Discover the new Kia

2017 OPTIMA HYBRID | PLUG-IN HYBRID

Niro expected availability January 2017. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging station will vary. 240V home charging station sold separately. 120V home charging station included with vehicle. Information in this brochure is current at the time of printing. Kia Motors America (KMA) cannot guarantee the accuracy of this information. Please see Kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. By publishing this brochure, KMA does not create any express or implied warranties as to any products shown. See your Kia retailer or Kia.com for details on Kia's available limited warranties. ©2016 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.
Leading-edge technology — bold styling

Delivering a striking combination of hybrid technology and sleek aerodynamic exterior styling, the all-new 2017 Optima Hybrid (HEV) and Plug-in Hybrid (PHEV) are both efficient and stylish. Both models showcase a variety of Kia’s latest fuel-stretching and emissions-cutting technologies. They also offer impressive performance, a spacious, comfortable interior, and a smooth, quiet ride. In addition, an array of available premium features inspire confidence and enhance everyday convenience. Like all Kia models, both come with an industry-leading, 10-year/100,000-mile warranty program — a testament to their outstanding quality and reliability.
Energy wise

Optima Hybrid (HEV) and Plug-in Hybrid (PHEV) feature Kia’s Full Parallel Hybrid system, a cutting-edge design that allows both the gasoline engine and electric motor to simultaneously provide power directly to the wheels for optimum efficiency and superb performance in a variety of road conditions. 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

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. HEV uses a 38 kW motor and PHEV features a powerful 50 kW motor.

Reversible Braking

KINETIC ENERGY IS CAPTURED when the brakes are applied. The regenerative braking system converts this energy to help charge the lithium polymer battery.

Hybrid Starter-Generator (HSG)

To increase fuel efficiency, the gasoline engine shuts off at a complete stop. HSG then automatically and smoothly restarts the engine when the accelerator is pressed to resume driving.

Coasting Guide

HEV EX and PHEV feature a technologically advanced Coasting Guide that advises you on how to maximize operating efficiency by taking advantage of opportunities to coast.

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Lithium Polymer Battery

The light and compact lithium polymer battery powers the electric motor and is recharged through regenerative braking. In addition, PHEV features a high-capacity unit that gives it an impressive EPA-estimated range of up to 29 miles in all-electric mode. Best of all, PHEV automatically switches to hybrid operation after reaching its 29-mile all-electric range.

HYBRID TECHNOLOGY

UVO eco® APP

A free app, downloaded at the App Store® or Google PlayTM Store, lets you remotely start or stop charging the PHEV’s battery, when it’s plugged in, and set a schedule to take advantage of cost-efficient nighttime charging. Plus, it lets you check its charge status, operate the climate control system to warm or cool the vehicle, and more.

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.

Plug-In Charging

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.

All-Electric Driving Range

PHEV features a map displayed on the large touch screen that shows the approximate distance you can travel in all-electric mode.

Mileage (EPA-Estimated)

<table>
<thead>
<tr>
<th>OPTIMA HYBRID</th>
<th>OPTIMA PLUG-IN HYBRID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battery + Gasoline</td>
<td>Plug-in + Battery + Gasoline</td>
</tr>
<tr>
<td>MILEAGE (EPA-Estimated)*:</td>
<td>MILEAGE (EPA-Estimated)*:</td>
</tr>
<tr>
<td>39 MPG CITY / 46 MPG HWY</td>
<td>29 ALL-ELECTRIC* + 38 MPG CITY / 43 MPG HWY</td>
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</tbody>
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*Estimates based on battery charge.
SUPERB RANGE AND PERFORMANCE

While Optima Hybrid (HEV) and Plug-in Hybrid (PHEV) are engineered to provide all the benefits of Kia’s latest cutting-edge hybrid technology, they also provide an exceptional driving experience. Both models deliver an impressive combination of strong acceleration and smooth performance, complemented by a refined ride, precise steering, and agile responsiveness.

A NEW LEVEL OF PERFORMANCE

A new 2.0L Gasoline Direct Injection (GDI) engine provides a combination of exceptional performance and outstanding efficiency. HEV delivers 192 net hybrid-system horsepower, while PHEV has 202 net horsepower.

6-SPEED SPORTMATIC® TRANSMISSION

The 6-speed Sportmatic® transmission is designed to deliver smooth, linear shifting, helping both models provide a sporty driving experience.

SMOOTH, PRECISE HANDLING

With refined four-wheel independent suspension with high-performance dampers, front MacPherson struts, and a rear multi-link design, HEV and PHEV provide a smooth ride and precise handling.

