

2013.KIA.OPTIMA





OFFICIAL VEHICLE OF THE NBA



OPTIMA With world-class engineering, outstanding performance and advanced safety systems, the 2013 Kia Optima gives you good reason to be passionate about driving a midsize sedan. It combines bold exterior styling, performance and a spacious, luxurious cabin. It also comes with a long list of technologically advanced features for your entertainment, convenience and safety. Like all Kia models, every Optima comes with an industry-leading 10-year/100,000-mile warranty program.¹

^{1, 2, 3, 4, 5, *} See Features and Specifications pages for availability and endnotes. ^{*}Not all optional features are available on all trims. [†]No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed. COVER: SX WITH TOURING PACKAGE SHOWN. THIS PAGE: EX WITH PREMIUM PACKAGE SHOWN.



HORSEPOWER AND MPG

The Optima LX and EX are both equipped with a 2.4L 200-hp² GDI 4-cylinder engine that provides outstanding acceleration and fuel efficiency of 24 city/35 hwy mpg.³



SPACIOUSNESS

A spacious and luxurious cabin is designed to let five people travel in comfort. There's plenty of cargo space thanks to a roomy trunk.



ADVANCED SAFETY SYSTEMS⁴

All Optimas have a long list of standard safety features, including six airbags,⁴ Electronic Stability Control and Vehicle Stability Management.



INNOVATIVE TECHNOLOGY

A voice-command navigation system with rear-camera display,⁵ and both air-cooled and heated front seats are available on select models.^{*}



SLEEK STYLING

Sculpted bodywork features a contemporary design and enhanced aerodynamics, while unique grilles and alloy wheels help define each model.



TURBO With the Optima SX, exhilaration is standard. The key to its exciting performance is its turbocharged 2.0L Gasoline Direct Injection (GDI) I4 engine that delivers 274 horsepower and fuel efficiency of 22 city/34 hwy mpg.³ The Optima also has a standard 6-speed Sportmatic[®] transmission for an even sportier driving experience.

3, 6, 7, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. SX WITH PREMIUM TOURING PACKAGE SHOWN.

TURBO PERFORMANCE

Optima SX is equipped with a 2.0L GDI Turbo engine. It provides the benefit of 4-cylinder fuel efficiency³ while delivering the horsepower of V6 engines.⁶

SMOOTH, PRECISE HANDLING

Optima has four-wheel independent suspension featuring front MacPherson struts and a rear multi-link design with High-Performance Dampers for a remarkably smooth ride without sacrificing its agile handling characteristics.

SPORTMATIC[®] TRANSMISSION

The 6-speed automatic transmission provides smooth, seamless shifting. Its Sportmatic function allows you to choose between automatic mode or, for a sportier driving experience, clutch-free manual shifting.

STYLE AND PERFORMANCE

The Optima SX has steering-wheel-mounted paddle shifters for fingertip control of the Sportmatic transmission. It also has a sport-tuned suspension, 18-inch alloy wheels with black-colored front calipers, HID headlights, LED taillights and a rear spoiler.

EXCEPTIONAL FUEL EFFICIENCY³

Optima features a "smart alternator," Electric Power Steering and silica tires, all of which contribute to its outstanding 24 city/35 hwy mpg for the 2.4L and 22 city/34 hwy mpg for the 2.0L engine.³

ACTIVE ECO SYSTEM

With a push of the Eco button, it adjusts the engine and transmission calibration to optimize fuel efficiency.³



**ONE OF THE CLEANEST,
MOST FUEL-EFFICIENT
VEHICLES ON THE ROAD**

FOR THE 2012 OPTIMA⁷

LIMITED The new Optima Limited delivers a remarkable combination of performance, elegance and technology. Like the Optima SX, it features a GDI turbocharged engine generating 274 horsepower and fuel efficiency of up to 22 city/34 hwy mpg.³ The Optima Limited adds innovative features such as an electronic parking brake and its own unique exterior touches, including 18-inch chrome wheels, red brake calipers, LED daytime running lights, chrome accent side trim and rear spoiler. Consider the Optima Limited a trophy you'll want to display proudly on the road and at home.



