



The Power to Surprise

ALL-NEW 2017

OPTIMA **ECO** plug-in

OPTIMA
ECO plug-in

MADE FOR [PAVING THE WAY]

It's tomorrow's way forward and it's right in front of you – today. From the name you look to for bold design and dynamic performance – Kia. With a name that has already elevated the standard for mid-size sedans – Optima. And it represents the latest, most advanced example of Kia's passion for leading-edge technology. It's nothing less than a leap forward for you and for Kia. Introducing the all-new 2017 Kia Optima Plug-in Hybrid.

Take notice of its standout styling that first debuted with the redesign of the all-new 2016 Optima Sedan. The Plug-in Hybrid takes that look to an even more streamlined form, with enhanced aerodynamics and stylish 17-inch alloy wheels. But what separates Optima Plug-in Hybrid from the rest of the field is its groundbreaking technology, embodied by the Nu 2.0-litre GDI PHEV engine in tandem with the permanent magnet synchronous motor. If you've never experienced the pure joy of pure electric driving, you're in for a revelation. Think ahead to exhilarating acceleration and an ultra-smooth and quiet ride – all while producing zero emissions in electric mode. Your future is wide open – starting now.



1 ELECTRIC MOTOR. 1 GAS ENGINE. ZERO ANXIETY

The Optima Plug-in Hybrid is engineered for the real world you drive in. That means there's plenty of range in electric mode for your daily commute – up to 47 kilometres (27 miles) using the 50 kW electric motor alone. When your travels take you further afield, the new 2.0-litre GDI gasoline engine kicks in with its 154 horsepower at the ready. The combined gas and electric overall fuel efficiency is a head-turning 2.3 litres equivalent per 100 km. And a full charge can be achieved in less than three hours with a 240V charger.

IN THE RIGHT MODE

The 2017 Optima Plug-in Hybrid can operate in pure electric, pure gasoline and a hybrid mode for longer distance highway driving. There's also a charging mode that helps to recharge the motor's 9.8 kW lithium-ion battery pack while on the go. 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 mid-sized sedan.

REGENERATIVE BRAKING

You brake. It charges. The Optima Plug-in Hybrid uses its Regenerative Braking System to help maintain the battery pack's charge when decelerating, using the electric motor to convert kinetic energy from braking to electricity.

THE PURE JOY OF DRIVING – GUILT-FREE.

You love to drive. You also love this planet. Where does that lead you? Right into the cockpit of the all-new 2017 Optima Plug-in Hybrid. It's part of Kia's Eco Dynamics vision that integrates perfectly with your own vision for driving by developing vehicles that are engineered for both performance and sustainability, while compromising neither. Doing the right thing has never been so satisfying.



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 Plug-in 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.



INTERNATIONAL MODEL SHOWN



DYNAMIC SAFETY SYSTEMS

Optima Plug-in Hybrid's driving dynamics are supported by a host of available driver assistance systems. The Autonomous Emergency Braking¹ 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.¹



TECHNOLOGICALLY ENHANCED

In Optima Plug-in Hybrid, much more than the powertrain is technologically advanced. Technology is also used to advance your comfort and convenience. Standard heated front seats, heated rear seats and heated steering wheel are complemented by an 8-inch multimedia interface with voice-activated navigation.⁵



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 Plug-in Hybrid.



SLEEK STYLING

Optima Plug-in Hybrid is also distinguished by the 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 Plug-in Hybrid, this is achieved with a striking flair for style.



THE NEXT GEN COCKPIT.

Just as the technology in Optima Plug-in Hybrid's powertrain sets the pace, so does the advanced design and engineering incorporated into the cockpit. The look is clean and uncluttered. The feel is sporty. And the amenities are refined, with a distinctly upscale character and premium standard features, such as the standard Smart-key system with a push-button start and Harman/Kardon^{®2} QuantumLogic™ 9-speaker Surround Sound audio system. Next gen features and style inside the first gen Optima Plug-in Hybrid.

ANDROID AUTO^{®3,7}

Google and Optima Plug-in Hybrid are made for each other, with a Google-themed environment in the Android Auto[®] smartphone integration 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 Plug-in Hybrid.



1



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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 SYSTEM¹

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 Plug-in Hybrid helps keep your smartphone³ fully juiced with built-in wireless charging. Smart and seamless. And Bluetooth^{®4} 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 Plug-in Hybrid includes dual-zone controls, allowing the driver and front passenger to select individual settings.

EXTERIOR COLOURS



Aurora Black



Snow White Pearl (P)



Graphite (M)



Temptation Red (M)



Ultra Silver (M)



Gravity Blue (M)

INTERIOR COLOURS



Black leather

M = Metallic, P = Pearl

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

WHEELS



17" alloy wheels



FEATURES



Exterior	EX	EX Premium
17" alloy wheels	●	●
P215/55R17 tires	●	●
Tire mobility kit	●	●
Panoramic sunroof	–	●
Active grille air shutter	●	●
Automatic headlights	●	●
Headlight escort function	●	●
LED daytime running lights	●	●
LED headlights (auto-leveling)	●	●
Dynamic bending headlights	●	●
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	●	●
Satin chrome door handles	●	●
Satin 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 ¹	●	●
Camera monitoring system ¹	●	●
Rear parking sensors ¹	●	●
Blind-spot detection ¹	●	●
Rear cross traffic alert ¹	●	●
Lane departure warning system ¹	●	●
Autonomous emergency braking system ¹	●	●

Comfort & Convenience	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	●	●
Auto 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/HD Radio/Satellite ⁶ stereo	●	●
9-speaker Harman Kardon [®] premium audio system ²	●	●
Android Auto [®] smartphone integration ^{3,7}	●	●
AUX & USB input ports	●	●
12V power outlet	●	●
Bluetooth [®] hands-free cell phone connectivity ⁴	●	●
Wireless phone charger ³	●	●
8" multimedia interface with voice-activated navigation ⁵	●	●
Auto-dimming rearview mirror	●	●
Illuminated vanity mirrors	●	●
Sunglass holder	●	●
Stainless steel door scuff plates	●	●
Seating & trim		
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	●	●

● = 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; 50 kW @ 2,330-3,300 rpm: electric motor; 202 @ 6,000 rpm: combined performance
Torque	140 @ 5,000 rpm: gasoline. 276 @ 2,330 rpm: combined
Fuel system	Gasoline direct injection (GDI)
Fuel management	Hybrid, Active ECO
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	1,720-1,775 (3,791-3,913)
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Capacities, L (cu. ft.)

Trunk volume	280 (9.9)
Fuel tank capacity, L (imp. gal.)	55 (12)

Fuel Economy, L/100km

Highway/City	2.3L/100km (combined gasoline and electric) 5.9L/100km (gasoline only)
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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. Harman Kardon® is a registered trademark of Harman International Industries, Incorporated. 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. A compatible Bluetooth wireless technology-enabled cell phone is required to use Bluetooth hands-free wireless technology. 5. When equipped with the navigation system, French voice commands may be limited. 6. 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. 7. Google, Google Play, Google Maps, and Android Auto are trademarks of Google Inc. Google Maps ©2016 Google. 8. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to kia.ca. 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.

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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 Dynamics 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.

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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

5
YEAR
100,000 KM
WARRANTY

We've got you covered.

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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 vehicle⁸

5-year/100,000 km – Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts⁸

5-year/unlimited km – Roadside assistance covers you in case of mechanical breakdown anywhere in North America⁸

5-year/unlimited km – Anti-perforation warranty on body sheet metal defects in material/workmanship⁸

8-year/160,000 km – Hybrid system warranty on designated original components⁸

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