

A FULL LINE OF VEHICLES DESIGNED  
TO INSPIRE AND EXHILARATE



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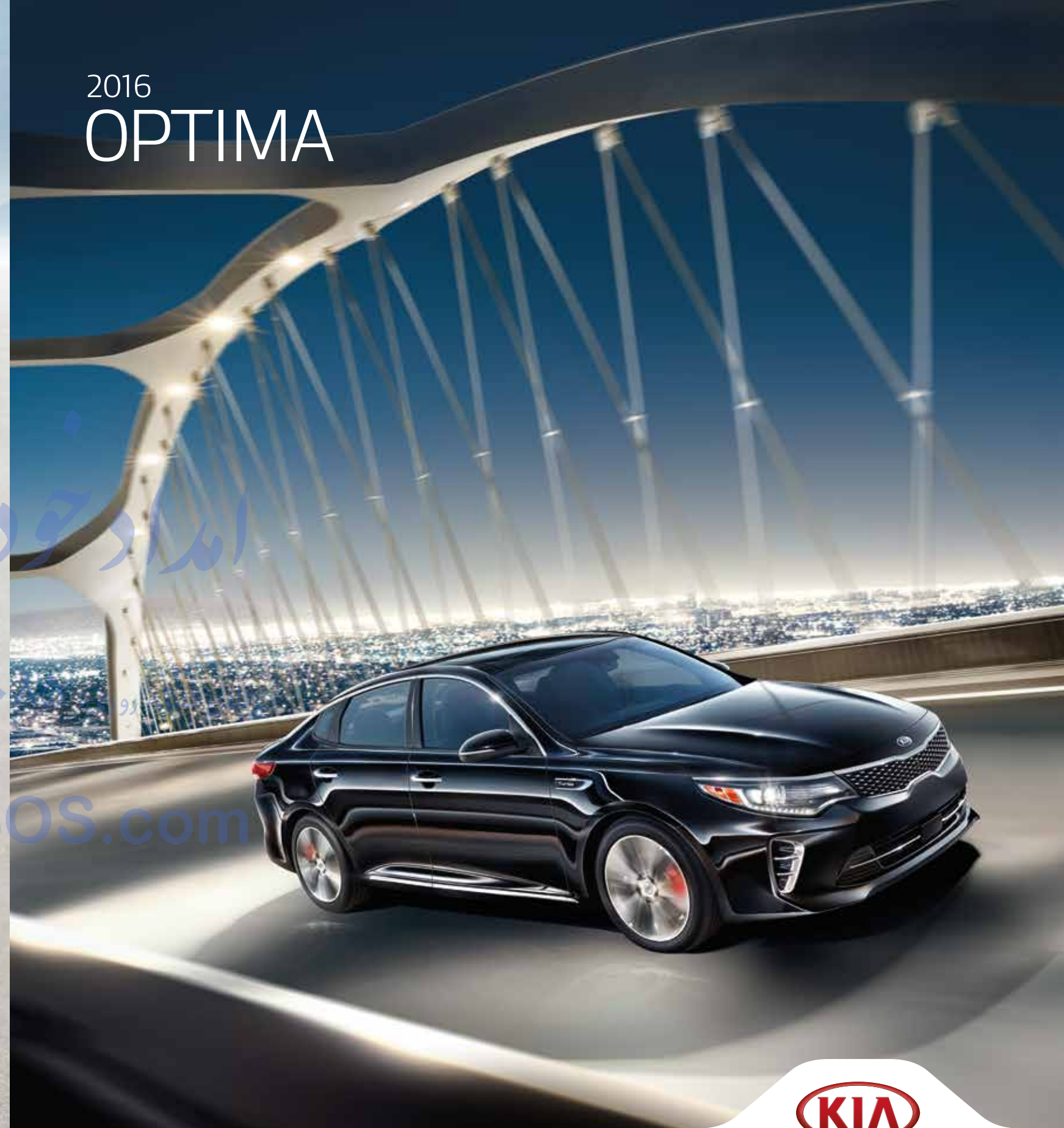
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Part #: UT160 PM001