ELEGANCE AND TECHNOLOGY

The Optima Limited includes an impressive array of features. A panoramic sunroof lets you enjoy pleasant weather while an Infinity[®] audio system with eight speakers provides remarkable audio quality so you can travel in comfort.

NAPPA LEATHER SEAT TRIM

For both impressive comfort and elegance, the Optima Limited features a choice of striking white or black Nappa leather. You'll appreciate the soft, supple feel and natural appearance of this premium full-grain leather.

LUXURY THROUGHOUT

The Optima Limited offers a variety of luxurious amenities, including heated front seats and rear seat cushion, air-cooled front seats and a four-way power adjustable front-passenger seat. Wood interior accents add to its sophisticated design.

STATE-OF-THE-ART FEATURES

To make driving more convenient than ever, the Optima Limited features a rear-camera display⁵ and a voice-command navigation system, giving you access to detailed highway conditions from SiriusXM Traffic.⁹

^{3, 5, 8, 9} See Specifications page for endnotes. 2013 Optima Limited expected to be available summer of 2012. SX WITH LIMITED PACKAGE SHOWN.



It feels as luxurious as it looks. The Optima delivers a striking combination of style and craftsmanship. Spacious and comfortable seating can accommodate five adults and includes a driver's seat with power lumbar and available leather seat trim.* Rear seats have a 60/40 split-folding design for added versatility. There are even air vents in the rear* so your rear passengers can be comfortable with direct airflow.

*See Features page for availability. Not all optional features are available on all trims. EX WITH TECHNOLOGY PACKAGE SHOWN.



PANORAMIC SUNROOF*
An available panoramic sunroof allows the interior to be filled with sunshine. The front portion of the sunroof tilts and slides.



HEATED STEERING WHEEL*
A long list of available luxury amenities includes a heated steering wheel that keeps your hands warm in cold weather.



DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*
Driver and front passenger can adjust their own temperature setting for individual comfort zones. These two levels are blended for those in the rear.



DRIVER'S MEMORY SEAT WITH TWO PRE-SETS*
Available memory seat controls let you lock in driver's seat settings for two drivers.



AIR-COOLED FRONT SEATS*
Available on EX and SX, cool air circulates through perforations in the seat fabric — perfect for hot summer days.



HEATED SEATS*
Heated front seats and rear seat cushion, available on Optima EX and SX, are perfect for cold-weather comfort.

Putting advanced technology to work for you. The Optima is designed to make every drive a pleasure. The available Premium Touring Package includes features like the innovative UVO¹⁰ in-vehicle infotainment system, premium Infinity^{®8} sound system for exceptional audio entertainment, and a panoramic sunroof. The available Technology Package includes a voice-command navigation system, giving you access to detailed highway conditions from SiriusXM Traffic.⁹

PADDLE SHIFTERS

Race-inspired paddle shifters on the SX let you shift gears without taking your hands off the wheel.

POWER-FOLDING MIRRORS*

Available power-folding outside mirrors fold in close to the vehicle's body for easier parking in tight spaces.

MOOD LIGHTING

Red-tinted mood lamps, on the front doors and lower center console of the EX and SX, help give the interior a sporty style.

USB/AUXILIARY JACKS FOR MP3 AUDIO

An accessory cable integrates your iPod[®] mobile digital device¹¹ with the audio system controls.



REAR-CAMERA DISPLAY*

It conveniently lets you see things behind your vehicle that you might not see by looking over your shoulder.⁵

PUSH-BUTTON START*

Available Smart Key remote lets you start or stop the engine with the push of a button — even with the key fob in your pocket or purse.

