



The Power to Surprise

ALL NEW 2017

OPTIMA **ECO** hybrid



MADE FOR [MAKING A DIFFERENCE]

The all-new 2017 Kia Optima Hybrid is about to capture your imagination. You'll notice the bold styling cues of the award-winning Optima. The Hybrid takes that look into an even more streamlined direction, with enhanced aerodynamics and stylish available 17-inch alloy wheels. But the defining characteristic of Optima Hybrid is its cutting-edge technology. The new 2.0 litre Gasoline Direct Injection (GDI) engine works in tandem with the newly enhanced electric motor to deliver even greater fuel efficiency and performance.

What does that mean for you? You can drive in style in a highly-responsive midsize sedan that offers elevated levels of comfort and refinement. In a car that does as much for the world around you as it does for you. With otherworldly fuel efficiency, substantially reduced greenhouse gas emissions and a smooth, ultra-quiet ride. No imagination is required – the all-new 2017 Optima Hybrid has arrived.



THE BEST OF BOTH WORLDS

The technology is complex, but the benefits are simple. When driving at low speeds, Optima Hybrid runs in a pure EV electric mode. When more power is required, the new 2.0 litre GDI gasoline engine kicks in. When you need an extra boost to pass or drive uphill, the gasoline engine and electric motor engage simultaneously to maximize power. Together, the engine and motor generate a robust 192 (estimated) horsepower, while significantly increasing fuel efficiency to 6.0 litres/100 km in the city and 5.1 litres/100 km on the highway^{1,2} compared with the previous model.

ONE OF THE MOST ADVANCED POWERTRAINS IN THE WORLD

The 2017 Optima Hybrid features a new 38 kW electric motor integrated with the new gasoline engine. The electric motor and a clutch replace the conventional torque converter for more off-the-line power. And active air flaps behind the front grille optimize engine cooling or aerodynamics, depending on the speed you're driving. Add to that a new smooth-shifting 6-speed Sportmatic[®] automatic transmission that delivers the high level of performance you look for in a premium midsize sedan.

REGENERATIVE BRAKING

You brake. It charges. For 2017, Optima Hybrid has a more potent, yet compact lithium-polymer battery pack. The regenerative braking system helps charge the battery pack when decelerating, using the electric motor to convert kinetic energy from braking to electricity.

YOU CAN LOVE DRIVING AND CARE ABOUT THE PLANET.

You can express your passion for driving while also fulfilling your sense of environmental responsibility. That's the whole concept behind Kia's Eco Dynamics – creating vehicles that are engineered for both performance and sustainability, while compromising neither. The all-new 2017 Optima Hybrid takes the concept to new heights, by enhancing refinement, power and fuel efficiency. You gotta love it.



ACTIVE GRILLE AIR-FLAP

The idea is to maximize engine cooling at low speeds and minimize aerodynamic drag at high speeds. The answer is provided by the active grille air-flap that opens automatically at low speeds and closes when reaching highway speeds.



ENERGY FLOW GAUGE

You can see the integrated and highly advanced Optima Hybrid powertrain at work on the instrument panel's energy flow gauge. It tells you whether your vehicle is operating with only the electric motor, only the gas engine, or a combination of the two. It also shows when the regenerative braking system is capturing energy for the battery. Standard on Hybrid EX models.



DYNAMIC SAFETY SYSTEMS

Optima Hybrid's driving dynamics are supported by a host of available driver assistance systems. The Autonomous emergency braking³ system intervenes automatically, providing full braking assistance if it detects a potential collision with a vehicle in front of you. Also available are Blind spot detection, Advanced smart cruise control, Lane departure warning system and Front collision warning system.³



TECHNOLOGICALLY ENHANCED

In Optima Hybrid, much more than the powertrain is technologically advanced. Technology is also used in Optima Hybrid to advance your comfort and convenience. Available heated and air-cooled front seats, heated rear seats and standard heated steering wheel are complemented by an available 8-inch multimedia interface with voice-activated navigation.⁴



SPORTMATIC® TRANSMISSION

A 6-speed Sportmatic® transmission allows you to choose automatic mode with clutch-free manual shifting for a sportier driving experience. The transmission includes pre-set shift patterns for specific conditions like inclines, inclement weather and performance driving. Yet another unexpected trait of the new Optima Hybrid.



SLEEK STYLING

Optima Hybrid is distinguished by the non-hybrid Optima by enhanced aerodynamic touches to its sculpted bodywork. Even the alloy wheels have been designed with fuel-saving aerodynamics in mind. As with other design features of Optima Hybrid, this is achieved with a striking flair for style.



ITS FORM HELPS YOU FUNCTION.

Everything about Optima Hybrid is dedicated to efficiency of function. That applies to the design and layout of the cockpit. The look is clean and uncluttered. The feel is sporty. And the amenities are refined, with a distinctly upscale character and premium features, such as the standard Smart key system with a push-button start and available 10-speaker Harman/Kardon^{®5} Premium Surround Sound audio system. The high-functioning Optima Hybrid.