2016  
OPTIMA



## A strikingly modern midsize sedan

Five years ago, Kia introduced the redesigned Optima — a vehicle that overturned conventional thinking about midsize sedans. This year, the design and engineering revolution continues. Presenting the next-generation 2016 Optima. From every angle, the sculpted lines of its bold, new exterior design identify it as the most exciting midsize sedan on the road today. Inside, its interior is inviting, reflecting Kia's dedication to a continuous, uncompromising process of refinement. Plus, a wealth of premium, technologically advanced features monitor your driving environment and connect you to the road like never before. Like all Kia models, Optima also comes with an industry-leading, 10-year/100,000-mile warranty program,<sup>1</sup> a testament to its outstanding quality and reliability.



# Contemporary design — superb craftsmanship

Optima’s redesigned cabin sets a high standard for modern automotive interior design, featuring a superb level of craftsmanship and meticulous attention to detail. Overall, the interior is exceptionally spacious and comfortable. Additional refinements, including soft-touch material, available satin chrome accents\*, and sound-insulating laminated glass\*, further contribute to an exceptionally quiet ride.



### 1. SPLIT-FOLDING REAR SEATS

The rear seat’s 60/40 split-folding design lets you quickly fold down one or both sides of the seat to expand the trunk’s roomy cargo area.<sup>2</sup>

### 2. FLIP-DOWN ARMREST

Rear seat passengers will appreciate the flip-down armrest, which includes dual cup holders.

### SPACIOUS SEATING FOR FIVE ADULTS

Optima is a midsize sedan with plenty of head- and legroom, which is a direct benefit of its long wheelbase. The rear seat is immensely spacious, so passengers can stretch out and relax.

### PREMIUM NAPPA LEATHER SEATS\*

Optima SX Limited features full-grain Nappa leather seat trim for front and rear seating, providing driver and passengers with first-class accommodations.

### MODERN ELEGANCE

Upscale soft-touch material throughout the interior enhances Optima’s sophisticated design. Available satin chrome\* and black gloss accents\* further contribute to its contemporary appearance.

### STAIN-RESISTANT SEATS

Optima LX cloth seats are treated with YES Essentials<sup>®3†</sup> repel-and-release technology for stain resistance so even messy spills clean up easily. Plus, advanced fibers help eliminate lingering smells that moisture can leave behind.

### AMBIENT LIGHTING

Available red-tinted, front-door mood lamps\* complement the interior’s distinctive styling and enhance nighttime convenience.

### BLUETOOTH® WIRELESS TECHNOLOGY<sup>4</sup>

Enjoy streaming audio when using a compatible *Bluetooth*<sup>®</sup> wireless technology-enabled device. Plus, once you pair a compatible cell phone, you may connect to the *Bluetooth*<sup>®</sup> system and access a variety of your phone’s functions with the touch of a button and a series of voice commands.



2, 3, 4, \* See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Simulated images shown for illustration only.  
<sup>†</sup>Expected early 2016. SX LIMITED SHOWN.



**1. HEATED STEERING WHEEL\*** Upscale features include an available heated steering wheel that is especially appreciated on cold winter days. **2. HEATED OUTSIDE MIRRORS** This available feature helps melt ice buildup in colder climates. **3. HEATED & VENTILATED FRONT SEATS\*** Enjoy optimal comfort in warm weather with available ventilated front seats. Available heated front seats and heated rear outboard seat cushions are perfect for cold weather. **4. POWER-ADJUSTABLE DRIVER & FRONT PASSENGER SEATS\*** Select the perfect seating positions with the available 12-way power-adjustable driver and 10-way power-adjustable front passenger seats. Seat height along with lumbar support may be adjusted to your preference. **5. DRIVER'S MEMORY SEAT & MIRRORS SYSTEM** The available power-adjustable driver's seat is complemented by available memory settings for two drivers, providing personalized positions for the driver's seat and outside mirrors. **6. REFINED SEAT DESIGN** Soft foam in the headrest and upper back provides exceptionally comfortable seating, while thigh support and side bolsters offer just the right amount of cushioning. **7. DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL\*** To create personalized climate zones, the available dual-zone automatic temperature control allows the driver and front passenger to adjust individual temperature settings. Rear-seat passengers have a separate vent. **8. REAR SIDE-WINDOW SUNSHADES\*** Rear-seat passengers can enjoy a cool, pleasant drive with available rear side-window sunshades.



