

2020 | GUIDEBOOK SERIES

OPTIMA

A simple guide to help you decide



The Power to Surprise



Designed to

GET NOTICED.

Built to keep you safe

Everywhere you look, design is king, and it defines everything around us. Kia invites you to express your love of design through your love of driving. Both come together seamlessly in the 2020 Kia Optima. It has a style that has redefined the sport sedan with edgy styling and a liberating attitude.

Hey – it's your life. Get noticed
in the 2020 Kia Optima.

SAFETY

never takes a day off

Advanced driving assist technologies, 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 and side curtain airbags

HILL ASSIST CONTROL (HAC)

helps ensure forward momentum when shifting your foot from the brake to the gas pedal, when starting on an incline

ELECTRONIC STABILITY CONTROL (ESC)

monitors throttle, brake and steering inputs, and restores stability if the responses are out of sync



FORWARD COLLISION-AVOIDANCE ASSIST²

is designed to detect and alert you if a potential front collision is imminent, and can also automatically apply the brakes, if necessary

HIGH BEAM ASSIST

activates and deactivates high beams, depending on approaching traffic

LANE KEEPING ASSIST²

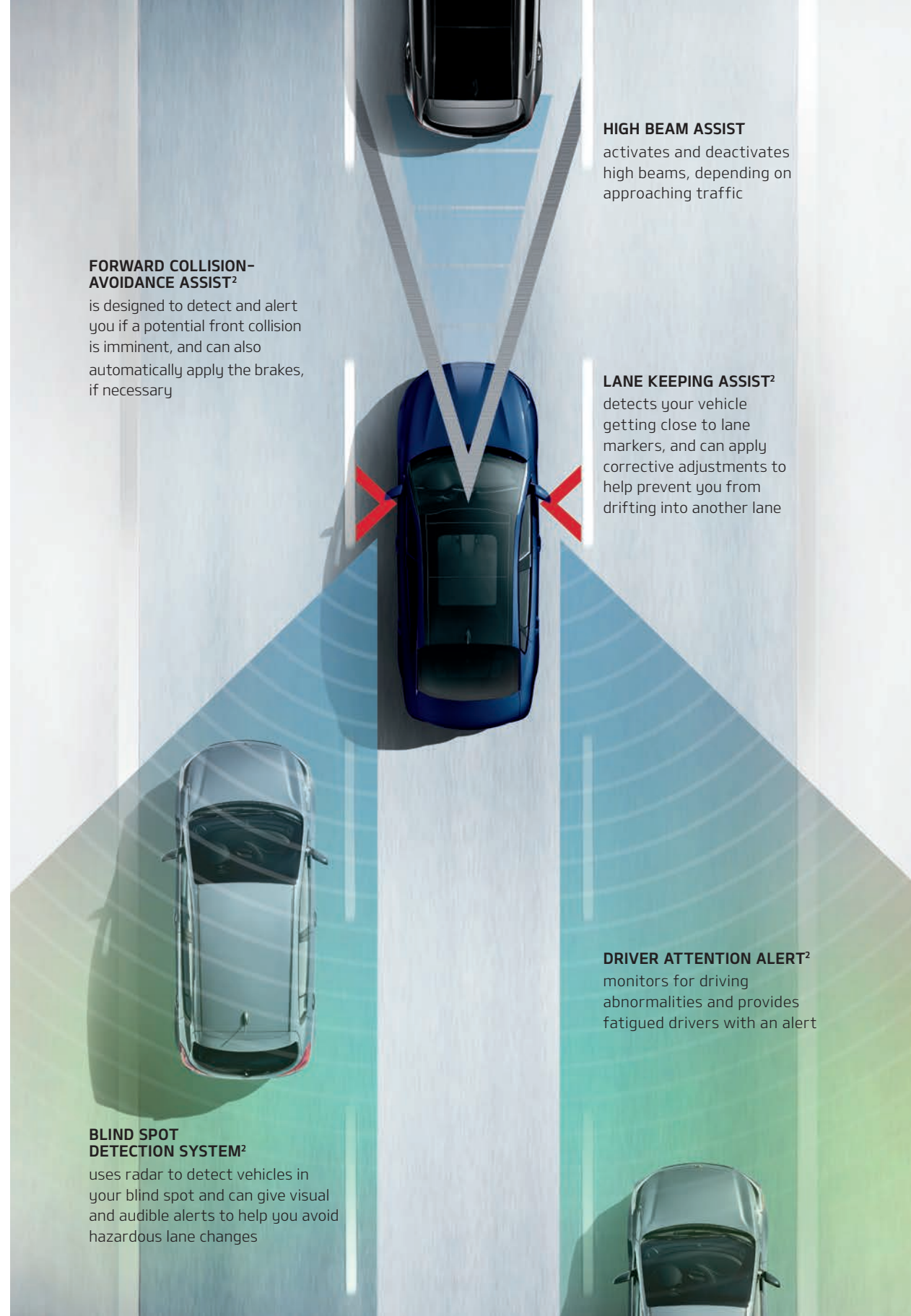
detects your vehicle getting close to lane markers, and can apply corrective adjustments to help prevent you from drifting into another lane