ANDROID AUTO^{®6,10}

Google and Optima Hybrid are made for each other, with a Google-themed environment in the Android Auto[®] smartphone integration⁶ system. That's on top of other Google favourites like access to Google Play Music, Google Maps and Google Hangouts messaging. Want more? Visit the Google Play Store to download other great apps and tools to use with your Optima Hybrid.



1



2



3



4

1. PANORAMIC SUNROOF

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

2. CAMERA MONITORING SYSTEM³

The available camera monitoring system utilizes cameras to provide visibility around the vehicle. This helps enhance the driver's view when maneuvering into parking spaces.

3. WIRELESS CHARGING

The all-new Optima Hybrid helps keep your smartphone⁶ fully juiced with available built-in wireless charging. Smart and seamless. And standard Bluetooth^{®7} wireless technology enhances your connectivity.

4. AUTOMATIC CLIMATE CONTROL

Set it and forget it. The automatic climate control enables you to set your cabin temperature and the systems maintains it. Optima Hybrid includes dual-zone controls, allowing the driver and front passenger to select individual settings.

EXTERIOR COLOURS



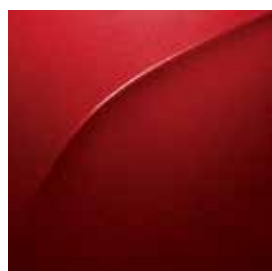
Aurora Black
BC/BL



Snow White Pearl (P)
BC/BL



Graphite (M)
BC/BL



Temptation Red (M)
BC/BL



Ultra Silver (M)
BC/BL



Gravity Blue (M)
BC/BL



INTERIOR COLOURS



Black cloth



Black leather

M = Metallic, P = Pearl, BC = Black cloth, BL = Black leather

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

WHEELS



16" alloy wheels



17" alloy wheels

FEATURES

Exterior	LX	EX	EX Premium
16" alloy wheels	●	–	–
17" alloy wheels	–	●	●
P205/65R16 tires	●	–	–
P215/55R17 tires	–	●	●
Tire mobility kit	●	●	●
Panoramic sunroof	–	●	●
Active grille air shutter	●	●	●
Automatic headlights	●	●	●
Headlight escort function	●	●	●
LED daytime running lights	●	●	●
Full LED headlights	–	–	●
Dynamic headlight levelling system	–	–	●
Adaptive headlight system	–	–	●
Smart high beam assist system	–	–	●
LED light bar taillights	●	●	●
Heated sideview mirrors	●	●	●
LED sideview mirror signal repeaters	●	●	●
Power folding sideview mirrors	●	●	●
Windshield wiper de-icer	●	●	●
Rain sensing wipers	–	●	●
Aero blade wipers	●	●	●
Solar glass	●	●	●
Sound-reducing front side door glass	–	●	●
Chrome door handles	●	●	●
Chrome window trim	●	●	●
Splash guards	●	●	●
Safety			
Dual advanced front airbags	●	●	●
Dual side airbags	●	●	●
Dual side curtain airbags	●	●	●
Driver's side knee airbag	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock braking system (ABS)	●	●	●
Vehicle stability management (VSM)	●	●	●
Electronic stability control (ESC)	●	●	●
Hill assist control (HAC)	●	●	●
Electronic parking brake	–	–	●
Tire pressure monitoring system (tire specific)	–	–	●
Rearview camera ⁹	●	●	●
Camera monitoring system	–	–	●
Rear parking sensors ⁹	–	●	●
Blind-spot detection ⁹	–	●	●
Rear cross traffic alert	–	●	●
Lane departure warning system	–	–	●
Autonomous emergency braking system	–	–	●

Comfort & Convenience	LX	EX	EX Premium
Dual-zone automatic climate control	●	●	●
Cabin air filter	●	●	●
Automatic defog system	–	●	●
Rear climate ventilation	●	●	●
Smart Key with push-button start	●	●	●
Remote keyless entry with panic function	●	●	●
Power door locks and windows	●	●	●
Express up/down front windows	●	●	●
Obstacle-detecting front windows	●	●	●
Integrated rear door sunshades	–	●	●
Tilt and telescopic steering wheel	●	●	●
Heated steering wheel	●	●	●
Steering wheel-mounted audio controls	●	●	●
Steering wheel-mounted cruise control	●	●	●
Smart cruise control	–	–	●
Smart trunk release	●	●	●
Trip computer	●	●	●
Enhanced LCD Supervision instrument cluster	●	●	●
AM/FM/MP3/Satellite ⁹ stereo	●	●	●
6-speaker audio	●	●	–
10-speaker Harman Kardon [®] premium audio system ⁵	–	–	●
Android Auto [®] smartphone integration ^{6,10}	●	●	●
AUX & USB input ports	●	●	●
Bluetooth [®] hands-free cell phone connectivity ⁷	●	●	●
Wireless phone charger ⁶	–	–	●
7" Display Audio	●	●	–
8" multimedia interface with voice-activated navigation ⁸	–	–	●
Auto-dimming rearview mirror	●	●	●
Illuminated vanity mirrors	●	●	●
Stainless steel door scuff plates	–	●	●