## Rewards beyond the daily drive

Drawing upon influences from industrial design to modern architecture, Optima offers a variety of features that are highly functional and technologically advanced. Optima SX's black leather seats with red stitching are aesthetically pleasing and refined. Available premium features like an expansive panoramic sunroof\* go beyond enhancing comfort to instilling a passionate pride of ownership.

\*See Features page for availability. Not all optional features are available on all trims. Simulated images shown for illustration only. SX WITH TECHNOLOGY PACKAGE AND SX LIMITED SHOWN.



## Designed with the driver in mind

From the overall contour of its dashboard to the layout of its sleek instrument panel, the interior is designed to appeal to the driver's sense of space. Superb ergonomics and intuitively positioned controls make it the definition of a driver's car. It's also loaded with features like an available voice-command navigation system<sup>5\*</sup> that delivers updated highway conditions from SiriusXM Traffic,<sup>TM6</sup> making daily driving especially convenient.



**1. PADDLE SHIFTERS\*** For sportier driving, available steering-wheel-mounted<sup>6</sup> paddle shifters give precise control of the 6-speed Sportmatic<sup>®</sup> transmission. **2. 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. **3. SMART TRUNK\*** An available Smart Trunk automatically unlocks if you stand behind it for three seconds with the available Smart Key in your possession. It's especially appreciated if your hands are full. **4. LED OVERHEAD LIGHTS\*** Overhead LED front and rear reading lamps provide bright lighting for easy reading. Plus, a sunglasses holder is easy for the driver to reach. **5. HARMAN KARDON® QUANTUMLOGIC™7** **PREMIUM SURROUND-SOUND AUDIO SYSTEM\*** This available premium audio system includes 10 speakers for a multi-dimensional surround-sound experience. **6. 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 for easy access for front and rear passengers. **7. PUSH-BUTTON START\*** For everyday driving convenience, the available Smart Key remote lets you start or stop the engine with the push of a button, even when you have the key fob in your pocket or purse. **8. SMART WELCOME\*** When you get close to your Optima, interior and door-handle lights turn on and the power-folding mirrors unfold when it detects the presence of its available Smart Key remote.\* **8. POWER-FOLDING OUTSIDE MIRRORS** To make parking in tight spots easier, the available power-folding outside mirrors are easily activated by using a door-mounted control or the key fob.

5, 6, 7, \* See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Simulated images shown for illustration only. SX WITH TECHNOLOGY PACKAGE SHOWN.

# Putting technology to work for you

Optima includes a long list of innovative systems that help enhance your confidence on the road, making complex operations simple and increasing entertainment options. It's all part of Kia's ongoing dedication to develop a line of vehicles with technologically advanced features that encourage you to revel in everyday driving.

# The features that matter most

While there can be no substitute for an alert and careful driver, advanced technology can help provide powerful advantages. Optima is a perfect example, with an impressive array of systems that monitor your driving environment and seamlessly connect you to the road, continuously giving you a stream of information to make better driving decisions.