BLIND SPOT DETECTION SYSTEM²

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

DRIVER ATTENTION ALERT²

monitors for driving abnormalities and provides fatigued drivers with an alert





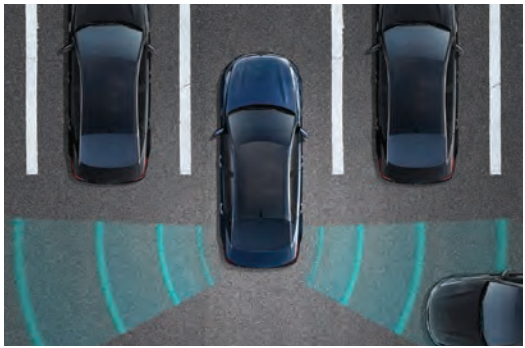
Safety covered from

EVERY ANGLE

Optima helps you with features that can alert you to potential hazards while manoeuvring in and out of parking spaces.

PARKING ASSISTANCE

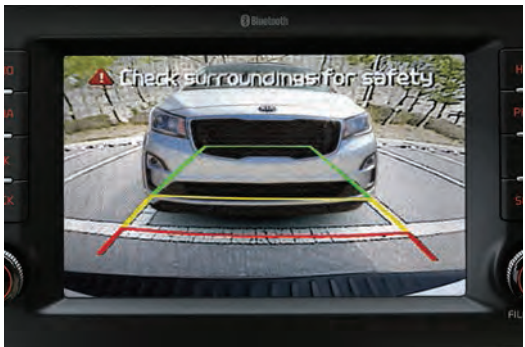
KIA.CA/OPTIMA



REAR CROSS TRAFFIC ALERT²
gives you visual and audible alerts to help warn of traffic coming toward you from either side while backing up



REAR PARKING SENSORS²
give you audible alerts that increase in intensity as you get close to obstacles while parking



REARVIEW CAMERA²
automatically displays the rear view with parking guidelines when you put your vehicle in reverse

It connects, checks, finds and reminds – from the convenience of

YOUR SMARTPHONE^{1,3,4}



UVO | Intelligence™

Providing a world of connected car services

REMOTE SERVICES

Start/Stop your car and set the climate control remotely from your smartphone. Other services include: Remote Door Lock/Unlock and Find My Car.

SAFETY AND SECURITY

Automatic Collision Notification sends out an emergency call automatically if you're in an accident. Enhanced Roadside Assistance and S.O.S. Emergency Assistance are both available at the touch of a button.

VEHICLE HEALTH

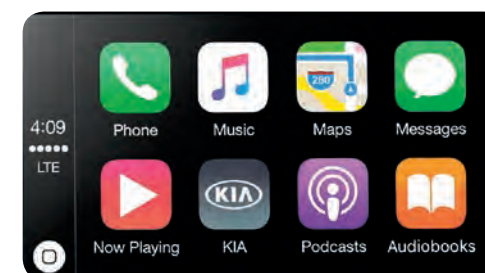
Monitor the status of your vehicle with Maintenance Alerts, Monthly Vehicle Health Reports and On-Demand Diagnostics.

LOCATION-BASED SERVICES

Use voice-activated Destination Search to find an address, or points of interest by category, quickly and easily.

Free for the first five years. ¹ Available feature. See features page or visit 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.^{3,7,8}

"Send a text message"

"Play my music"

"Remind me to pickup groceries"

"Find the nearest coffee shop"

"Read text messages"

"Call home"

Because you never travel EMPTY-HANDED



Optima takes function as seriously as it does style. Convenience is engineered right into Optima – including an available smart release trunk that can open automatically when you approach. Very smart indeed.

