

2019 | GUIDEBOOK SERIES

# OPTIMA HYBRIDS

A simple guide to help you decide



The Power to Surprise

ECO hybrid

ECO plug-in



Leave your friends  
**GREEN  
WITH ENVY**

Drive in style in a highly-responsive midsize sedan that offers elevated levels of comfort and refinement, and 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.

**EFFICIENT ELECTRIC MOTOR**

works in tandem with the gasoline engine to deliver the ideal amount of power from both

**ACTIVE GRILLE AIR-FLAP**

opens automatically at low speeds to maximize engine cooling

**REGENERATIVE BRAKING**

converts energy to electricity and helps charge the battery pack when decelerating

**PLUG-IN CHARGING\***

lets you recharge the PHEV's battery system in as little as three hours

\*Plug-in charging only applies to Optima Plug-in Hybrid models.



Helping you  
**REMAIN  
CENTRED**  
amid the chaos of life

Vehicles in your blind spot, changing lanes in traffic and unintentional drifting are just a few of the hazards that are part of everyday driving. Thankfully, these advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.

\*Available feature. See features page or visit [kia.ca](http://kia.ca) for full details.



**ADVANCED SMART  
CRUISE CONTROL\*<sup>1</sup>**

maintains a safe distance from vehicles in front by automatically adjusting acceleration and braking – even in stop and go traffic

**LANE DEPARTURE  
WARNING SYSTEM\*<sup>1</sup>**

monitors lane markings and alerts if you deviate from your lane without signalling

**BLIND SPOT  
DETECTION SYSTEM\*<sup>1</sup>**

uses radar to detect vehicles in your blind spot and can give visual and audible alerts to help you avoid hazardous lane changes

# Safety covered from **EVERY ANGLE**

The hybrid Optimas help you with features that can alert you to potential hazards that are behind and in front of you — as well as those heading your way.

## **CAMERA MONITORING SYSTEM\*<sup>1</sup>**

uses cameras to provide a real-time overhead view to ease your manoeuvring in and out of parking spaces

## **REAR CROSS TRAFFIC ALERT\*<sup>1</sup>**

gives you visual and audible alerts to help warn of traffic coming toward you from either side while backing up

## **REAR PARKING SENSORS\*<sup>1</sup>**

give you audible alerts when you're getting too close to obstacles while parking

\*Available feature. See features page or visit [kia.ca](http://kia.ca) for full details.





Always stay  
**CONNECTED**  
through your  
favourite device

Use Apple CarPlay® and Android Auto™ smartphone voice commands to send and receive messages, navigate to your destination and control your music.<sup>2,6,7</sup>

"Send a text message"

"Play my music"

"Remind me to pickup groceries"

"Find the nearest coffee shop"

"Read text messages"

"Call home"





# Take command and **CONTROL**

You're invited to experience a more connected form of driving with features that make your life on the road more comfortable and convenient.

**8" MULTIMEDIA INTERFACE\***<sup>3</sup>  
with integrated touch screen navigation

**HARMAN KARDON PREMIUM AUDIO\***<sup>8</sup>  
delivers crystal clear and balanced sound through 9 speakers

**WIRELESS CHARGING\***<sup>2</sup>  
keeps your smartphone fully charged while you're on the road

**SMART KEY**  
lets you unlock and start your vehicle with your key in your pocket

**REAL-TIME HYBRID INFORMATION**  
lets you see if you are in electric motor or gas engine mode, and tracks the status of the regenerative charging system

\*Available feature. See features page or visit [kia.ca](http://kia.ca) for full details. International model shown.



**LEATHER SEATS\***

for a premium look and feel

**AIR-COOLED SEATS\***

help you stay cool with three fan levels

**HEATED SEATS AND STEERING WHEEL**

keep you toasty warm during Canadian winters

**SOUND-REDUCING GLASS\***

reduces road noise for a quieter ride

**PANORAMIC SUNROOF\***

for a brighter, airier cabin

Sit back and make yourself  
**COMFORTABLE**

Stretch out and in true comfort with plenty of space for up to five, and features that will make the journey a pleasure for every passenger.

\*Available feature. See features page or visit [kia.ca](http://kia.ca) for full details. International model shown.



Enhanced protection for more  
**PEACE OF MIND**

Advanced sensor systems, strategically placed airbags and breakthroughs in material design that have led to stronger body construction are just a few of the ways Kia never stops working to help maximize your protection.