Seating & trim

Stain resistant cloth seats	●	–	–
Leather seats	–	●	●
Heated front seats	●	●	●
Heated rear seats	–	–	●
Air-cooled front seats	–	–	●
Height-adjustable front seats	●	●	●
12-way power adjustable driver's seat with 4-way lumbar support	●	●	●
10-way power adjustable passenger seat with 2-way lumbar support	–	–	●
Driver's seat memory function	●	●	●
Leather-wrapped steering wheel	●	●	●
Leather-wrapped gear shift knob	●	●	●
60:40 folding rear seats	–	●	●

● = Standard – = Not Available

SPECIFICATIONS

Engine

Type	Nu 2.0L GDI HEV, permanent magnet synchronous motor
Configuration	Inline 4 cylinder, DOHC
Material	All aluminum
Valve train	4-valves per cylinder chain drive, dual-cam variable valve timing
Horsepower	154 hp @ 6,000 rpm: gasoline; 38 kW @ 1,770-2,000 rpm: electric motor; 192 @ 6,000 rpm: combined performance
Torque	140 @ 5,000 rpm: gasoline. 151.2 @ 0 – 1,770 rpm: electric motor
Fuel system	Gasoline direct injection (GDI)
Fuel management	Hybrid, Drive mode select
Recommended fuel	Regular unleaded
Compression ratio	13:5
Transmission	6-speed Sportmatic automatic

Dimensions, mm (in.)

Wheelbase	2,805 (110)
Length	4,855 (191.1)
Width	1,860 (73.2)
Height	1,460 (57.5)
Head room (front/rear)	1,010/960 (39.8/37.8)
Shoulder room (front/rear)	1,475/1,432 (58.1/56.4)
Leg room (front/rear)	1,155/905 (45.5/35.6)
Hip room (front/rear)	1,423/1,422 (55.9/56)

Brakes

Type	4-wheel disc
ABS	4 sensor, 4 channel
Front (rear)	12.0" disc (11.18" solid disc)

Body & Chassis

Layout	Front engine, front wheel drive
Body type	Unibody
Front suspension	Independent, MacPherson struts with gas absorbers
Rear suspension	Independent, multi-link, gas absorbers
Steering	Electric power steering

Curb Weight, kg (lb.)

Automatic transmission	1,583-1,655 (3,490-3,649)
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Capacities, L (cu. ft.)

Trunk volume	380 (13.4)
Fuel tank capacity, L (imp. gal.)	60 (14)

Fuel Economy, L/100km

Highway/City	5.1 /6.0
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1. Based on Natural Resources Canada's Fuel Consumption Guide for Optima Hybrid base model. Your actual fuel consumption may vary. 2. 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. 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 the navigation system, French voice commands may be limited. 5. Harman Kardon® is a registered trademark of Harman International Industries, Incorporated. 6. 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. 7. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. A compatible Bluetooth wireless technology-enabled cell phone is required to use Bluetooth hands-free wireless technology. 8. When equipped with the navigation system, French voice commands may be limited. 9. 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. 10. Google, Google Play, Google Maps, and Android Auto are trademarks of Google Inc. Google Maps ©2016 Google. 11. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to kia.ca. * International model shown on front cover. Some features may vary. 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 2016 Kia Canada Inc. V 001



SUSTAINABILITY REDEFINED.

ECO dynamics



SINCERE SUSTAINABLE ENGAGING

When Kia Motors launched Eco Dynamics in 2009, it represented a firm commitment to the pursuit of zero emissions driving – and it has come to symbolize Kia's contribution to a sustainable environment around the globe.

There isn't one single path or form of technology that alone can attain that complex goal. That's why Kia has developed a series of different vehicle technologies that not only perform an important service in the area of sustainability, but also deliver on the key performance expectations of its drivers.

The first vehicles in Canada to incorporate the Eco Dynamics philosophy and technologies were the Optima Hybrid and the all-electric Soul EV.

Both of these vehicles are valuable pieces of the puzzle – moving ever closer to the model of sustainable transportation.

The Eco Dynamic initiative extends beyond the technology on board Kia's eco-friendly vehicles. It incorporates a range of efforts aimed at cutting consumption and waste across the entire automotive life cycle through innovative design, production, distribution and disposal strategies.

In this way, Kia is embracing its mission: To shape our future sustainability.

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.

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.

Kia Member Rewards No-Charge Benefits include:

- 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/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 vehicle¹¹

5-year/100,000 km – Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts¹¹

5-year/unlimited km – Roadside assistance covers you in case of mechanical breakdown anywhere in North America¹¹

5-year/unlimited km – Anti-perforation warranty on body sheet metal defects in material/workmanship¹¹

8-year/160,000 km – Hybrid system warranty on designated original components¹¹

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