1. **UVO — SHORT FOR “YOUR VOICE”**

The available UVO eServices<sup>5\*</sup> Infotainment System uses advanced voice-recognition technology to let you conveniently manage your music and enjoy hands-free<sup>5</sup> use of your phone — with simple, intuitive verbal commands. An available **free app** allows you to integrate your **compatible smartphone<sup>8</sup>** with your vehicle — and make the most of UVO eServices<sup>5\*</sup>. This app can be downloaded at the App Store<sup>SM9</sup> and Google Play<sup>TM10</sup> Store.<sup>10</sup> UVO eServices<sup>5\*</sup> can access **Local Search powered by Google<sup>TM10</sup>** when it is connected wirelessly to an Internet hotspot;<sup>5</sup> and with **My Points of Interest<sup>\*</sup>** it allows you to use a web-enabled computer to send locations that you find on **Google Maps<sup>TM10</sup>** mapping service to the navigation system for **route guidance**. It also lets you stream music, download apps from the App Download Center;<sup>5\*</sup> monitor your vehicle's driving habits with **My Car Zone<sup>\*</sup>**, access **911 Connect<sup>11\*</sup>** or **Enhanced Roadside Assist<sup>12\*</sup>** for emergency services, and check maintenance requirements at any time with **Vehicle Diagnostics<sup>13\*</sup>** on the large-capacitive touch screen.\* Additionally, there are no subscription fees<sup>5</sup> to enjoy all these benefits.



2. **REAR-CAMERA DISPLAY<sup>14</sup>**

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.

4. **SURROUND-VIEW MONITOR<sup>14\*</sup>**

Available Surround-View Monitor utilizes four cameras, located at the front, rear, and sides to provide visibility around the vehicle. This helps enhance the driver's view when maneuvering into parking spaces.



3. **REAR CROSS-TRAFFIC ALERT<sup>14</sup>**

Available Rear Cross-Traffic Alert warns 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.

5. **REAR PARK ASSIST SYSTEM<sup>14</sup>**

An available sonar sensor system is concealed in Optima's rear bumper. When you're backing up, an audible warning is given if the system detects certain objects behind your vehicle.

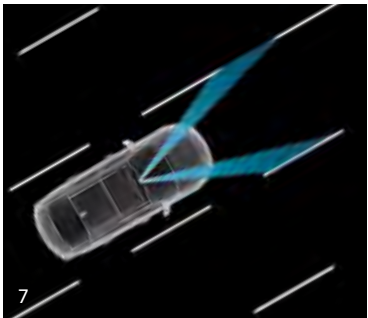


6. **BLIND-SPOT DETECTION WITH LANE-CHANGE ASSIST<sup>14</sup>**

An available radar system helps detect vehicles in the driver's blind spot and then provides alerts. Lane-Change Assist helps detect vehicles approaching from behind.

10. **BI-XENON HID HEADLIGHTS WITH AUTO-LEVELING & HIGH-BEAM ASSIST<sup>\*</sup>**

Available headlights are auto-leveling and provide bright, crisp lighting. To help ensure courteous driving, High-Beam Assist can automatically dim to low when oncoming traffic is present.

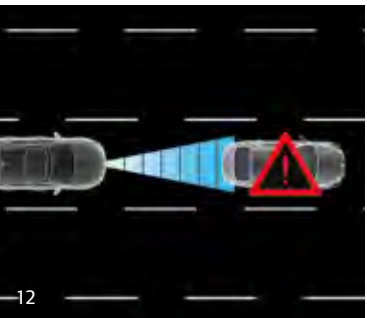


7. **LANE DEPARTURE WARNING SYSTEM<sup>14\*</sup>**

This available system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, it alerts you with a combination of audible and visual warnings.

11. **DYNAMIC BENDING LIGHT<sup>\*</sup>**

Included with Bi-Xenon HID headlights, Dynamic Bending Light pivots the headlights to follow the curves of the road to help enhance visibility. It functions by automatically responding to the vehicle's steering angle.

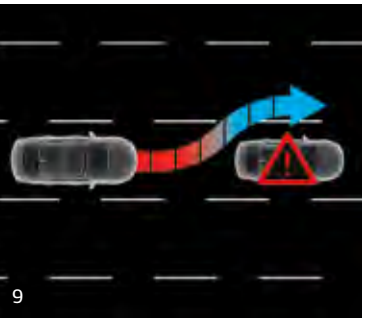


8. **ADVANCED SMART CRUISE CONTROL<sup>14\*</sup>**

Available Advanced Smart Cruise Control uses radar to maintain a predetermined distance from the vehicle directly ahead, helping to automatically slow or accelerate your Optima when appropriate.

