Leading-edge technology — bold styling

Delivering a striking combination of hybrid technology and sleek aerodynamic exterior styling, the 2018 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.

THE 2018 OPTIMA HYBRID & PLUG-IN HYBRID

See a more extensive list of features and choose your ideal trim level on the Features pages in the back of the brochure.

HEV
• 2.0L 4-cylinder engine, full parallel hybrid system
• 17” tires w/alloy wheels
• Push-button start w/Smart Key
• UVO eServices™, Infotainment System w/Apple CarPlay™ & Android Auto™
• Cloth seat trim w/YES Essentials™

HEV EX
• 2.0L 4-cylinder engine, full parallel hybrid system
• 17” tires w/alloy wheels
• UVO eServices™ w/Premium Navigation™ Infotainment System w/Apple CarPlay™ & Android Auto™
• Electronic parking brake
• Leather seat trim

PHEV
• 2.0L 4-cylinder engine, full parallel hybrid system
• 17” tires w/alloy wheels
• UVO EV Services™
• Premium Navigation™
• Apple CarPlay™ & Android Auto™
• AC Charge port (120V/240V)
• Blue accent trim
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 responsive 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-ion 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.

LITHIUM-ION POLYMER BATTERY
The light and compact lithium-ion polymer battery powers the electric motor and is recharged through regenerative braking. In addition, PHEV features a high-capacity unit that gives it an EPA-estimated range of up to 29 miles in all-electric mode.

REGENERATIVE BRAKING
KINETIC ENERGY is captured when the brakes are applied. The regenerative braking system converts this energy to help charge the lithium-ion polymer battery.

HYBRID STARTER-GENERATOR (HSG)
To decrease fuel consumption, the gasoline engine shuts off when the vehicle comes to 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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ECONOMICAL DRIVE MODE
In Eco mode, the engine’s power is reduced by carefully controlling the opening of the throttle. The drive-by-wire throttle and the transmission assist the engine to provide a smooth driving experience.

ON DEMAND ECO DRIVE
When you press the eco pedal, the engine’s power is reduced. The transmission also shifts to a lower gear to further improve fuel efficiency.

SMART ECO MODE
Using a variety of sensors, smart eco mode automatically adjusts the vehicle’s powertrain to operate in an economical manner. This gives you greater control over your vehicle’s performance and efficiency.
PERFORMANCE

EFFICIENT PERFORMANCE
A 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.

SPORTOMATIC® TRANSMISSION
A 6-speed Sportmatic® transmission lets you choose automatic or, for a sportier experience, manual-shift mode. Preset shift patterns are ideal for inclement weather, performance driving, and more.

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.

ACTIVE AIR FLAP
An 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.

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 conveniently choose between all-electric EV or Hybrid mode.

ISO-STRUCTURE™ CONSTRUCTION
Optime features a uniquely engineered body that combines various high-strength steel alloys. This body structure helps provide crash protection, improved driving dynamics, and helps the foundation for a quiet ride overall.

Striking 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.
Advanced technology at your command

Optima HEV and PHEV connect you to life-enriching conveniences of modern driving, including communication, data, and entertainment. All this intuitive technology is efficiently organized and designed to make sure you are connected and informed, enhancing your confidence while driving and helping to keep you focused on the road.

A wiser state of mind

The driver’s state of mind was essential in the development of Kia Drive Wise—a suite of available driver-assistance technologies.* Its features are intended to keep you alert and aware of surrounding traffic, and are designed to intervene if necessary to help you avoid collisions.

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1. **UVO** — **SHORT FOR “YOUR VOICE”**
   This system provides you with an exceptional in-vehicle connectivity experience. It includes voice-recognition technology that allows you to make hands-free calls and manage your music. Plus, it has a large suite of features meant to enrich your everyday driving experience. UVO can set up CarPlay, and available General Fencer alerts with My Car Zone, access My Kia Connect (or Enhanced Roadside Assist) and check maintenance requirements with Vehicle Diagnostics on the touchscreen.

2. **APPLE CarPlay**
3. **ANDROID AUTO**

UVO lets you take advantage of Apple CarPlay and Android Auto by simply connecting your compatible smartphone with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touchscreen.

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**ADDITIONAL TECHNOLOGY**

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4. **UVO SMARTPHONE APPS**
   Download the UVO Eservices app for HEV or UVO eco app for PHEV at the App Store or Google Play. Access UVO Eservices features through your compatible smartphone or from a computer at My.Kia.com.