BLUETOOTH[®] WIRELESS TECHNOLOGY

Enjoy your Bluetooth[®] wireless technology¹²-enabled cell phone with hands-free simplicity.

SIRIUSXM SATELLITE RADIO

Get over 130 channels, including commercial-free music, plus the best sports, news, talk, comedy and entertainment.⁹



5, 8, 9, 10, 11, 12, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. SX WITH TECHNOLOGY PACKAGE SHOWN.

Kia UVO*¹⁰ Powered by Microsoft.^{®13} Technology keeps giving us new ways to be entertained, stay in touch and access information. Getting to enjoy this, however, used to be complicated, especially while driving. UVO, short for “your voice,” is an available infotainment system that uses advanced voice-recognition technology to simplify the use of your cell phone¹² and MP3 player. Instead of memorizing difficult voice commands and menus, UVO lets you use your compatible cell phone¹² to make hands-free calls, receive and respond to text messages, listen to streaming audio, enjoy your personal music, and play your favorite song, artist or genre of music — all by giving a single, intuitive voice command. With its innovative technology, UVO makes infotainment remarkably easy to enjoy.

COLOR TOUCH SCREEN
UVO's vivid 4.3-inch color LCD touch screen delivers direct access to radio stations, music on your MP3 player or USB media drive, your phonebook from a compatible cell phone¹² and vehicle information.

ADVANCED VOICE CONTROL
Microsoft speech technology can learn multiple users' speaking patterns, and it responds quickly to long phrases. Even with Optima's multiple music-source options, finding a song is as easy as saying its title.

EASY FEATURE UPDATES
With its flexible Windows^{®13} Embedded Automotive platform, the UVO system allows you to update its features and services conveniently.



“call Jason”

“play alt-rock”

“shuffle on”

“what's playing?”

“Sirius channel 22”

“add to favorites”

Use your voice



DIGITAL JUKEBOX
UVO's in-dash digital storage is large enough to hold up to 700 megabytes of your favorite music. The system lets you load your tunes into personal MyMusic folders and sort them by either title or artist.

HD RADIO™ TECHNOLOGY
UVO offers available HD Radio™ Technology¹⁴ — the digital evolution of AM and FM radio. It includes new features like crystal-clear sound, new local FM channels, on-screen information and much more — all 100% subscription free.



REAR-CAMERA DISPLAY*
Whenever you shift into reverse, an image from an integrated rear camera is displayed on the UVO screen. It lets you see things behind your vehicle that you might not see by looking over your shoulder.⁵

UVO
Powered by **Microsoft**®



2012 Top Safety Pick

INSURANCE INSTITUTE FOR HIGHWAY SAFETY
FOR THE 2013 OPTIMA



**NHTSA Five-Star
Crash Safety Rating¹⁵**

FOR THE 2012 OPTIMA



Active safety systems.[†] Safe driving begins with the ability to avoid certain accidents. That's why all Optima models are equipped with advanced active safety systems designed to help you maintain control, even in challenging road conditions and in some emergency situations. They function automatically, leaving you free to focus on the road.

¹⁵ See Specifications page for endnote. [†]No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed. SX SHOWN.



VEHICLE STABILITY MANAGEMENT SYSTEM
VSM is a safety feature that adds steering direction control capability. It intervenes when appropriate to help the driver regain control of the vehicle.



ELECTRONIC STABILITY CONTROL
ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Optima on course.



TRACTION CONTROL SYSTEM
When TCS senses wheel spin during acceleration, it uses engine power and brake force to transfer power to the wheels that have the most traction.



ELECTRONIC BRAKE-FORCE DISTRIBUTION
To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.