SMART RELEASE TRUNK
can automatically open when it senses your Smart Key

60:40 SPLIT-FOLDING REAR SEATS
provide more versatility for passengers and cargo

Optima owners IN THEIR OWN WORDS

No one knows the ins and outs of Optima better than the women and men who drive one. You can find all the complete reviews at kia.ca.

"Looks great,
handles well,
lots of extras..."

John – February 2019

"Sleek looking.
Fun to drive.
Fuel efficient."

Ryan – April 2019

"Smooth operator.
Very comfortable seats
front or back"

Roger – January 2019

"Fun to drive.
Lots of bells & whistles.
Comfy ride"

Janice – March 2019

"Safety and
electronic features."

Van – March 2019



We stand by our vehicles and the people that drive them. That's why we've partnered with Reevoo, an independent company that gathers genuine reviews from real Kia customers. This ensures you have access to unbiased perspectives about our vehicles whenever you want them.



Any way you look at it,
**OPTIMA
IMPRESSES**

Optima is a sedan that makes an impression, even before you buckle in. Its lines are sleek – its stance is dynamic. Lucky for you, Optima's "must-have" look is accompanied by "must-have" performance. Plus all the amenities of a truly refined ride. Take your driving to a whole other level. In the 2020 Kia Optima.

Experience the joy of COMPLETE CONTROL

Optima invites you to experience a more connected form of driving with features that make your life on the road more comfortable and convenient.

BLUETOOTH® WIRELESS CONNECTIVITY^{3,6}
gives you hands-free calling

**APPLE® AND ANDROID™
SMARTPHONE INTEGRATION^{3,7,8}**
keep you connected through voice commands

SIRIUSXM® SATELLITE RADIO^{1,5}
lets you take your favourite stations everywhere

SMART KEY
lets you start your vehicle with your key in your pocket

¹ Available feature. See features page or visit kia.ca for full details.

Room to get seriously

COMFORTABLE

Come in, stretch out and make it your own. Optima's refined interior is impressively spacious with features that let you customize your comfort — while letting your passengers do the same for themselves.



DUAL-ZONE CLIMATE CONTROL

so you can customize your comfort

HEATED FRONT SEATS

keep you toasty warm during Canadian winters

HEATED STEERING WHEEL

keep your hands warm on those chilly winter mornings

DRIVER'S SEAT MEMORY SYSTEM

remembers two individual seat-adjustment preferences

PANORAMIC SUNROOF¹

for a brighter, airier cabin

LED INTERIOR LIGHTING¹

produces a pure, clear quality of light

¹ Available feature. See features page or visit kia.ca for full details.

Now it's time to ZERO IN

Which Optima is right for you?

EX

EXTERIOR

- 17" alloy wheels
- P215/55R17 tires
- Tire mobility kit
- Automatic headlights
- High beam assist
- Projection headlights
- LED daytime running lights
- Headlight escort function
- Fog lights
- LED taillights (bar type)
- Windshield wiper de-icer
- Rain sensing wipers
- Solar glass
- Sound-reducing front side door glass
- Body-coloured sideview mirrors
- Heated sideview mirrors
- Sideview mirror signal repeaters
- Automatic power folding sideview mirrors
- Split-chrome door handles
- Piano black door pillars
- Grey matte mesh grille
- Chrome window trim
- Dual stainless steel exhaust tips
- Splash guards

SAFETY

- 7 airbags (driver knee, dual advanced front, dual side curtain, dual front side seat)
- Electronic stability control (ESC)
- Vehicle stability management (VSM)
- 4-wheel anti-lock braking system (ABS)
- Hill-assist control (HAC)
- Tire pressure monitoring system (TPMS)
- Low washer fluid warning indicator
- Lane keeping assist (LKA)²
- Driver attention alert system (DAA)²
- Forward collision-avoidance assist (FCA)²
- Blind spot detection system (BSD)²
- Rear parking sensors²
- Rear cross traffic alert (RCTA)²
- Rearview camera²

TECHNOLOGY

- Dual-zone automatic climate control
- Rear climate ventilation
- 8" Display audio
- AM/FM/MP3 radio
- Bluetooth® hands-free cell phone connectivity^{3,6}
- Apple CarPlay® and Android Auto™ smartphone integration^{3,7,8}
- Dual 12V cabin power outlets
- USB audio input and charging port
- 4.3" Supervision LCD/TFT instrument cluster
- Cruise control
- Trip computer
- Smart key with push-button start
- Auto-dimming rearview mirror
- Obstacle-detecting front windows
- Smart release trunk