5. **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.

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

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

8. **DYNAMIC BENDING LIGHT & HIGH-BEAM ASSIST**
   Available LED headlights include Dynamic Bending Light, which automatically adjusts projection level and pivots to follow curves of the road, and High-Beam Assist, which automatically dims the lights for oncoming traffic.

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.

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**OPTIONAL FEATURES SHOWN**

[Feature requires optional Premium Navigation. ]
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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 the driver and front passenger, the dual-zone automatic temperature control has individual temperature settings. There is also an available rear-seat vent, which combines the airflow from both temperature settings.

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.

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COMFORT & SPACIOUSNESS

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S. 13. See Features pages for availability and restrictions. Not all optional features are available on all trims. Simulated screens shown. Images #1 & #4 shown for illustration only.

HEV EX WITH TECHNOLOGY PACKAGE SHOWN
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 FRONTS 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
To help keep the drive enjoyable all year round, the HEV EX and PHEV models feature a heated steering wheel that is particularly welcoming and comforting when starting out 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®
An 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. The Auto Hold feature uses the electronic parking brake to help prevent 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 3-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.
SAFETY SYSTEMS

VEHICLE STABILITY MANAGEMENT (VSM)

For additional steering-direction-control capability, the VSM system intervenes in appropriate situations to help the driver regain control of the vehicle.

BRAKE ASSIST SYSTEM (BAS)

If BAS detects emergency braking, based on how quickly you step on the brake pedal, it applies full braking force, which can help 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.

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.

ARTIFICIAL INTELLIGENCE 

Sensors detect the severity of certain impacts, the presence of a front passenger and seat-belt use, and then help control airbag inflation accordingly.

VEHICLE 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.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system can automatically adjust the front-to-rear balance of brake pressure.

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.

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Discover new possibilities

Kia’s lineup features a growing number of advanced EcoDynamics models with cutting-edge technology to help reduce fuel consumption¹ 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 model you choose, from the impressive new hybrids to a variety of premium sedans, Kia is dedicated to delivering a combination of striking styling, dynamic performance, and a wealth of technologically advanced features.

### Colors

#### Exterior

- Snow White Pearl (P)
- HEV: BK, HEV EX: BK, PHEV: BK

- Black Leather

- White Leather

- Black Cloth

- Crimson Red (M)
- HEV EX: BK

- Gravity Blue (M)
- HEV: BK
- HEV EX: W/BK
- PHEV: W/BK

- Aurora Black Pearl (P)
- HEV: BK
- HEV EX: BK
- PHEV: BK

- Aluminum Silver (M)
- HEV: BK
- PHEV: BK

#### Interior

- White Leather
- Black Leather
- Black Cloth

- Industry-Leading Warranty Program

Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail gives the confidence to back every model with an industry-leading warranty program.

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/60,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance

#### Packages

**Hev Convenience Package**

- Blind Spot Detection & Rear Cross Traffic Alert¹
- Sound-insulating acoustic front-door glass
- Power-adjustable driver’s seat with memory presets
- Power-folding outside mirrors
- Rear air conditioning vents
- USB charger
- Rear Park Assist System¹

**Hev Ex/Phev Technology Package**

- Panoramic sunroof
- Autonomous Emergency Braking²
- Forward Collision Warning System¹
- Lane Departure Warning System¹
- LED headlights w/Dynamic Bending Light
- Blind Spot Detection & Rear Cross Traffic Alert¹
- Rear Park Assist System¹

**EcoDynamics**

EcoDynamics is Kia’s forward-looking philosophy that focuses on reducing environmental impact and making social responsibility a high priority. Kia engineers, committed to building an efficient global production system and incorporating innovative materials wherever possible, are dedicated to delivering technological and ecological progress. Going forward, Kia is dedicated to delivering technologically advanced vehicles that also feature impressive styling and exceptional performance.

² See Features pages for endnotes.