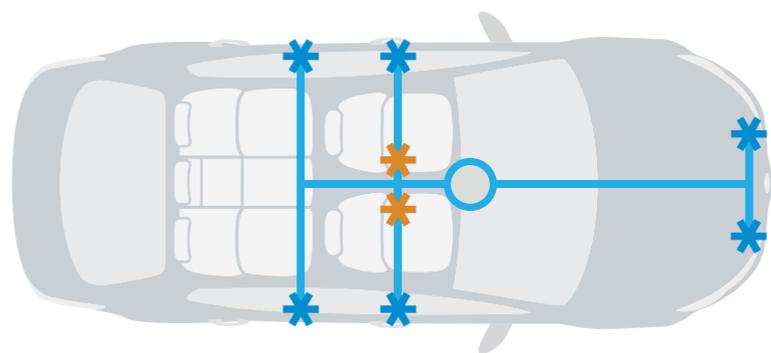


BRAKE ASSIST SYSTEM
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps shorten your overall stopping distance.



HILL-START ASSIST CONTROL
To help keep you from rolling backward 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.

Prepare for the unexpected. Optima's safety systems are designed to help minimize injury when a traffic accident is unavoidable. The front seat belts feature height-adjustable anchors and pretensioners. Dual front airbags, front-seat-mounted side airbags and side curtain airbags are managed by an advanced sensor system.⁴ Optima wraps all of this — and you — in a protective, high-strength steel-reinforced body.



AIRBAG & SEAT-BELT SENSORS

This advanced system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.⁴



FRONT & REAR 3-POINT SEAT BELTS

Three-point seat belts are standard for all five seating positions so that each person is protected with an over-the-lap and shoulder seat belt.



REINFORCED BODY

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The A and B pillars are also reinforced to help strengthen the body of the vehicle.



FRONT SEAT-BELT PRETENSIONERS

Pretensioners have been designed to tighten the seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries.



TIRE-PRESSURE MONITORING SYSTEM

This system includes air-pressure sensors located at each wheel. If a tire reaches a specified low air pressure, a warning light will alert you.¹⁶



LATCH SYSTEM

LATCH (Lower Anchors and Tethers for Children) system is standard and makes it easier to securely install a compatible child seat at the two ends of the rear seat.

⁴, ¹⁶ See Specifications page for endnotes. Inflated airbags are shown for illustration only. SX WITH TECHNOLOGY PACKAGE SHOWN.

A passion for excellence. For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized,¹⁷ and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹⁸



COMMITMENT TO AMERICA

Kia Motors has invested over \$1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant is capable of producing 360,000 vehicles a year. The Sorento crossover and Optima midsize sedans are currently being built at this plant.[†] In addition to producing high-quality vehicles, more than 3,000 new jobs were created at the facility plus 7,500 additional jobs in the surrounding area. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.



PRIDE OF QUALITY

Kia Motors designs and develops vehicles and rigorously puts them to the test at high-tech facilities and proving grounds worldwide. The result is a full line of vehicles with world-class quality.



SELLING STRONG

In 2010, Kia Motors sold its 3 millionth vehicle in the U.S.A., and it took less time to reach that milestone than Toyota.¹⁹ In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.²⁰



VISIT KIA.COM

See our award-winning website to check out specifications, videos, packages, accessories and more. Experience 360° views, or find which of our 700-plus retailers is nearest to you.



INDUSTRY-LEADING WARRANTY PROGRAM

At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we 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/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance²¹



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA
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OFFICIAL
AUTOMOTIVE
PARTNER OF
THE LPGA
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[†]Kia Sorento and certain Optima GDI models assembled in the United States from U.S. and globally-sourced parts. 1, 17, 18, 19, 20, 21, 22, 23, 24 See Specifications page for endnotes.