DRIVE MODE SELECT & HEV MODE SELECT SYSTEMS

To suit your style of driving, HEV allows a choice of Normal, Eco, or Sport settings. On PHEV, you can choose all-electric EV or Hybrid mode to conserve the battery’s charge during highway driving with the HEV Mode Select System.

ISO-STRUCTURE™ CONSTRUCTION

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

DID YOU KNOW?

An active air flap in the front grille opens and closes automatically depending on vehicle speed and ambient temperature, optimizing aerodynamics and controlling airflow to cool or warm the engine as needed to help increase efficiency.

ISO-STRUCTURE image shown for illustration only. 1 See Specifications page for endnote.

2016 Top Safety Pick+

For the 2017 Optima Hybrid, when equipped with optional Front Crash Prevention INSURANCE INSTITUTE FOR HIGHWAY SAFETY
Advanced technology at your command

Get ready to take advantage of an impressive variety of technologically advanced systems. They're designed to increase your confidence on the road, make daily driving more convenient, provide added entertainment options, and deliver a stream of information to help you make better, more timely driving decisions.

1. *UVO — SHORT FOR "YOUR VOICE"*
   This system provides easy, hands-free connection to your HEV via a smartphone* or your PHEV using a built-in modem. It can keep track of your vehicle's location, download apps from the App Download Center; monitor your vehicle's driving habits, access 911 Connect™ or Enhanced Roadside Assist™ and check maintenance requirements with Vehicle Diagnostics on the touch screen.

2. *APPLE CarPlay™**** 3. ANDROID AUTO™***
   Apple CarPlay® and Android Auto™ take advantage of the UVO eServices1 Infotainment System by connecting your compatible smartphone* with a USB cable. Navigate to destinations, make phone calls and retrieve voice mail, receive text messages and respond verbally, and more. Plus, compatible apps are displayed on the touch screen.

3. *UVO SMARTPHONE APPS*
   Download the free UVO link app for HEV or UVO en app for PHEV at the App Store™ or Google Play™ Store! Access UVO features through your compatible smartphone* or from a computer at myUVO.com.

4. *ADVANCED TECHNOLOGY*
   Get ready to take advantage of an impressive variety of technologically advanced systems. They're designed to increase your confidence on the road, make daily driving more convenient, provide added entertainment options, and deliver a stream of information to help you make better, more timely driving decisions.

5. *LED HEADLIGHTS WITH AUTO-LEVELING & HIGH-BEAM ASSIST™*
   Available LED headlights are auto-leveling and provide bright, crisp lighting. High-Beam Assist automatically dims the lights for oncoming traffic.

6. *DYNAMIC BENDING LIGHT™*
   For optimal visibility while driving at night, Dynamic Bending Light delivers a varying beam pattern and enhanced directional lighting based on vehicle speed and steering angle.

7. *SMART WELCOME*
   When you approach your vehicle and it detects the presence of the Smart Key remote, the Smart Welcome system turns on the interior and door-handle lights.

8. *AUTONOMOUS EMERGENCY BRAKING™*
   This available system is designed to detect and monitor vehicles traveling ahead of you. It then works to automatically apply the brakes if it determines a crash might be imminent, helping to avoid a collision or mitigate the effects if it cannot be avoided.

9. *FORWARD COLLISION WARNING SYSTEM™*
   Available Forward Collision Warning System activates and alerts when the vehicle detects objects immediately ahead that may cause a potential impact, encouraging the driver to decelerate.

10. *LANE DEPARTURE WARNING SYSTEM™*
    This available system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, it helps alert you with a combination of audible and visual warnings.

11. *BLIND-SPOT DETECTION W/LANE-CHANGE ASSIST™*
    Available Radar system helps detect vehicles in the driver's blind spot and then provides audio and visual alerts. Lane-Change Assist helps detect vehicles approaching from behind.

12. *REAR-CAMERA DISPLAY™*
    To help you see things behind your vehicle that you might not see by looking over your shoulder, Optima features a Rear-Camera Display with a large, bright screen.

13. *REAR CROSS-TRAFFIC ALERT™*
    Available Rear Cross-Traffic Alert helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual alerts to help reduce the likelihood of a collision.

14. *REAR PARK ASSIST SYSTEM™*
    An available sonar-sensor system is concealed in the rear bumper. When parking, an audible warning is given if the system detects certain objects close to your vehicle.