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FEATURES

MECHANICAL & EXTERIOR
Engine: 2.0L 4-cylinder engine, full parallel hybrid system
Torque: 140 lb-ft @ 6,000 rpm
Electric motor: AC Synchronous Permanent
Magnets: electric motor
Horsepower: 154 hp @ 6,000 rpm
Torque: 271 combined lb-ft @ 1,770 rpm
Hybrid system battery: Lithium-ion/polymer battery
Voltage: 270V
Energy: 1.76 kW
Horsepower: 154 hp @ 6,000 rpm

INTERIOR & CONVENIENCE
AM/FM/MP3/ SiriusXM® audio system
6 speakers with subwoofer
Infotainment System with 17” touch screen, Apple CarPlay® and Android Auto®
Rear-Camera Display® (if equipped)
Push-button start with Smart Key
Smart Welcome
Smart Trunk
USB headlining input jacks
Bluetooh® wireless technology
Steering-wheel audio control buttons
Dual-zone automatic temperature control
Front & rear windows
Driver & front passenger’s one-touch auto-up/-down windows
Power door locks w/remote keyless entry
Supervision cluster with TFT color display
Tilt & telescopic steering column
Vacuum gauge
Tire-Pressure Monitoring System (TPMS)
Auto light control
Manual-folding outside mirrors
W/rearview mirrors
Heated outside mirrors
Auto light switch
Projector headlights
Rear LED combination taillights
Satin chrome-accented outside door handles
Black gloss front grille w/active air flap

SEATING & TRIM
Cloth seat trim w/YES Essentials® fabric treatment
6-way manually adjustable driver’s seat
w/power lumbar support (2-way)
6-way manually adjustable front passenger seat w/power height adjustment
Seat belt reminder
Front seat belt pretensioners
HIgher airbag deployment
Anti-lock Braking System (ABS)
Electronic Stability Control (ESC)
Vehicle Stability Management (VSM)
Traction Control System (TCS)
Brake Assist System (BAS)
120V charge cable
AC charge port (120V/240V)
3.3 kW on-board charger
Europe/Mexico/South America

INTERIOR & SAFETY SYSTEMS
Dual front airbag deployment
Dual front seat-mounted side airbags
Full-length side curtain airbags
Rear airbag deployment
Rear center airbag w/childproof option
Door auto-up/-down windows
USB (2) & 12V (1) charging ports on center console
Front & rear air conditioning vents
Door moonlights
Front & near reading lights

ENDNOTES
1. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and is not a substitute for maintenance. See UVO Maintenance System Operation for details. 2. Apple CarPlay® is a registered trademark of Apple Inc. Android Auto™ is a trademark of Google Inc. 3. Siri° is a registered trademark of Apple Inc. Siri° can be used with select models on select devices with an Internet service plan and Apple ID. Siri° may not work with all languages or with all accents. 4. Apple, the Apple logo, CarPlay, App Store, and iCloud are trademarks of Apple Inc., registered in the US and other countries. 5. Navigation System with Apple CarPlay® and Android Auto® is standard on PHEV. 6. Siri° is a registered trademark of Apple Inc. Siri° can be used with select models on select devices with an Internet service plan and Apple ID. Siri° may not work with all languages or with all accents. 7. UVO EV Services is a complimentary service that is not a substitute for maintenance. See UVO Maintenance System Operation for details. 8. Apple CarPlay® and Android Auto® are only available on UVO 2018 model year vehicles. 9. UVO EV Services is a complimentary service that is not a substitute for maintenance. See UVO Maintenance System Operation for details. 10. UVO EV Services offers a UVO Connect subscription and is not a substitute for maintenance. See UVO Maintenance System Operation for details. 11. Apple CarPlay® and Android Auto® are only available on UVO 2018 model year vehicles. 12. The estimated range is based on a number of factors and assumes optimal driving conditions, efficient driving habits, and a straight road. Actual range will vary with options, driving conditions, driving habits, and your vehicle’s condition. 13. *All drivers should be familiar with and able to operate the vehicle from the passenger seat. 14. Harman Kardon® is a registered trademark of HARMAN International. 15. For maximum protection, always wear your seat belt. No system, no matter how advanced, can reconstitute for all driver errors, driving conditions, and/or occupant. 16. The estimated range is based on a number of factors and assumes optimal driving conditions, efficient driving habits, and a straight road. Actual range will vary with options, driving conditions, driving habits, and your vehicle’s condition. 17. The estimated range is based on a number of factors and assumes optimal driving conditions, efficient driving habits, and a straight road. Actual range will vary with options, driving conditions, driving habits, and your vehicle’s condition. 18. Apple CarPlay®, Android Auto™, and CarPlay® are trademarks of Apple Inc. ©2017 Google Inc. Google is a registered trademark and Google Play and Android are trademarks of Google Inc. 19. The estimated range is based on a number of factors and assumes optimal driving conditions, efficient driving habits, and a straight road. Actual range will vary with options, driving conditions, driving habits, and your vehicle’s condition.