Packages

LX CONVENIENCE PACKAGE

- 8-way power adjustable driver's seat
- Auto-dimming rear-view mirror w/HomeLink^{®25} & compass



LX TECHNOLOGY PACKAGE (Requires Convenience Package)

- Voice-command navigation w/SiriusXM Traffic,⁹ rear-camera display⁵
- Infinity[®] audio system & 8 speakers
- Dual-zone automatic temperature control w/rear vents



EX PREMIUM PACKAGE

- UVO¹⁰ Powered by Microsoft infotainment system w/HD Radio[™] Technology, rear-camera display⁵
- Infinity[®] audio system & 8 speakers
- Panoramic sunroof w/gloss-black B-pillar
- Driver's memory seat
- Power-folding outside mirrors
- Heated front seats and rear seat cushion
- Air-cooled front seats
- Heated steering wheel
- 4-way power adjustable front-passenger seat



SX PREMIUM TOURING PACKAGE

- UVO¹⁰ Powered by Microsoft infotainment system w/HD Radio[™] Technology, rear-camera display⁵
- Infinity[®] audio system & 8 speakers
- Panoramic sunroof w/gloss-black B-pillar
- Driver's memory seat
- Power-folding outside mirrors
- Heated front seats and rear seat cushion
- Air-cooled front seats
- 18" luxury wheels
- 4-way power adjustable front-passenger seat



Packages (continued)

EX/SX TECHNOLOGY PACKAGE (Requires each trim's Premium Package)

- Voice-command navigation w/SiriusXM Traffic,⁹ rear-camera display⁵
- (Replaces UVO infotainment system w/HD Radio[™] Technology)



SX LIMITED PACKAGE (Requires SX Premium Touring Package and SX Technology Package)

- White or black Nappa leather seat trim and interior trim
- Black cloth headliner and pillar trim
- 18" chrome wheels (unique design)
- LED daytime running lights
- Red brake calipers (front & rear)
- Chrome accent side sills
- Chrome accent rear spoiler
- Wood interior accent
- SXL rear badging
- First-aid kit
- Electronic parking brake (not shown)



Exterior Colors



Interior Colors



(M) = METALLIC PAINT, L = OPTIMA LIMITED
INTERIOR COMBINATIONS ARE INDICATED BY:

B = BEIGE INTERIOR, G = GRAY INTERIOR, BK = BLACK SPORT INTERIOR,
BN = BLACK NAPPA INTERIOR, WN = WHITE NAPPA INTERIOR

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.

5, 9, 10, 25 See Specifications page for endnotes. 2013 Optima Limited expected to be available summer of 2012.

Features

EXTERIOR	LX	EX	SX
16" tires w/alloy wheels	●	–	–
17" tires w/alloy wheels	–	●	–
18" tires w/alloy wheels	–	–	●
18" chrome wheels w/red brake calipers	–	–	○
Performance dampers	●	●	●
Sport-tuned suspension	–	–	●
Panoramic sunroof	–	○	○
Chrome front grille	●	●	–
Black gloss/chrome front grille	–	–	●
Sculpted front & rear valence, side sills and rear-lip spoiler	–	–	●
Chrome accent side sills	–	–	○
Chrome accent rear spoiler	–	–	○
Clear-lens projection headlights	●	●	–
HID headlights w/auto leveling	–	–	●
Front fog lights	●	●	●
LED daytime running lights	–	–	○
LED taillights	–	–	●
Dual exhaust w/chrome tips	●	●	●
Outside-mirror turn-signal indicators	●	●	●
Dual body-color heated power mirrors	●	●	●
Power-folding outside mirrors	–	○	○

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SiriusXM ⁹ audio system	●	●	●
6 speakers w/dash-mounted tweeters	●	●	●
Infinity ^{®8} audio system & 8 speakers	○	○	○
UVO ¹⁰ Powered by Microsoft infotainment system, Infinity ^{®8} surround-sound audio & HD Radio™ Technology, rear-camera display ⁵	–	○	○
Voice-command navigation w/SiriusXM Traffic, ⁹ rear-camera display ⁵	○	○	○
USB/auxiliary input jacks	●	●	●
<i>Bluetooth</i> [®] wireless technology ¹²	●	●	●
Push-button start w/Smart Key	–	●	●
Steering-wheel-mounted audio control buttons	●	●	●
Steering-wheel-mounted paddle shifters	–	–	●
Cruise control	●	●	●
Active Eco System	●	●	●
Air conditioning	●	–	–
Dual-zone automatic temperature control w/rear vents	○	●	●
Power door locks/windows	●	●	●
Driver and front passenger's one-touch auto-up/down windows	–	●	●
Remote keyless entry w/panic alarm	●	●	●
Cooling glove box	●	●	●
Door mood lights	–	●	●
Rear reading lights	–	●	●
Supervision meter cluster	–	–	●

