



The Power to Surprise

2018

OPTIMA

ECO hybrid

ECO plug-in

OPTIMA

ECO hybrid ECO plug-in

MADE FOR [MAKING A DIFFERENCE]

The 2018 Kia Optima Hybrid and Optima Plug-in Hybrid will 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 is their cutting-edge technology. The 2.0 litre Gasoline Direct Injection (GDI) engine works in tandem with the electric motor to deliver fuel efficient 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, all in a car that does as much for the world around you as it does for you. With exceptional fuel efficiency, substantially reduced greenhouse gas emissions and a smooth, ultra-quiet ride, no imagination is required – the 2018 Optima Hybrid and Plug-in Hybrid have arrived.



DYNAMIC SAFETY SYSTEMS

Optima 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 a Camera monitoring system.¹

TECHNOLOGICALLY ENHANCED

The Optima Hybrid's powertrain technology is just the beginning of its advancements. Technology is also used in Optima Hybrid to enhance your comfort and convenience. Standard heated front seats, heated steering wheel and available heated rear seats and air-cooled front seats are complemented by an available 8-inch multimedia interface with navigation.²

SPORTMATIC® TRANSMISSION

A 6-speed Sportmatic® automatic transmission provides smooth, virtually seamless shifting. It allows you to choose fully automatic mode or, for a sportier driving experience, clutch-free manual shifting.

SLEEK STYLING

Optima Hybrid is distinguished from 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 the Optima Hybrid, this is achieved with a striking flair for style.

ENERGY WISE

Optima Hybrid (HEV) and Plug-in Hybrid (PHEV) feature cutting-edge engineering that allows both the gasoline engine and electric motor to simultaneously provide power directly to the wheels for optimum efficiency and superb performance. The PHEV also allows you to choose all-electric operation on demand, and plug right into a household outlet to conveniently recharge the lithium polymer battery that powers the electric motor.



EFFICIENT ELECTRIC MOTOR

The HEV and PHEV use an electric motor — called a Transmission Mounted Electrical Device (TMED) — to power them in all-electric mode. The motor works in combination with the gasoline engine to provide the ideal amount of power from both. The HEV uses a 38 kW motor and the PHEV features a 50 kW motor.



OPTIMA HYBRID



OPTIMA PLUG-IN HYBRID



REAL-TIME INFORMATION

A display lets you see when your vehicle is operating with either the electric motor, the gas engine, or both. It also tracks the status of the regenerative battery-charging system.



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.



PLUG-IN CHARGING

The PHEV's high-capacity battery system recharges in less than three hours with a 240V power outlet, and less than nine hours using a standard household electrical outlet so you can recharge it overnight.

THE BEST OF BOTH WORLDS

The technology is complex, but the benefits are simple. When driving at low speeds, Optima HEV and PHEV can run in pure electric mode. When more power is required, the 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.

ONE OF THE MOST ADVANCED POWERTRAINS IN THE WORLD

The 2018 Optima HEV uses a 38 kW electric motor, while the Optima PHEV features a 50 kW motor, integrated with the gasoline engine. The electric motor and a clutch replace the conventional torque converter for more off-the-line power. Add to that a 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. The 2018 Optima HEV and PHEV have potent, yet compact lithium-polymer battery packs. The regenerative braking system helps charge the battery pack when decelerating, using the electric motor to convert kinetic energy from braking to electricity.



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 9-speaker Harman Kardon^{®3} Premium audio system.

SMARTPHONE INTEGRATION

You never go anywhere without your smartphone – or your tunes. Optima Hybrid offers true smartphone integration through Apple CarPlay^{® 4,8} and Android Auto^{™4,7}. They also open a world of other apps that help you get the most out of your music, your phone – and your Optima Hybrid.

1. PANORAMIC SUNROOF

The available expansive panoramic sunroof 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.

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 manoeuvring into parking spaces.

3. WIRELESS CHARGING

The Optima Hybrid helps keep your smartphone fully juiced with available built-in wireless charging. Smart and seamless.⁴

4. AUTOMATIC CLIMATE CONTROL

The automatic climate control enables you to set your cabin temperature and the system maintains it. Optima Hybrid includes dual-zone controls, allowing the driver and front passenger to individually select their own settings.



1



2



3



4

EXTERIOR COLOURS

Snow White Pearl (P)
BC/BL



Ultra Silver (M)
BC/BL



Aurora Black
BC/BL



Graphite (M)
BC/BL



Gravity Blue (M)
BC/BL



Temptation Red (M)
BC/BL



Optima Hybrid (HEV)

LX						
EX						
EX Premium						

Optima Plug-in Hybrid (PHEV)

EX						
EX Premium						

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.