15. *ADVANCED SMART CRUISE CONTROL™*
    Available Advanced Smart Cruise Control uses radar to help maintain a predetermined distance from the vehicle directly ahead, automatically slowing or accelerating your Optima when appropriate.

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*Optional features shown. See Features and Specifications pages for availability and restrictions. Not all optional features are available on all trims. Simulated screens shown. Technical illustrations and screen shots are shown for illustration only. Copyright © 2023 Kia Motors America, Inc. All rights reserved.
Comfortably refined

With contemporary design and meticulous craftsmanship, the stylish interior invites you to enjoy every moment behind the wheel. Driver and passengers alike will appreciate the comfort of spacious seating, generous headroom and legroom, and the welcome pleasure of a quiet ride.

1. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL
To create personalized climate zones for both the driver and front passenger, the dual-zone automatic temperature control has individual temperature settings. Rear-seat passengers have their own rear vent.

2. 60/40 SPLIT-FOLDING SEAT
The split-folding rear seats on the HEV EX let you quickly fold down one or both sides of the seat to expand the trunk’s roomy cargo area.

3. REAR SIDE-WINDOW SUNSHADES*
Rear-seat passengers can enjoy a cool and comfortable drive with available side-window sunshades.

4. SMART TRUNK
The Smart Trunk unlocks when you simply stand within a few feet of it for three seconds with the Smart Key in your possession. This is especially appreciated when you have your hands full.

PANORAMIC SUNROOF*
The available panoramic sunroof creates a feeling of spaciousness and features a convenient power sunshade.

STAIN-RESISTANT CLOTH SEATS
HEV features cloth seat trim with YES Essentials® fabric treatment, including anti-soil surfaces for added durability and easy cleaning.
Distinctively well appointed

Superb interior design and intuitively positioned controls put the driver comfortably in command. In addition, a wealth of available premium features are designed to increase comfort and convenience and enhance every aspect of your daily drive.

1. HEATED & VENTILATED FRONT SEATS*
Available heated front seats are perfect for cold days. Plus, driving in warm weather is always a pleasure, thanks to available ventilated front seats.

2. MEMORY SETTINGS
An available memory system remembers two drivers’ seating preferences, recalling stored positions for the driver’s seat and outside mirrors.

3. HEATED STEERING WHEEL
HEV EX and PHEV models feature a heated steering wheel that is especially appreciated on cold winter days.

4. PUSH-BUTTON START
For everyday driving convenience, you can start or stop the engine with the push of a button, and open a locked door with the Smart Key remote — even when you have it in your pocket or purse.

5. HARMAN KARDON® PREMIUM AUDIO*
Available 630-watt Harman Kardon premium audio system provides superb audio entertainment. It includes Clari-Fi® which instantly restores the quality of compressed, digitized music, providing clear, dynamic sound.

6. 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.

7. RAPID-CHARGE USB CHARGING PORTS*
Two USB charging ports are available with 5-amp output to charge portable digital devices quickly. They are conveniently located on the center console armrest, providing easy access for front and rear passengers.

8. LED OVERHEAD LIGHTS*
Available overhead LED front and rear reading lamps provide bright lighting for easy reading. Plus, there’s a convenient holder for sunglasses.

9. INTERIOR FEATURES

- LED OVERHEAD LIGHTS*
- RAPID-CHARGE USB CHARGING PORTS*
- ELECTRONIC PARKING BRAKE*
- HARMAN KARDON® PREMIUM AUDIO*
- PUSH-BUTTON START
- MEMORY SETTINGS
- HEATED STEERING WHEEL
- HEATED & VENTILATED FRONT SEATS*
- DISTINCTIVELY WELL APPOINTED
SAFETY SYSTEMS

VEHICLE STABILITY MANAGEMENT (VSM)
For additional steering-direction-control capability, VSM intervenes in appropriate situations to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)
ESC provides improved directional stability to help maintain better control in difficult driving situations. During emergency maneuvers, it works to control the engine and brakes to help keep your Optima on course.

TRACTION CONTROL SYSTEM (TCS)
When TCS senses wheelspin during acceleration, it uses a combination of both engine power and brake force to help transfer power to the wheels that have the most traction.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)
To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system is designed to automatically adjust the front-to-rear balance of brake pressure.

FRONT SEAT - BELT PRETENSIONERS
Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This can help to reduce the likelihood of injuries.

HEIGHT - ADJUSTABLE SEAT - BELT ANCHORS
The front height-adjustable seat-belt anchors allow the driver and front passenger seat belts to be raised and lowered for a proper fit, helping ensure effective operation.