12. **FORWARD COLLISION WARNING SYSTEM<sup>14\*</sup>**

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.



9. **PREMIUM ELECTRONIC STABILITY CONTROL (PREMIUM ESC)<sup>14\*</sup>**

Autonomous Emergency Braking and Electronic Stability Control automatically work together to help minimize loss of vehicle control.

13. **AUTONOMOUS EMERGENCY BRAKING<sup>14\*</sup>**

This available system is designed to detect and monitor vehicles traveling ahead of you. It then automatically applies the brakes if it determines a crash is imminent, helping to avoid a collision or mitigate the effects of a collision if it cannot be avoided.

5, 8, 9, 10, 11, 12, 13, 14, \* See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Simulated images shown for illustration only. SX WITH TECHNOLOGY PACKAGE AND SX LIMITED SHOWN.

# Performance that dominates the road

When Kia came in first in the 2014 Pirelli World Challenge GTS-Class Manufacturer Championship with two competition GTS-class turbocharged Optimas, racing enthusiasts were impressed that Kia bested Porsche and Aston Martin by tallying more points to claim the championship. While those two retrofitted racing machines were designed for the track, the 2016 Optima joins them as a vehicle engineered to transform your everyday drive. Along with truly exhilarating performance, Optima features a chassis that is long, wide, light, and stiff, helping to provide a smooth ride with quick responsiveness.



## EXCEPTIONAL PERFORMANCE

A 2.4L Gasoline Direct Injection (GDI) engine, and the available turbocharged 1.6L and 2.0L GDI engines,\* all deliver inspiring performance and an ideal balance of strong acceleration and efficiency. Continuously Variable Valve Timing (CVVT) further enhances performance while reducing exhaust emissions.

## 7-SPEED DUAL-CLUTCH TRANSMISSION\*

The available 1.6-liter turbocharged GDI engine\* is paired with a 7-speed dual-clutch transmission (DCT) that optimizes the engine's responsiveness for a sporty feel. The DCT system instantly engages and disengages gears, improving efficiency and acceleration.

## SPORTMATIC® TRANSMISSION

A 6-speed Sportmatic® transmission allows you to choose automatic mode or, for a sportier driving experience, clutch-free manual shifting. It includes preset shift patterns for specific conditions like uphill, inclement weather, or performance driving.

## SMOOTH, PRECISE HANDLING

A refined four-wheel independent suspension features high-performance dampers, front MacPherson struts, and a rear multi-link design for a smooth ride and precise handling. Optima SX features a sport-tuned suspension for even greater responsiveness.

## DRIVE MODE SELECT SYSTEM

To suit your style of driving, available Drive Mode selectable electronic steering and powertrain control allows a choice of NORMAL, ECO, or SPORT settings.

## A REMARKABLY QUIET RIDE

Optima is carefully engineered to reward you with a superbly quiet ride. Sleek exterior aerodynamics reduce wind noise, while a full-cover underbody directs air flow. Plus, sound-absorbing insulation throughout the vehicle further helps reduce, block, and absorb unwanted sound.

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



## Intuitive safety technology

Optima’s technologically advanced systems are engineered to give you greater confidence on the road and help you maintain control, even in harsh road conditions and some emergency situations.\* In addition, these systems are designed to function automatically, freeing you to focus on safe driving.

**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.

**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, EBD automatically adjusts the front-to-rear balance of brake pressure.

**BRAKE ASSIST SYSTEM (BAS)**  
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 (HAC)**  
To help keep your Optima from rolling backward when starting off on a steep hill, the HAC system automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

\*No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. SX LIMITED SHOWN.