**ADVANCED AIRBAG SYSTEM**

includes dual front, front seat-mounted side, driver's knee and side curtain airbags

**HIGH-STRENGTH STEEL**

helps absorb impact energy in certain collisions to protect the passenger compartment

**AUTONOMOUS EMERGENCY BRAKING\*1**

detects and alerts you if a potential front collision is imminent, and can also automatically apply the brakes, if necessary

**DYNAMIC HEADLIGHTS\***

adjust headlight angle based on steering input to illuminate the curve ahead

**TIRE PRESSURE MONITORING SYSTEM (TPMS)\***

provides a warning if it detects low pressure in any tire

# Pick your perfect COLOUR



Snow White Pearl



Ultra Silver



Aurora Black



Graphite



Gravity Blue\*



Runway Red\*

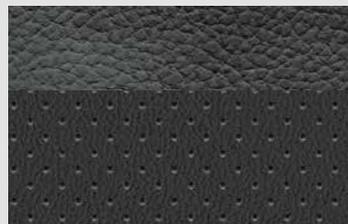
Optima Plug-in Hybrid (PHEV) shown.

\*Optima Hybrid (HEV) LX not available in Gravity Blue or Runway Red.  
Some seating, paint and trim configurations may be limited. Visit [kia.ca](http://kia.ca) for full details.

## SEATING



Black cloth



Black leather

## WHEELS



16" alloy wheels



17" alloy wheels



## Which Optima Hybrid (HEV) is right for you?

### LX

EXTERIOR	SAFETY	TECHNOLOGY	COMFORT
<ul style="list-style-type: none"> <li>• 16" alloy wheels</li> <li>• P205/65R16 tires</li> <li>• Tire mobility kit</li> <li>• Automatic headlights</li> <li>• LED daytime running lights</li> <li>• LED taillights (bar type)</li> <li>• Headlight escort function</li> <li>• Windshield wiper de-icer</li> <li>• Aeroblade wipers</li> <li>• Solar glass</li> <li>• Heated sideview mirrors</li> <li>• Sideview mirror signal repeaters</li> <li>• Chrome door handles</li> <li>• Active grille air shutter</li> <li>• Chrome window trim</li> <li>• Splash guards</li> </ul>	<ul style="list-style-type: none"> <li>• 7 airbags (driver knee, dual advanced front, dual side curtain, dual front side seat)</li> <li>• Electronic stability control (ESC)</li> <li>• Vehicle stability management (VSM)</li> <li>• 4-wheel anti-lock braking system (ABS)</li> <li>• Hill-assist control (HAC)</li> <li>• Rearview camera<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Air conditioning</li> <li>• Dual-zone automatic climate control</li> <li>• Rear climate ventilation</li> <li>• 7" Display audio</li> <li>• 6-speaker audio</li> <li>• AM/FM/MP3/satellite radio<sup>4</sup></li> <li>• AUX audio input port</li> <li>• USB audio input and charging port</li> <li>• Bluetooth® hands-free cell phone connectivity<sup>2,5</sup></li> <li>• Apple CarPlay® and Android Auto™ smartphone integration<sup>2,6,7</sup></li> <li>• Steering wheel-mounted audio controls</li> <li>• Cruise control</li> <li>• Drive Mode Select (Eco/Normal/Sport)</li> <li>• Smart key with push-button start</li> <li>• Supervision LCD/TFT instrument cluster</li> <li>• Auto-dimming rearview mirror</li> <li>• Express up/down front windows</li> <li>• Obstacle-detecting front windows</li> <li>• Smart release trunk</li> </ul>	<ul style="list-style-type: none"> <li>• Stain-resistant cloth seats</li> <li>• 8-way power adjustable driver's seat</li> <li>• 4-way driver's seat lumbar support</li> <li>• Driver's seat memory function</li> <li>• Heated front seats</li> <li>• Tilt and telescopic steering wheel</li> <li>• Heated steering wheel</li> <li>• Leather-wrapped gear shift knob</li> <li>• Sunglasses holder</li> </ul>

### EX adds to or upgrades from LX

EXTERIOR	SAFETY	TECHNOLOGY	COMFORT
<ul style="list-style-type: none"> <li>• 17" alloy wheels</li> <li>• P215/55R17 tires</li> <li>• Rain sensing wipers</li> <li>• Sound-reducing front side door glass</li> <li>• Panoramic sunroof</li> </ul>	<ul style="list-style-type: none"> <li>• Blind spot detection system (BSD)<sup>1</sup></li> <li>• Rear parking sensors<sup>1</sup></li> <li>• Rear cross traffic alert (RCTA)<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Automatic defog system</li> <li>• Wireless phone charger</li> </ul>	<ul style="list-style-type: none"> <li>• Leather seats</li> <li>• 60:40 split-folding rear seats</li> <li>• Integrated manual rear door sunshades</li> <li>• Stainless steel door scuff plates</li> </ul>