	LX	EX	SX
Auto-dimming rear-view mirror w/HomeLink ^{®25} & compass	○	●	●
Front center console w/armrest & storage	●	●	●
Rear center console w/armrest & cup holders	●	●	●
Floor mats	–	●	●

SEATING & TRIM			
Cloth seat trim w/Clean Tex	●	–	–
Leather seat trim	–	●	–
Sport-leather/cloth seat trim	–	–	●
Heated front seats and rear seat cushion	–	○	○
Air-cooled front seats	–	○	○
Driver's memory seat	–	○	○
4-way power adjustable front-passenger seat	–	○	○
6-way adjustable driver's seat & power lumbar support	●	–	–
8-way power adjustable driver's seat	○	●	●
60/40 split-folding rear seat	●	●	●
Alloy pedals	–	–	●
Illuminated front-door scuff plates	–	–	●
Leather-wrapped steering wheel/gearshift knob	–	●	●
Heated steering wheel	–	○	–
Wood insert film	–	●	○
Carbon-fiber insert film	–	–	●
Metal PRND bezel	–	●	●

RESTRAINT & SAFETY SYSTEMS			
Dual front advanced airbags ⁴	●	●	●
Dual front seat-mounted side airbags ⁴	●	●	●
Full-length side curtain airbags ⁴	●	●	●
3-point seat belts for all seating positions	●	●	●
Front seat-belt pretensioners	●	●	●
Height-adjustable front seat-belt anchors	●	●	●
4-wheel disc brakes w/anti-lock brakes (ABS)	●	●	●
Vehicle Stability Management (VSM)	●	●	●
Electronic Stability Control (ESC)	●	●	●
Traction Control System (TCS)	●	●	●
Brake Assist System (BAS)	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
Tire-Pressure Monitoring System (TPMS) ¹⁶	●	●	●
Side-impact door beams	●	●	●
Front & rear crumple zones	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●
Rear child-safety door locks	●	●	●

● STANDARD	○ OPTIONAL	– NOT AVAILABLE
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Specifications

ENGINE	LX/EX	SX
Type	2.4L, 4-cylinder, aluminum block & head	2.0L, 4-cylinder, aluminum block & head
Valve gear	DOHC, four valves	DOHC, four valves
Displacement	2,359 cc	1,998 cc
Compression ratio	11.3:1	9.5:1
Horsepower (SAE net) <p>Horsepower SULEV</p>	200 hp @ 6,300 rpm ² <p>192 hp @ 6,300 rpm²</p>	274 hp @ 6,000 rpm <p>–</p>
Torque (SAE net) <p>Torque SULEV</p>	186 lb.-ft. @ 4,250 rpm ² <p>181 lb.-ft. @ 4,250 rpm²</p>	269 lb.-ft. @ 1,750-4,500 rpm <p>–</p>
Fuel system	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Transmission	6-speed electronically controlled Sportmatic, [®] overdrive	6-speed electronically controlled Sportmatic, [®] overdrive

DIMENSIONS	LX/EX/SX
Wheelbase	110.0 in.
Length/Width/Height	190.7 in./72.0 in./57.3 in.
Ground clearance	5.3 in.
Headroom (front/rear)	40.0 in./37.6 in.
Shoulder room (front/rear)	57.3 in./55.7 in.
Legroom (front/rear)	45.5 in./34.6 in.
Hip room (front/rear)	54.6 in./54.5 in.
Volume	Passenger: 102.2 cu. ft. Cargo: 15.4 cu. ft.