#### 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.

#### SIDE-IMPACT DOOR BEAMS

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. In addition, the body's support pillars are also reinforced to help strengthen the body of the vehicle.

#### FRONT & REAR CRUMPLE ZONES

Both front and rear crumple zones are specially engineered to help absorb and dissipate impact energy, helping to preserve the basic structural integrity of the passenger compartment in certain collisions.

#### 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 and is complemented by a driver's knee airbag.<sup>15</sup>

#### 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,<sup>15</sup> helping to ensure your peace of mind.

#### FRONT SEAT-BELT PRETENSIONERS

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

#### 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.

#### FRONT & REAR 3-POINT SEAT BELTS

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

#### LATCH SYSTEM

Easy-to-use Lower Anchors and Tethers for Children (LATCH) system is engineered to let you securely install a compatible child seat at either end of the rear seat.

No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. Inflated airbags are shown for illustration only. <sup>15</sup> See Specifications page for endnote. SX LIMITED SHOWN.



## Advanced engineering for your protection

At Kia, the process of improving all aspects of safety is relentless. Year after year, engineering advances and breakthroughs in material design lead Kia's engineers to produce vehicles with more strategically placed airbags, measurably stronger body construction, and advanced sensors, all to increase your peace of mind.



#### TAKING ON THE COMPETITION

The Kia Racing team is dedicated to competing against world-class rivals — and winning. Motorsport is a proven test bed for reliability, durability, and performance, and the knowledge gained on the race track helps Kia manufacture award-winning vehicles that perform beyond your expectations. In only six years of racing, Kia has won a total of seven championships across three models: Rio 5-Door, Forte Koup, and Optima, and continues to be a fierce competitor on the track.

#### INDUSTRY-LEADING WARRANTY PROGRAM<sup>1</sup>

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 industry-leading warranty program.<sup>1</sup>

- 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 assistance

#### COMPELLING DESIGN

Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia as bold as it is distinctive. Today, the lineup consists of vehicles that fill owners, as well as Kia's designers, with pride.

## Delivering on a promise

Kia is committed to producing world-class vehicles to suit almost every driving need. This commitment has led to the development of stylish vehicles with an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems. Kia's dedication to quality and value has been widely recognized — one reason why Kia was named as a top 100 brand in Interbrand's 2015 Best Global Brands report.<sup>16</sup>



KIA GT4 STINGER CONCEPT VEHICLE SHOWN (not available for sale).



#### 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 produced more than 1.5 million vehicles since 2009. The Sorento crossover and certain Optima midsize sedans are currently being assembled at this plant.<sup>17</sup> Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 15,000 jobs in West Point and the surrounding areas. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

#### B.R.A.K.E.S. PRO-ACTIVE DRIVING SCHOOL FOR TEENS

Kia understands that teaching teenagers safe driving skills can save lives. To accomplish this goal, Kia has formed a partnership with the B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) Pro-Active Driving School for Teens ([www.PutOnTheBrakes.org](http://www.PutOnTheBrakes.org)), with support including a fleet of 32 vehicles. B.R.A.K.E.S. provides teenagers 15-19 nationwide with no-cost, hands-on defensive training on a closed course in a controlled environment to respond to real-world driving scenarios.



OFFICIAL  
AUTOMOTIVE  
PARTNER  
OF THE NBA<sup>17</sup>



OFFICIAL  
AUTOMOTIVE  
PARTNER  
OF THE LPGA<sup>18</sup>

<sup>1</sup>Kia Sorento and Optima GDI (EX, SX & Limited and certain LX trims only) are assembled in the United States from U.S. and foreign parts. 1, 16, 17, 18 See Specifications page for endnotes.

