationship between music and drivers. It is demonstrated by Kia partnering with numerous music events around the globe. It's just one more way that Kia stays in tune with the people who drive their vehicles.



FEATURES AND SPECIFICATIONS

Exterior	LX	EX	SX
16" alloy wheels	●	-	-
16" alloy wheels (grey finish)	ECO-T	-	-
17" alloy wheels	+	●	-
18" machine-finished alloy wheels	-	-	●
205/65R16 tires	●	-	-
205/65R16 tires	ECO-T	-	-
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	-	-	●
Dual projection headlights	ECO-T	●	-
LED daytime running lights	ECO-T	●	●
Dual-function Xenon HID headlights	-	-	●
LED light bar taillights	ECO-T	●	-
Sport LED taillights (black accents)	-	-	●
Windshield wiper de-icer	●	●	●
Heated rear window	●	●	●
Rain sensing wipers	ECO-T	●	●
Sound reducing front side door glass	-	●	●
Front obstacle-detecting windows	+	●	●
Solar glass	●	●	●
Panoramic sunroof with power sunshade	-	●	●
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	-	-	●
Stainless steel exhaust tip (single)	●	●	-
Dual stainless steel exhaust tips	-	-	●
Sport front and rear bumpers	-	-	●
Rear lip spoiler	-	-	●
Satin chrome front air ducts and rear diffuser accent	-	-	●

● = Standard - = Not available + = Plus package TECH = Tech package
ECO-T = ECO Turbo package ○ = SXL package

Safety	LX	EX	SX
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) ³	●	●	●
Rearview camera ³	+	●	●
Blind spot detection ³	-	●	●
Rear cross traffic alert ³	-	●	●
Rear parking sensors ³	-	●	●
360° camera monitoring system ³	-	-	○
Autonomous emergency braking system ³	-	-	○
Automatic high beam assist system ³	-	-	○
Lane departure warning system ³	-	-	○

Seating & Trim

Cloth seats	●	-	-
Leather interior	-	●	●
Sport-leather seats with red stitching	-	-	●
Dark silver stitched interior trim (replaces sport-red stitching)	-	-	○
Premium, quilted Nappa leather interior	-	-	○
Height-adjustable front seats	●	●	●
Heated front seats	+	●	●
Heated rear seats	-	●	●
Air-cooled front seats	-	TECH	●
Driver 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 shift knob	+	●	●
Soft-touch door panels	●	●	●
Dark metal interior trim	●	-	-
Wood interior trim	-	●	-
Aluminum-finish/piano black interior trim	-	-	●
Premium black headliner material	-	-	○
Covered front accessory tray	●	●	●
Stainless steel sill plates	-	-	●
Sport steering wheel (D-shaped)	-	-	●
Sport alloy pedals	-	-	●

Comfort & Convenience	LX	EX	SX
Air conditioning	●	●	●
Cabin air filter	●	●	●
Dual-zone fully automatic climate control	ECO-T	●	●
Rear climate ventilation	ECO-T	●	●
Automatic headlights	●	●	●
Escort headlights	●	●	●
Illuminated vanity mirror	●	●	●
LED interior mood lighting and map lights	-	●	●
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	ECO-T	●	●
AM/FM/CD ² /satellite radio ²	●	●	●
iPod [®] /USB aux inputs ⁵	●	●	●
Bluetooth [®] hands-free cell phone connectivity ^{1,4}	●	●	●
8" multimedia interface with navigation ^{4,5}	-	TECH	●
Harman Kardon [®] Premium 10-speaker audio system with subwoofer ⁷	-	TECH	●
12-channel external amplifier (630 watt)	-	TECH	●
QuantumLogic Surround™ sound technology ⁷	-	TECH	●
Clari-Fi™ music restoration technology ⁷	-	TECH	●
Wireless phone charger ⁶	-	-	●
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	●	●	●
Drive Mode Select (Eco/Normal/Sport)	●	●	●
Electronic parking brake	-	-	●
Rear USB & 12V charging port	ECO-T	●	●
Integrated rear door manual sunshades	-	●	●
Smart release trunk	+	●	●
Security system with break-in alarm and panic function	●	●	●
Engine immobilizer	●	●	●

Engine	LX & EX	LX ECO Turbo	SX
Type	2.4L, GDI, 4-cylinder, all aluminum	1.6L, T-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	4-valves per cylinder, DOHC, Dual-Cam Variable Valve Timing (D-CVVT), timing chain
Horsepower	185 hp @ 6,000 rpm	178 hp @ 5,500 rpm	245 @ 6,000 rpm
Torque	178 lb.ft. @ 4,000 rpm	195 lb.ft. @ 1,500-4,500 rpm	260 lb.ft. @ 1,350-4,000 rpm
Compression ratio	11.3:1	10.0:1	10.0:1
Intake	Variable intake system (VIS), Electronic throttle control (ETC)	Turbo-charger, Electronic throttle control (ETC)	Twin-scroll turbo-charger, Electronic throttle control (ETC)
Recommended Fuel	Regular unleaded	Regular unleaded	Regular unleaded
Fuel management	Gasoline direct injection (GDI)	Gasoline direct injection (GDI)	Gasoline direct injection (GDI)
Transmission	6-speed Sportmatic automatic	7-speed dual-clutch 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

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

Body & Chassis

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

Curb Weight, kg (lb.)