ADVANCED AIRBAG SYSTEM
An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.†

AIRBAG & SEAT-BELT SENSORS
This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.†

VEHICLE STABILITY MANAGEMENT (VSM)
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FRONT & REAR CRUMPLE ZONES
Both front and rear crumple zones are engineered to help absorb and dissipate impact energy, helping to preserve the basic structural integrity of the passenger compartment in certain collisions.

SIDE-ImpACT DOOR BEAMS
All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The body’s support pillars are reinforced to help strengthen the body of the vehicle.

ADVANCED AIRBAG SYSTEM
An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.†

BRAKE ASSIST SYSTEM (BAS)
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it is designed to instantly apply full braking force, which helps shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)
When starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

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DID YOU KNOW?
A Virtual Engine Sound System designed to tell pedestrians know the HEV or PHEV is approaching. This is especially valuable at low speed when the vehicle is typically powered by only the electric motor, creating little or no engine noise.

Dedicated to making safety a top priority
At Kia, the process of improving all aspects of safety is relentless. Continuous engineering advances and breakthroughs in material design have led to vehicles with exceptionally strong body construction, strategically placed airbags, and advanced sensors, complemented by a variety of active safety systems.†

SAFETY SYSTEMS

NHTSA Overall 5-Star Crash Safety Rating†
For the Optima Hybrid (HEV)

†No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. See Specifications page for endnotes. Shown for illustration purposes only.

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Discover new possibilities

For 2017, Kia’s lineup features a growing number of advanced EcoDynamics models with cutting-edge technology to help reduce fuel consumption and cut emissions. They join Kia’s full line of world-class vehicles, each one engineered for superb quality and reliability, and designed to suit most every driving need. Whichever Kia you choose, from the impressive new hybrids to a variety of premium sedans, every one delivers a combination of striking styling, dynamic performance and a wealth of technologically advanced features.

COLORS

EXTERIOR

- SNOW WHITE PEARL (P)
- ALUMINUM SILVER (M)
- PLATINUM GRAPHITE (M)
- AURORA BLACK PEARL (P)

INTERIOR COMBINATIONS ARE INDICATED BY:
- B = BEIGE
- W = WHITE
- G = GRAY
- BK = BLACK

(A) = PEARL PAINT , (M) = METALLIC PAINT , HEV = HYBRID, PHEV = PLUG-IN HYBRID

PACKAGES

HEV CONVENIENCE PACKAGE
- POWER-ADJUSTABLE DRIVER’S SEAT W/TWO MEMORY PRESETS
- POWER-ADJUSTABLE PASSENGER’S SEAT
- FORWARD COLLISION WARNING SYSTEM
- AUTO DIMMING REARVIEW MIRROR (STANDARD ON PHEV)
- BLIND-SPOT DETECTION & REAR CROSS-TRAFFIC ALERT
- PANORAMIC SUNROOF
- HEATED REAR OUTBOARD SEAT CUSHIONS
- OVERHEAD LED FRONT & REAR READING LAMPS
- REAR SIDE WINDOW SUNSHADES
- VENTILATED FRONT SEATS
- LANE DEPARTURE WARNING SYSTEM
- LED HEADLIGHTS W/DYNAMIC BENDING LIGHT
- AUTO-DIMMING REARVIEW MIRROR
- REAR VIEW MONITOR SYSTEM
- ALUMINUM SEAT BACK & ROOF LINING
- REAR SIDE WINDOW SHUTTERS
- VENTILATED FRONT SEATS
- ALUMINUM SEAT BACK & ROOF LINING

HEV EX/PHEV TECHNOLOGY PACKAGE
- POWER-ADJUSTABLE PASSENGER’S SEAT
- FRONT HEAD-UP DISPLAY
- AUTONOMOUS EMERGENCY BRAKING
- ADVANCED SMART CRUISE CONTROL
- FORWARD COLLISION WARNING SYSTEM
- BLIND-SPOT DETECTION & REAR CROSS-TRAFFIC ALERT
- REAR VIEW MONITOR SYSTEM
- ALUMINUM SEAT BACK & ROOF LINING
- REAR SIDE WINDOW SHUTTERS
- VENTILATED FRONT SEATS
- ALUMINUM SEAT BACK & ROOF LINING

ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.