PACKAGES

LX CONVENIENCE

- 1. 12-way power-adjustable driver's seat w/4-way power lumbar
- 2. Auto-dimming rearview mirror
- 3. Power folding heated outside mirrors
- 4. Laminated front-door windows
- 5. Driver's memory seat & mirrors system
- 6. Power front windows w/auto up/down
- 7. Blind-Spot Detection w/Lane-Change Assist<sup>14</sup>
- 8. Rear Cross-Traffic Alert<sup>14</sup>
- 9. Rear Park Assist System<sup>14</sup>



LX TURBO TECHNOLOGY  
(INCLUDES LX CONVENIENCE PACKAGE)

- 1. UVO eServices<sup>5</sup> Infotainment System w/voice-command navigation,<sup>2</sup> SiriusXM Traffic,<sup>TM6</sup> & Rear-Camera Display<sup>14</sup>
- 2. Dual-zone automatic temperature control w/rear vents
- 3. Rear LED taillights
- 4. USB (2) & 12V (1) charging ports on center console



EX PREMIUM

- 1. UVO eServices<sup>5</sup> Infotainment System w/voice-command navigation,<sup>2</sup> SiriusXM Traffic,<sup>TM6</sup> & Rear-Camera Display<sup>14</sup>
- 2. 10-way power-adjustable front passenger's seat w/2-way power lumbar
- 3. Auto-dimming rearview mirror
- 4. Heated & ventilated front seats
- 5. Panoramic sunroof
- 6. Blind-Spot Detection w/Lane-Change Assist<sup>14</sup>
- 7. Rear Cross-Traffic Alert<sup>14</sup>
- 8. Rear Park Assist System<sup>14</sup>
- 9. Overhead LED front & rear reading lamps



EX PREMIUM AUDIO  
(REQUIRES EX PREMIUM PACKAGE)

- 1. Harman Kardon® QuantumLogic<sup>TM7</sup> premium surround-sound audio w/10 speakers
- 2. Heated rear outboard seat cushions w/high-low settings
- 3. Rear side-window sunshades



SX LAUNCH EDITION

- 1. 10-way power adjustable front passenger's seat w/2-way power lumbar
- 2. 18" unique alloy wheels
- 3. Side fender garnish w/satin chrome finish
- 4. Harman Kardon® QuantumLogic<sup>TM7</sup> premium surround-sound audio w/10 speakers
- 5. Unique merlot leather seating
- 6. Heated & ventilated front seats
- 7. Panoramic sunroof w/premium tricote black headliner material & pillar covers
- 8. Blind-Spot Detection w/Lane-Change Assist<sup>14</sup>
- 9. Rear Cross-Traffic Alert<sup>14</sup>
- 10. Rear Parking Assist System<sup>14</sup>
- 11. Overhead LED front & rear reading lamps



SX TECHNOLOGY

- 1. 10-way power-adjustable front passenger's seat w/2-way power lumbar
- 2. Bi-Xenon HID headlights w/Auto-Leveling, Dynamic Bending Light, & High-Beam Assist
- 3. Heated and ventilated front seats
- 4. Heated rear outboard seat cushions
- 5. Panoramic sunroof
- 6. Harman Kardon® QuantumLogic<sup>TM7</sup> premium surround-sound audio w/10 speakers
- 7. Advanced Smart Cruise Control<sup>14</sup>
- 8. Lane Departure Warning System<sup>14</sup>
- 9. Autonomous Emergency Braking System<sup>14</sup>
- 10. Premium Electronic Stability Control<sup>14</sup>
- 11. Blind-Spot Detection w/Lane-Change Assist<sup>14</sup>
- 12. Rear Cross-Traffic Alert<sup>14</sup>
- 13. Rear Park Assist System<sup>14</sup>
- 14. Forward Collision Warning System<sup>14</sup>
- 15. Electronic parking brake
- 16. Overhead LED front & rear reading lamps