LX, LX+, EX	1,460 - 1,525 (3,219 - 3,362)
LX ECO Turbo	1,463 (3,224)
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

2.4L GDI	6.5/9.4
1.6L ECO Turbo GDI	6.1/8.4
2.0L Turbo GDI	7.4/10.9



Starting with the 2015 model year, Natural Resources Canada in conjunction with the automotive manufacturers, have introduced a new testing procedure that will result in higher fuel consumption ratings that are more representative of everyday driving. Kia Canada is one of the first automotive manufacturers to implement the new testing practice and would like to ensure you fully understand the difference. The new procedure incorporates 3 additional test cycles that account for air conditioner usage, cold temperature operation, and higher speeds with more rapid acceleration and braking. To learn more, please visit: <http://oee.nrcan.gc.ca/fcr-rcf/public/index-e.cfm>

EXTERIOR COLOURS

Sparkling Silver (M)
BC/BL/GL



Regency Red (M)
BC/BL/BLR



Ebony Black
BC/BL/GL/BLR/BNL/CNL



Graphite (M)
BC/BL/GL/BLR



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



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



Titanium (M)
BC/BL/BLR/BNL



Sangria Red (M)
BC/BL/BNL/CNL



M = Metallic, P = Pearl.
SX not available in Sparkling Silver and Sangria Red.
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)



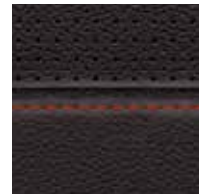
Black Leather (BL)



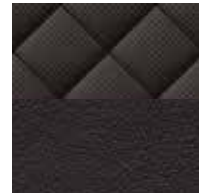
Grey Leather (GL)



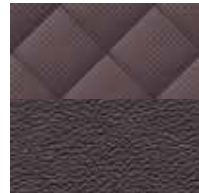
Sport-leather with red stitching (BLR)



Black Quilted Nappa Leather (BNL)



Cabernet Quilted Nappa Leather (CNL)



WHEELS

16" alloy wheels



16" alloy wheels (grey finish)



17" alloy wheels



18" machine-finished alloy wheels



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 include:

- Fuel fill-up with the delivery of your new Kia vehicle

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.



- 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/100,000 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



We've got you covered.

At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with one of the best warranties in the industry.

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/100,000 km – Roadside assistance covers you in case of mechanical breakdown anywhere in North America¹⁰

5-year/unlimited km – Anti-perforation warranty on body sheet metal defects in material/workmanship¹⁰

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

1. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. Bluetooth® technology enabled cellphone required. 2. 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. 3. 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. 4. When equipped with Bluetooth® wireless connectivity and the navigation system, French voice commands may be limited. 5. When equipped with the navigation system, CD player is unavailable. 6. Compatible smartphone required. Certain smartphones may require a wireless charging-compatible case. 7. Harman Kardon® is a registered trademark of Harman International Industries, Incorporated. 8. iPod® is a registered trademark of Apple Inc. 9. The Kia Sorento received the lowest number of problems per 100 vehicles among midsize SUVs in the proprietary J.D. Power U.S. 2015 Initial Quality Study™. Study based on responses from 84,367 U.S. new-vehicle owners, measuring 244 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of U.S. owners surveyed in February-May 2015. Your experiences may vary. Visit jdpower.com. The Kia Soul received the lowest number of problems per 100 vehicles among compact multi-purpose vehicles in the proprietary J.D. Power U.S. 2015 Initial Quality Study™. Study based on responses from 84,367 U.S. new-vehicle owners, measuring 244 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of U.S. owners surveyed in February-May 2015. Your experiences may vary. Visit jdpower.com. 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.

 facebook.com/kiacanada

 twitter.com/kiacanada

 youtube.com/kiacanada

kia.ca



The Power to Surprise

OPTIMA

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. Reproduction of the contents of this material without the expressed written approval of Kia Canada Inc. is prohibited. © Copyright 2015 Kia Canada Inc. Printed in Canada, December 2015.