INTERIOR COLOURS



Black cloth



Black leather

WHEELS



16" alloy wheels



17" alloy wheels

FEATURES

	Optima Hybrid (HEV)			Optima Plug-in Hybrid (PHEV)		Optima Hybrid (HEV)			Optima Plug-in Hybrid (PHEV)		
	LX	EX	EX Premium	EX	EX Premium	LX	EX	EX Premium	EX	EX Premium	
Exterior											
16" alloy wheels	●	–	–	–	–	Dual-zone automatic climate control	●	●	●	●	●
17" alloy wheels	–	●	●	●	●	Cabin air filter	●	●	●	●	●
P205/65R16 tires	●	–	–	–	–	Automatic defog system	–	●	●	●	●
P215/55R17 tires	–	●	●	●	●	Rear climate ventilation	●	●	●	●	●
Tire mobility kit	●	●	●	●	●	Smart Key with push-button start	●	●	●	●	●
Panoramic sunroof	–	●	●	–	●	Power door locks and windows	●	●	●	●	●
Active grille air shutter	●	●	●	●	●	Express up/down front windows	●	●	●	●	●
Automatic headlights	●	●	●	●	●	Obstacle-detecting front windows	●	●	●	●	●
Headlight escort function	●	●	●	●	●	Integrated rear door sunshades	–	●	●	●	●
LED daytime running lights	●	●	●	●	●	Tilt and telescopic steering wheel	●	●	●	●	●
Full LED headlights	–	–	●	●	●	Heated steering wheel	●	●	●	●	●
Dynamic headlight levelling system	–	–	●	●	●	Steering wheel-mounted audio controls	●	●	●	●	●
Dynamic bending headlights	–	–	●	●	●	Steering wheel-mounted cruise control	●	●	●	●	●
Smart high beam assist system	–	–	●	●	●	Smart cruise control	–	–	●	●	●
LED light bar taillights	●	●	●	●	●	Smart release trunk	●	●	●	●	●
Heated sideview mirrors	●	●	●	●	●	Trip computer	●	●	●	●	●
LED sideview mirror signal repeaters	●	●	●	●	●	Enhanced LCD Supervision instrument cluster	●	●	●	●	●
Power folding sideview mirrors	●	●	●	●	●	AM/FM/MP3/satellite ⁵ radio	●	●	–	–	–
Windshield wiper de-icer	●	●	●	●	●	AM/FM/MP3/HD satellite ⁵ radio	–	–	●	●	●
Rain sensing wipers	–	●	●	●	●	6-speaker audio	●	●	–	–	–
Aero blade wipers	●	●	●	●	●	9-speaker Harman Kardon [®] premium audio system ³	–	–	●	●	●
Solar glass	●	●	●	●	●	Android Auto™ and Apple CarPlay [®] smartphone integration ^{4,7,8}	●	●	●	●	●
Sound-reducing front side door glass	–	●	●	●	●	AUX & USB input ports	●	●	●	●	●
Chrome door handles	●	●	●	–	–	Bluetooth [®] hands-free cell phone connectivity ⁵	●	●	●	●	●
Satin chrome door handles	–	–	–	●	●	Wireless phone charger ⁴	–	–	●	●	●
Chrome window trim	●	●	●	–	–	7" Display Audio	●	●	–	–	–
Satin chrome window trim	–	–	–	●	●	8" multimedia interface with navigation ²	–	–	●	●	●
Splash guards	●	●	●	●	●	Auto-dimming rearview mirror	●	●	●	●	●
						Illuminated vanity mirrors	●	●	●	●	●
						Sunglass holder	●	●	●	●	●
						Stainless steel door scuff plates	–	●	●	●	●
Safety											
Dual advanced front airbags	●	●	●	●	●	Seating & trim					
Dual side airbags	●	●	●	●	●	Stain resistant cloth seats	●	–	–	–	–
Dual side curtain airbags	●	●	●	●	●	Leather seats	–	●	●	●	●
Driver's side knee airbag	●	●	●	●	●	Heated front seats	●	●	●	●	●
4-wheel disc brakes	●	●	●	●	●	Heated rear seats	–	–	●	●	●
4-wheel anti-lock braking system (ABS)	●	●	●	●	●	Air-cooled front seats	–	–	●	–	●
Vehicle stability management (VSM)	●	●	●	●	●	Height-adjustable front seats	●	●	●	●	●
Electronic stability control (ESC)	●	●	●	●	●	12-way power adjustable driver's seat with 4-way lumbar support	●	●	●	●	●
Hill assist control (HAC)	●	●	●	●	●	10-way power adjustable passenger seat with 2-way lumbar support	–	–	●	–	●
Electronic parking brake	–	–	●	●	●	Driver's seat memory function	●	●	●	●	●
Tire pressure monitoring system	–	–	●	●	●	Leather-wrapped steering wheel	●	●	●	●	●
Rearview camera ¹	●	●	●	●	●	Leather-wrapped gear shift knob	●	●	●	●	●
Camera monitoring system ¹	–	–	●	●	●	60:40 folding rear seats	–	●	●	–	–
Rear parking sensors ¹	–	●	●	●	●						
Blind-spot detection ¹	–	●	●	●	●						
Rear cross traffic alert ¹	–	●	●	●	●						
Lane departure warning system ¹	–	–	●	●	●						
Autonomous emergency braking system ¹	–	–	●	●	●						