### EX PREMIUM adds to or upgrades from EX

EXTERIOR	SAFETY	TECHNOLOGY	COMFORT
<ul style="list-style-type: none"> <li>• Smart high beam assist</li> <li>• Dynamic auto-levelling headlights</li> <li>• Dynamic directionally adaptive headlights</li> </ul>	<ul style="list-style-type: none"> <li>• Tire pressure monitoring system (TPMS)</li> <li>• Lane departure warning system (LDWS)<sup>1</sup></li> <li>• Autonomous emergency braking system (AEB)<sup>1</sup></li> <li>• Camera monitoring system<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• 8" multimedia interface with integrated navigation<sup>3</sup></li> <li>• 9-speaker Harman Kardon® premium audio system<sup>9</sup></li> <li>• AM/FM/MP3/HD satellite radio<sup>4</sup></li> <li>• Advanced smart cruise control (ASCC)<sup>1</sup></li> <li>• Electronic parking brake</li> </ul>	<ul style="list-style-type: none"> <li>• 8-way power adjustable passenger seat</li> <li>• 2-way passenger seat lumbar support</li> <li>• Heated rear seats</li> <li>• Air-cooled front seats</li> </ul>



## Which Optima Plug-in Hybrid (PHEV) is right for you?

### EX

EXTERIOR	SAFETY	TECHNOLOGY	COMFORT
<ul style="list-style-type: none"> <li>• Plug-in charge port</li> <li>• Teal exterior accents</li> <li>• 17" alloy wheels</li> <li>• P215/55R17 tires</li> <li>• Tire mobility kit</li> <li>• Automatic headlights</li> <li>• Smart high beam assist</li> <li>• Dynamic auto-levelling headlights</li> <li>• Dynamic directionally adaptive headlights</li> <li>• LED daytime running lights</li> <li>• LED taillights (bar type)</li> <li>• Headlight escort function</li> <li>• Windshield wiper de-icer</li> <li>• Aeroblade wipers</li> <li>• Rain sensing wipers</li> <li>• Solar glass</li> <li>• Sound-reducing front side door glass</li> <li>• Heated sideview mirrors</li> <li>• Sideview mirror signal repeaters</li> <li>• Automatic power folding sideview mirrors</li> <li>• Satin chrome door handles</li> <li>• Active grille air shutter</li> <li>• Satin chrome window trim</li> <li>• Splash guards</li> </ul>	<ul style="list-style-type: none"> <li>• 7 airbags (driver knee, dual advanced front, dual side curtain, dual front side seat)</li> <li>• Electronic stability control (ESC)</li> <li>• Vehicle stability management (VSM)</li> <li>• 4-wheel anti-lock braking system (ABS)</li> <li>• Hill-assist control (HAC)</li> <li>• Tire pressure monitoring system (TPMS)</li> <li>• Blind spot detection system (BSD)<sup>1</sup></li> <li>• Lane departure warning system (LDWS)<sup>1</sup></li> <li>• Autonomous emergency braking system (AEB)<sup>1</sup></li> <li>• Rear parking sensors<sup>1</sup></li> <li>• Rear cross traffic alert (RCTA)<sup>1</sup></li> <li>• Rearview camera<sup>1</sup></li> <li>• Camera monitoring system<sup>1</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Air conditioning</li> <li>• Dual-zone automatic climate control</li> <li>• Automatic defog system</li> <li>• Rear climate ventilation</li> <li>• 8" multimedia interface with integrated navigation<sup>3</sup></li> <li>• 9-speaker Harman Kardon® premium audio system<sup>9</sup></li> <li>• AM/FM/MP3/HD satellite radio<sup>4</sup></li> <li>• AUX audio input port</li> <li>• USB audio input and charging port</li> <li>• Bluetooth® hands-free cell phone connectivity<sup>2,5</sup></li> <li>• Apple CarPlay® and Android Auto™ smartphone integration<sup>2,6,7</sup></li> <li>• Wireless phone charger</li> <li>• Steering wheel-mounted audio controls</li> <li>• Cruise control</li> <li>• Advanced smart cruise control (ASCC)<sup>1</sup></li> <li>• Electronic parking brake</li> <li>• Smart key with push-button start</li> <li>• Supervision LCD/TFT instrument cluster</li> <li>• Auto-dimming rearview mirror</li> <li>• Express up/down front windows</li> <li>• Obstacle-detecting front windows</li> <li>• Smart release trunk</li> </ul>	<ul style="list-style-type: none"> <li>• Leather seats</li> <li>• 8-way power adjustable driver's seat</li> <li>• 4-way driver's seat lumbar support</li> <li>• Driver's seat memory function</li> <li>• Heated front seats</li> <li>• Heated rear seats</li> <li>• Tilt and telescopic steering wheel</li> <li>• Heated steering wheel</li> <li>• Leather-wrapped steering wheel</li> <li>• Leather-wrapped gear shift knob</li> <li>• Sunglasses holder</li> <li>• Integrated manual rear door sunshades</li> <li>• Stainless steel door scuff plates</li> </ul>