COMFORT

- Leather seats
- 8-way power adjustable driver's seat
- 4-way driver's seat lumbar support
- Driver's seat memory function
- 60:40 split-folding rear seats
- Heated front seats
- Heated steering wheel
- Tilt and telescopic steering wheel
- Leather-wrapped steering wheel
- Leather-wrapped gear shift knob
- Covered front accessory tray
- Wood interior trim

EX+ adds to or upgrades from EX

EXTERIOR

- Panoramic sunroof

TECHNOLOGY

- UVO Intelligence™ connected car services^{3,4}
- SiriusXM® satellite radio⁵
- LED interior lighting

What's under THE HOOD



MECHANICAL

Engine type	2.4L 4-cylinder
Horsepower	185 hp @ 6,000 rpm
Torque	178 lb.ft. @ 4,000 rpm
Transmission	6-speed Sportmatic automatic
Drive type	Front wheel drive (FWD)
Recommended fuel	Regular unleaded
Brakes: front/rear	304.8 mm (12.0 in.) 284.5 mm (11.2 in.)
Front suspension	Independent, MacPherson struts with high performance dampers, coil springs and anti-roll bar
Rear suspension	Independent, multi-link, coil springs, high performance dampers and anti-roll bar



MEASUREMENTS

Fuel tank capacity	70 L
Passenger volume	2,967 L (104.8 cu. ft.)
Cargo capacity	450 L (15.9 cu. ft.)

Please visit kia.ca for full vehicle specifications and the latest fuel consumption figures.

Pick your perfect COLOUR

Snow White Pearl



Ebony Black



Lightning Blue



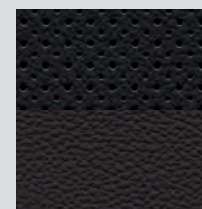
Passion Red



Gravity Grey



SEATING



Black leather

WHEELS



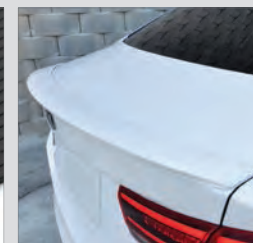
17" alloy wheels

Let's get PERSONAL

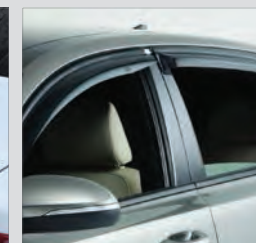
Genuine Kia Accessories are built to fit right,
work right and look great



All-weather floor mats



Rear spoiler



Sport visors



Roof cargo box - short

Accessory wheels



*Available accessories may vary. See Dealer for details. Images shown for illustration purposes only.



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 for full details. Certain restrictions apply.



Talk about entertainment value! With your new vehicle, you'll not only enjoy access to SiriusXM® satellite radio while you're on the road, you can listen from anywhere you go – using the smartphone app, online, or even through your smart TV. It's just one more way that Kia integrates your vehicle with your life.

Free for the first 3 months. Available feature.
See your Kia dealer or visit kia.ca to find out more.

Outstanding protection for more **PEACE OF MIND**⁹

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.



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

Worry-free comprehensive
warranty



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

Limited powertrain
warranty



**5-year/
unlimited km**

24-hour roadside
assistance



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

| kia.ca



During our 20 years in Canada, we've continued to surprise drivers with a combination of value, bold design and advanced technology. The result is a joy that comes with an open road and the freedom to go anywhere – on your own terms. As we celebrate our anniversary, we are also continuing to live up to our promise. By finding new ways to surprise and delight our drivers. That's our currency. It's in our DNA. And it's the source of our power – Long Live Surprise.

1. Available feature. See features page or visit kia.ca for full details. 2. 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. 3. 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. 4. UVO Intelligence only available on select models and trims. Specific functionality may vary between models and trims. Destination Search is only available on vehicles with a navigation head unit. Certain functions are only accessible on the smartphone app and/or customer web portal and/or in-vehicle head unit. Service is free for the first five years from the day the vehicle was first registered. Monthly subscription may be applicable after the free period. Please consult your dealer for details. 5. 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. 6. The Bluetooth word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. 7. 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. 8. Google, Google Play, Google Maps, and Android Auto are trademarks of Google 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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