CURB WEIGHT	2.4L I4	2.0L I4
Automatic transmission	3,223 lbs.	3,385 lbs.

BODY & CHASSIS	LX/EX/SX
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	EPS (Electric Power Steering)
Turns, lock-to-lock	2.94
Turning circle, curb-to-curb	35.8 ft.

BRAKES	LX/EX/SX
Type	Power-assisted ABS + Electronic Stability Control
Front	11.8 in. ventilated discs, 12.6 in. ventilated discs (SX)
Rear	11.2 in. solid discs

TIRES	LX/EX	SX
Size	205/65R16 (LX) <p>215/55R17 (EX)</p>	225/45R18

2013 EPA-ESTIMATED FUEL ECONOMY ²⁶	LX/EX	SX
(Estimated City/Highway MPG)		
Automatic transmission	24/35	22/34
Fuel tank capacity (gallons)	18.5	18.5

ENDNOTES:
¹ The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com .
² SULEV 2.4L engine: 192 hp @ 6,300 rpm, 181 lb.-ft. @ 4,250 rpm. Super Ultra Low Emission Vehicle (SULEV) engine is the only non-turbo engine available in these states: California, New York, Massachusetts, Vermont, Connecticut, New Jersey, Oregon, Maine, Rhode Island, Maryland, Pennsylvania, Washington, New Mexico. ULEV is the only engine available in all other states. Maximum hp for ULEV 2.4L engine is 200 hp @ 6,300 rpm.
³ Refer to specifications above for 2013 EPA fuel economy estimates. EPA estimated. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition.
⁴ For maximum protection, always wear your seat belt.
⁵ The rear-camera display is not a substitute for proper and safe backing-up procedures. The rear-camera display may not display every object behind the vehicle. Always drive safely and use caution when backing up.
⁶ Based on comparison of available Optima 2.0L GDI Turbo engine with 274 hp to 2012 and available 2013 V6 midsize sedans as of April 2012.
⁷ This vehicle is certified to ULEV emissions standards.
⁸ Infinity [®] is a trademark of Harman International Industries, Inc.
⁹ SiriusXM service requires a subscription, sold separately, after 3-month trial included with vehicle purchase. If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. See our Customer Agreement for complete terms at www.siriusxm.com . Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA, D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.
¹⁰ Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. The driver's primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment, or vehicle systems which take the driver's eyes, attention and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. Navigation not available with UVO system. See retailer for details.
¹¹ Kia accessory cable required for iPod [®] mobile digital device connectivity when using with navigation system. Cable and iPod mobile digital devices sold separately. iPod and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. Apple is not a participant or sponsor of this promotion.
¹² A compatible <i>Bluetooth</i> [®] wireless technology enabled cell phone is required to use <i>Bluetooth</i> [®] wireless technology. The streaming audio function may not be supported in all <i>Bluetooth</i> [®] wireless technology enabled cell phones. The <i>Bluetooth</i> [®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. Other trademarks and trade names are those of their respective owners.
¹³ Microsoft [®] and Windows [®] are registered trademarks of Microsoft [®] Corporation in the United States and/or other countries.
¹⁴ HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation.
¹⁵ Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).
¹⁶ Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.
¹⁷ Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book's kbb.com . 2012 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period. For more information, visit www.kbb.com .
¹⁸ Based on 5-year cumulative growth between 12-month retail sales for periods ending April 2007 and April 2012 of all U.S. automotive brands.
¹⁹ Source: <i>Automotive News</i> Data Center.
²⁰ Based on total U.S. light-vehicle sales, April 2011 to April 2012.
²¹ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. and is limited. See retailer or kia.com for details.
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²⁵ HomeLink [®] is a registered trademark of Johnson Controls, Inc.
²⁶ Actual mileage will vary.



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