### EX PREMIUM adds to or upgrades from EX

EXTERIOR	COMFORT
<ul style="list-style-type: none"> <li>• Panoramic sunroof</li> </ul>	<ul style="list-style-type: none"> <li>• 8-way power adjustable passenger seat</li> <li>• 2-way passenger seat lumbar support</li> <li>• Air-cooled front seats</li> </ul>

# What's under THE HOOD?



## MECHANICAL

	OPTIMA HYBRID (HEV)	OPTIMA PLUG-IN HYBRID (PHEV)
Engine 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
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; 66 hp @ 2,330-3,300 rpm: electric motor; 202 hp @ 6,000 rpm: combined performance
Torque	140 lb.-ft. @ 5,000 rpm: gasoline. 271 lb.-ft. @ 1,770 rpm: combined	140 lb.-ft. @ 5,000 rpm: gasoline. 276 lb.-ft. @ 2,330 rpm: combined
Fuel system	Gasoline direct injection (GDI)	Gasoline direct injection (GDI)
Drive type	Front wheel drive (FWD)	Front wheel drive (FWD)
Recommended fuel	Regular unleaded	Regular unleaded



## BATTERY PERFORMANCE

	OPTIMA HYBRID (HEV)	OPTIMA PLUG-IN HYBRID (PHEV)
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 <sup>9</sup>	-	AC level two <3 hrs



## MEASUREMENTS

	OPTIMA HYBRID (HEV)	OPTIMA PLUG-IN HYBRID (PHEV)
Fuel tank capacity	60 L	55 L
Total interior volume	1,703 L (60.1 cu. ft.)	1,703 L (60.1 cu. ft.)
Cargo capacity	380 L (13.4 cu. ft.)	280 L (9.9 cu. ft.)

Please visit [kia.ca](http://kia.ca) for full vehicle specifications and the latest fuel consumption figures.

One of the best  
**WARRANTIES**  
 in the business\*



**5-year/  
 100,000 km**

Worry-free comprehensive  
 warranty



**5-year/  
 100,000 km**

Limited powertrain  
 warranty



**8-year/  
 160,000 km**

Limited EV/HEV/PHEV  
 components warranty



**5-year/  
 unlimited km**

24-hour roadside  
 assistance

\*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](http://kia.ca).



**REWARD**  
 yourself

**Kia Member Rewards is an exclusive  
 rewards program for Kia customers.**

Receive Kia Canada Points towards the purchase of a new Kia vehicle and earn Dealer Points to redeem on service, parts and accessories.

See your Kia Dealer to join or visit [rewards.kia.ca](http://rewards.kia.ca) for full details. Certain restrictions apply.

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. 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. 3. When equipped with the navigation system, French voice commands may be limited. 4. 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. 5. The Bluetooth word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. 6. 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. 7. Google, Google Play, Google Maps, and Android Auto are trademarks of Google Inc. 8. Harman Kardon and Infinity are registered trademarks of Harman International Industries, Inc. Lexicon, the Lexicon logo, Logic 7 and the Logic 7 logo are registered trademarks of Lexicon, Inc., a Harman International company. All rights reserved. 9. Recharge times are based on a 0% state of charge (SOC).

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| Want to learn even more about Optima Hybrid? We've got all the details for you at

| [kia.ca](http://kia.ca)



# SUSTAINABILITY

redefined

Kia is committed to investing in a sustainable future for all by offering vehicle technologies that reduce and eliminate tailpipe emissions. We believe in leading the industry toward the ultimate goal of zero emissions driving, for a cleaner and safer global community.