● = Standard – = Not Available

SPECIFICATIONS

Engine	Optima Hybrid (HEV)	Optima Plug-in Hybrid (PHEV)
Type	Nu 2.0L GDI HEV, permanent magnet synchronous motor	Nu 2.0L GDI HEV, permanent magnet synchronous motor
Configuration	Inline 4 cylinder, DOHC	Inline 4 cylinder, DOHC
Material	All aluminum	All aluminum
Valve train	4-valves per cylinder chain drive, dual-cam variable valve timing	4-valves per cylinder chain drive, dual-cam variable valve timing
Horsepower	154 hp @ 6,000 rpm: gasoline; 50 hp @ 1,770-2,000 rpm: electric motor; 192 hp @ 6,000 rpm: combined performance	154 hp @ 6,000 rpm: gasoline; 67 hp @ 2,330-3,300 rpm: electric motor; 202 hp @ 6,000 rpm: combined performance
Torque	140 @ 5,000 rpm: gasoline. 271 @ 1,770 rpm: combined	140 @ 5,000 rpm: gasoline. 276 @ 2,330 rpm: combined
Fuel system	Gasoline direct injection (GDI)	Gasoline direct injection (GDI)
Fuel management	Hybrid, Drive mode select	Hybrid, Active ECO
Recommended fuel	Regular unleaded	Regular unleaded
Compression ratio	13:5	13:5
Transmission	6-speed Sportmatic automatic	6-speed Sportmatic automatic

Battery Performance

Battery	1.76 kWh (270V / 6.5 Ah)	9.8 kWh (360V / 27.2 Ah)
Chemistry	Lithium Ion Polymer	Lithium Ion Polymer
Onboard charger	-	3.3 kW
Recharge time	-	AC level two <3 hrs

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 (11.2" 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.)	Optima Hybrid (HEV)	Optima Plug-in Hybrid (PHEV)
All trims	1,583-1,655 (3,490-3,649)	1,720-1,775 (3,791-3,913)

Capacities, L (cu. ft.)	Optima Hybrid (HEV)	Optima Plug-in Hybrid (PHEV)
Trunk volume	380 (13.4)	280 (9.9)
Fuel tank capacity, L (imp. gal.)	60 (14)	55 (12)

Fuel Economy

Please visit kia.ca for the latest fuel economy figures.

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. When equipped with the navigation system, French voice commands may be limited. 3. Harman Kardon® is a registered trademark of Harman International Industries, Incorporated. 4. 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. 5. 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. 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. 8. Apple, the Apple logo, CarPlay and iPhone are trademarks of Apple Inc., registered in the US and other countries. App Store is a service mark of Apple Inc. 9. 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.

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SUSTAINABILITY REDEFINED.



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.



We've got you covered.

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.

Our outstanding warranty coverage includes:

- 5-year/100,000 km - Worry-free comprehensive warranty covering virtually the entire vehicle⁹
- 5-year/100,000 km - Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts⁹
- 5-year/unlimited km - Roadside assistance covers you in case of mechanical breakdown anywhere in North America⁹
- 5-year/unlimited km - Anti-perforation warranty on body sheet metal defects in material/workmanship⁹
- 8-year/160,000 km - Hybrid system warranty on designated original components⁹

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



Proud Partner

As the official automotive partner of Special Olympics Canada, Kia Canada is proud to be taking a hands-on role in helping to spread the message of acceptance and inclusion - as well as providing funds and transportation needs to support the daily and competitive sport programs that serve more than 42,000 children, youth and adults with an intellectual disability in communities all across Canada. Please visit SpecialOlympics.ca to learn more about this inspiring movement and how you can volunteer and/or donate to this very special cause.



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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

- 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/unlimited 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

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Enroll Today:

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