Discover the new Kia 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 stations will vary. 240V home charging station sold separately. 120V charger is included with vehicle. Information in this brochure is current as of 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. Actual colors to be determined at the time of production, and may vary. Screen layouts are simulated. By publishing this brochure Kia Motors America and Kia Motors Corporation in Korea and Kia Motors of America, Inc. make no warranty or representation regarding the accuracy or completeness of the information in this brochure. Kia Motors America cannot be liable for any errors or omissions in the brochure.

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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 efficiency1 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.

HYBRID TECHNOLOGY

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 conjunction 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 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.

REGENERATIVE 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 efficiency1, 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 efficiency1 by taking advantage of opportunities to coast.

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COMBINATION MILEAGE

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OPTIMA HYBRID

- BATTERY
- GASOLINE

MILEAGE (EPA-ESTIMATED):

- CITY: 39 MPGe
- HIGHWAY: 46 MPGe

OPTIMA PLUG-IN HYBRID

- PLUG-IN
- BATTERY
- GASOLINE

MILEAGE (EPA-ESTIMATED):

- ALL-ELECTRIC: 29 MPGe
- CITY: 38 MPGe
- HIGHWAY: 43 MPGe

1 29-mile range on full battery charge.
HEV EX WITH TECHNOLOGY PACKAGE SHOWN

PERFORMANCE

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.

A 2016 Top Safety Pick+
For the 2017 Optima Hybrid (HEV) and Plug-in Hybrid (PHEV) equipped with optional Front Crash Prevention.

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

4. UVO SMARTPHONE APPS
Download the free UVO link app for HEV or UVO-ecos 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.

5. LED HEADLIGHTS WITH AUTO-LEVELING & HIGH-BEAM ASSIST™
Available LED headlights are auto-leveling and provide bright, crisp lighting. Dynamic Bending Light delivers a varying beam pattern and enhanced directional lighting based on vehicle speed and steering angle.

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. If 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 that might 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™
An 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.

Advanced Technology
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2. APPLE CarPlay®™
3. ANDROID AUTO™™
Apple CarPlay® and Android Auto™ take advantage of the UVO eServices™ 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.

4. UVO SMARTPHONE APPS
Download the free UVO link app for HEV or UVO-ecos 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.

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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 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.
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**
   A 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.

**INTERIOR FEATURES**

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.
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.

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.

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.

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 is designed to let 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.

SAFETY SYSTEMS

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.

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

Difference to making safety a top priority
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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.

### EXTERIOR

**COLORS**

- **SNOW WHITE PEARL (P)**
  - HEV: B/W/BK
  - HEV EX: B/W/BK
- **ALUMINUM SILVER (M)**
  - HEV: BK
- **PLATINUM GRAPHITE (M)**
  - HEV: BK
- **COMING SOON**
  - HEV EX/PHEV TECHNOLOGY PACKAGE
- **GRAVITY BLUE (M)**
  - HEV EX: W/BK
- **AURORA BLACK PEARL (P)**
  - HEV: B/BK
  - HEV EX: B/W/BK
  - PHEV: G

**PACKAGES**

**HEV CONVENIENCE PACKAGE**

- Power-reversible driving seat with memory
- USB chargers
- Rear cross-traffic alert
- Panoramic sunroof
- Sound-insulating acoustic front-door glass
- Heated rear outboard seat cushions
- Overhead LED front & rear reading lamps
- Rear-side window shades
- Ventilated front seats
- Lane departure warning system
- High beam assist
- Blind spot detection & rear cross-traffic alert
- Autonomous emergency braking
- Advanced smart cruise control
- Forward collision warning system
- Autonomous emergency braking
- Blind spot detection & rear cross-traffic alert
- Autonomous emergency braking
- Rear parking assist system
- Autonomous emergency braking
- Blind spot detection & rear cross-traffic alert
- Autonomous emergency braking
- Rear parking assist system

**HEV EX/PHEV TECHNOLOGY PACKAGE**

- Power-adjustable passenger seat
- Power-reversible driving seat with memory
- LED headlights
- Dynamic bending lights
- Rearside view monitor system
- Head-up display
- Rear parking assist system
- LED headlights
- Dynamic bending lights
- Rearside view monitor system
- Head-up display

**INTERIOR COMBINATIONS ARE INDICATED BY:**

- **B** = BEIGE
- **W** = WHITE
- **G** = GRAY
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**PACKAGE**

- **BEIGE LEATHER (HEV EX ONLY)**
- **SNOW WHITE PEARL (P)**
- **ALUMINUM SILVER (M)**
- **PLATINUM GRAPHITE (M)**
- **CRIMSON RED (HEV EX ONLY)**
- **GRAVITY BLUE (M)**
- **AURORA BLACK PEARL (P)**
- **ALUMINUM SILVER (M)**
- **PLATINUM GRAPHITE (M)**
- **CRIMSON RED (HEV EX ONLY)**
- **GRAVITY BLUE (M)**
- **AURORA BLACK PEARL (P)**

**ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.**

**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

KIA MOTORS AMERICA**

**EcoDynamics is Kia’s forward-looking philosophy that focuses on reducing environmental impact and makes social responsibility a high priority. Kia extends this commitment by working to build an efficient global production system and incorporating innovative materials into our cars. Going forward, Kia is dedicated to delivering technologically progressive vehicles that also feature impressive styling and exceptional performance.**
### Safety

- Push-button start w/Smart Key
- Autonomous Emergency Braking
- Lane Departure Warning System
- Rear Cross-Traffic Alert
- Rear Park Assist System
- Rear-Camera Display
- Front seat-belt pretensioners
- Driver's knee airbag
- Full-length side curtain airbags
- Dual front seat-mounted side airbags
- 6-way manually adjustable front passenger seat
- Heated rear outboard seat cushions
- 17” tires w/alloy wheels
- 16” tires w/alloy wheels
- 3.3 kW Charge-On-The-Go
- HEV Mode Select System
- Drive Mode Select System
- 6-speed Sportmatic transmission
- Lithium polymer battery
- 2.0L 4-cylinder engine, full parallel hybrid system
- Traction Control System
- Electric Power Steering (EPS)
- Power-assisted ABS + Electronic Brake-force Distribution (EBD)
- 4-Wheel independent suspension
- Driver & front passenger seatback pocket
- Sunglasses holder
- Supervision meter cluster w/TFT color LCD
- Door mood lights
- Driver & passenger's one-touch auto-up/down windows
- Rear air conditioning vents
- Dual-zone automatic temperature control
- 6-speed electronically controlled Sportmatic, overdrive transmission
- Gasoline Direct Injection (GDI)
- Compression ratio
- Displacement
- Type
- Tires

### Environmental

- 13.4 cu. ft.
- Cargo volume
- Interior volume
- 56.0 in./56.0 in.
- Legroom (front/rear)
- 58.1 in./56.4 in.
- Shoulder room (front/rear)
- 59.1 in.
- Track (front/rear)
- 191.1 in./73.2 in./57.5 in.
- Fuel tank capacity (gallons)
- 39/46 (HEV/HEV EX)
- Engine
- Horsepower
- Torque
- Transmission
- Heated rear outboard seat cushions
- Power lumbar (4-way)
- Power lumbar (2-way)
- Blue accent trim
- Satin chrome-accented outside door handles
- Rear LED combination taillights
- LED daytime running lights
- LED headlights w/Dynamic Bending Light, Projection headlights
- Manual-folding outside mirrors w/turn-signal indicators

###Other

- Door Storage: Front (10) / Rear (4) / Center Console (3)
- 12V DC outlet(s)
- USB (2) & 12V (1) charging ports on center console
- USB/auxiliary input jacks
- Front & rear crumple zones
- Side-impact door beams
- 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and limitations apply. See Kia Warranty and Consumer Information Manual for details.

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**ENDNOTES**

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**SPECSIFICATIONS**

| Engine Type | HEV/Hybrid | PHEV
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<tr>
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<tr>
<td>Horsepower</td>
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<td>Battery</td>
<td>Lithium polymer battery</td>
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<td>Engine</td>
<td>2.0L 4-cylinder engine, full parallel hybrid system</td>
<td>2.0L 151 lb.-ft. (205 Nm) @ 0 –2,330 rpm (PHEV)</td>
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**SEATING & TRIM**

- Black seat trim w/LEATHER Essentials™/Fabric treatment
- Leather seat trim
- Front bucket seats
- Ventilated front seats
- Heated rear seat cushions
- 6-way manually adjustable driver's seat, power lumbar (2-way)
- Heated power lumbar adjustable driver's seat (3-way)
- Driver's memory seat & interior mirrors
- 6-way manually adjustable passenger seat, power lumbar (2-way)
- Heated power lumbar adjustable passenger seat (4-way)

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**REASTRAINT & SAFETY SYSTEMS**

- Front end advanced airbags
- Dual-Stage, multiple-stage airbags
- Full-length side curtains
- Front & rear side impact airbags
- Front & rear knee airbags
- Front seat-belt pretensioners
- Single-stage driver's airbag
- Anti-lock Braking System (ABS)
- Rearview parking assist system
- Power Moonroof (if equipped)
- Lane Departure Warning System (LDW)
- Forward Collision Warning System (FCW)
- Front & rear Combination airbags
- Front side airbag system
- Front Park Assist System
- Adaptive Front-End Impact System
- LED (12 V) charging ports in center console
- Autonomous Emergency Braking
- Lane Departure Warning System
- Rear Cross-Traffic Alert
- Rear Park Assist System
- Rear-Camera Display
- Rear seat-belt pretensioners
- Driver's knee airbag
- Full-length side curtain airbags
- Dual front seat-mounted side airbags
- Front & rear seat-mounted side airbags
- Driver & passenger seatback pockets
- Sunglasses holder
- Supervision meter cluster w/TFT color LCD
- Door mood lights
- Driver & passenger's one-touch auto-up/down windows
- Rear air conditioning vents
- Dual-zone automatic temperature control
- 6-speed electronically controlled Sportmatic, overdrive transmission
- Gasoline Direct Injection (GDI)
- Compression ratio
- Displacement
- Type
- Tires

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