†2017 EPA-estimated City/Highway MPG = Optima HEV: 39/46. Niro EPA estimates not available at time of printing. See kia.com for details. Optima PHEV: 38/43, 29 all-electric-mile range. Soul EV: Driving Range = 93 miles; City/Highway MPGe = 120/92. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle’s conditions.

Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. 120V charger is included with vehicle. 2 See Specifications page for endnote.
FEATURES

MECHANICAL & EXTERIOR

- 2.5L 4-cylinder engine, Full parallel hybrid system
- Electric Power Steering (EPS)
- Variable Valve Timing (CVVT)
- Dual front & rear child-safety door locks
- Tire Pressure Monitoring System (TPMS)
- Vehicle Diagnostics (VDM) checks powertrain, chassis, and airbag systems, and is not a substitute for maintenance. See UVO eServices Maintenance Features or Driver's Manual for maintenance schedule.
- 4.8 kWh (HEV), 10.4 kWh (HEV EX/PHEV)

INTERIOR & CONVENIENCE

- Heated front seats
- Heated rear seats
- Heated rear outboard seat cushions
- 4-way manually adjustable driver's seat
- 6-way power-adjustable front passenger seat
- Cloth headlining rear seats
- Rear seat vent pass-through
- Front center console automatic climate control & rear center console automatic climate control
- Rear climate control
- Advanced Smart Cruise Control
- Driver & passenger seatback pockets
- Driver & passenger seat-side impact airbags
- Driver’s memory seat & interior mirrors
- Parking assist sensors from passenger side
- Seating & Trim

- Leather seat trim
- Heated front seats
- Ventilated front seats
- Heated rear seats
- Heated rear outboard seat cushions
- 4-way manually adjustable driver's seat
- 6-way power-adjustable front passenger seat

RESTRAINT & SAFETY SYSTEMS

- Front/Rear Head Airbags
- Knee Airbag for Driver
- Rear seat airbags
- 2nd Row Center Airbag
- 3rd Row Center Airbag
- 2nd Row Seatbelt Reminder
- Height-adjustable front seat-belt anchors
- Front seat-belt pretensioners
- Driver’s knee airbag
- Dual front seat-mounted side airbags
- Dual front advanced airbags
- 6-way manually adjustable front passenger seat
- Integrated regenerative braking
- Electric Power Steering (EPS)
- Automatic transmission
- Steel ISO-Structure™ unibody
- Body & Chassis

- Body Type
- Front suspension
- Rear suspension
- Steering type
- Suspension setting: car-to-car
- 18 ft.

T I R E S

- Size
- 220/55R17 (HEV EX/PHEV)
- 235/55R17 205/55R17 205/55R17

SPECIFICATIONS

- Dimensions
- Width/height: 191.1 in./73.2 in./57.5 in.
- Front/Rear legroom: 39.8 in./37.8 in.
- Cargo capacity: 15.8 (HEV/HEV EX), 14.5 (PHEV)
- Rear child-safety door lock
- Tilt & telescopic steering column
- Auto-dimming rearview mirror
- Power door locks w/remote keyless entry
- Bluetooth® wireless technology
- USB (2) & 12V (1) charging ports on center console
- Harman Kardon and Clari-Fi are trademarks of Harman International Industries, Incorporated.

ENDNOTES

1. Based on EPA estimates. MPGe is miles per gallon equivalent. Actual mileage will vary with options, driving conditions, & irising habits, and your vehicle’s condition.
2. Warranties include 10-year/150,000-mile structural warranty from 5-year/50,000-mile limited powertrain warranty. All warranties are limited. See retailer for complete terms at www.siriusxm.com. All fees and programming rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com.
3. Hybrid is a registered trademark of Toyota Motor Corporation.
4. Apple CarPlay™ and Android Auto™ are trademarks of Google Inc.
5. Distracted driving can result in loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle-based technology that takes your focus away from safe vehicle operation. Navigation is for information & entertainment purposes only. SiriusXM audio and data services each require a subscription sold separately, as a package, or by SiriusXM. If you decide to extend or terminate your service, you must uninstall all downloaded content. See SiriusXM Internet Radio Agreement for complete terms at www.siriusxm.com. All fees and programming rates. Fees and taxes apply. For streaming internet radio, visit siriusxm.com/str. SiriusXM Internet Radio and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming frequencies vary by geography. Please see your wireless service provider for information about fees and coverage in your area. 12. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. A compatible Bluetooth®-enabled device is required to use Bluetooth® wireless technology. 13. Even the Tire Pressure Monitoring System, always check tire pressure on a regular basis.