COLORS

EXTERIOR

SNOW WHITE PEARL (P) LX: BK/B EX: BK/B/G SX: BK/MR SX LIMITED: BK/A/I	SPARKLING SILVER (M) LX: BK EX: BK/G	TITANIUM SILVER (M) LX: BK EX: BK/G SX LIMITED: A/I	PLATINUM GRAPHITE (M) LX: BK (1.6T ONLY) SX: BK	EBONY BLACK (M) LX: BK/B EX: BK/B/G SX: BK SX LIMITED: BK/A/I
HORIZON BLUE (M) LX: BK (1.6T ONLY)/B EX: BK/G SX: BK SX LIMITED: BK	REMINGTON RED (M) SX: BK	SANGRIA (M) LX: BK/B EX: BK/G SX LIMITED: I	MOSS GRAY (M) LX: BK (1.6T ONLY)/B EX: BK/G SX LIMITED: I	EXTERIOR FINISHES: (P) = PEARL (M) = METALLIC

INTERIOR

BEIGE CLOTH (LX)	BLACK CLOTH (LX)			
BEIGE LEATHER (EX)	GRAY LEATHER (EX)	BLACK LEATHER (EX)	MERLOT LEATHER (SX LAUNCH EDITION)	BLACK LEATHER W/RED STITCHING (SX)
IVORY NAPPA LEATHER (SX LIMITED)	AUBERGINE NAPPA LEATHER (SX LIMITED)	BLACK NAPPA LEATHER (SX LIMITED)		

ACTUAL EXTERIOR AND INTERIOR COLORS  
MAY VARY FROM PRINTED BROCHURE.

FEATURES

MECHANICAL & EXTERIOR

	LX	LX 1.6T	EX	SX	SX LIMITED
2.4L Gasoline Direct Injection 4-cylinder engine	●	—	●	—	—
1.6L Turbo Gasoline Direct Injection 4-cylinder engine	—	●	—	—	—
2.0L Turbo Gasoline Direct Injection 4-cylinder engine	—	—	—	●	●
6-speed Sportmatic® transmission	●	—	●	●	●
7-speed dual-clutch transmission	—	●	—	—	—
Sport-tuned suspension	—	—	—	●	●
16" tires w/alloy wheels	●	—	—	—	—
16" tires w/gray-finish alloy wheels	—	●	—	—	—
17" tires w/alloy wheels	—	—	●	—	—
18" tires w/premium-finish alloy wheels	—	—	—	●	●
Panoramic sunroof w/power sunshade	—	—	○	○	●
Manual-folding outside mirrors w/turn-signal indicators	●	—	—	—	—
Power-folding outside mirrors w/turn-signal indicators	○	●	●	●	●
Heated outside mirrors	○	●	●	●	●

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SiriusXM® satellite radio	●	●	●	—	—
UVO eServices <sup>5</sup> Infotainment System w/voice-command navigation <sup>5</sup> SiriusXM Traffic, <sup>TM6</sup> Android <sup>TM8</sup> Auto smartphone integration	—	○	○	●	●
Harman Kardon® QuantumLogic <sup>TM7</sup> premium surround-sound audio system w/10 speakers	—	—	○	○	●
Rear-Camera Display <sup>14</sup>	●	●	●	●	●
Surround-View Monitor <sup>14</sup>	—	—	—	—	●
Rear Park Assist System <sup>14</sup>	○	○	○	○	●
Blind-Spot Detection w/Lane-Change Assist <sup>14</sup>	○	○	○	○	●
Rear Cross-Traffic Alert <sup>14</sup>	○	○	○	○	●
Lane Departure Warning System <sup>14</sup>	—	—	—	○	●
Advanced Smart Cruise Control <sup>14</sup>	—	—	—	○	●
Autonomous Emergency Braking w/Premium Electronic Stability Control <sup>14</sup>	—	—	—	○	●
Forward Collision Warning System <sup>14</sup>	—	—	—	○	●
Electronic Parking Brake	—	—	—	○	●
Push-button start w/Smart Key & Smart Trunk Release	—	●	●	●	●
USB/auxiliary input jacks	●	●	●	●	●

Clear-lens projection headlights	●	●	●	●	●
Dual-projection headlights	—	—	●	—	—
Bi-Xenon HID headlights w/Auto-Leveling, Dynamic Bending Light	—	—	—	●	●
High-Beam Assist	—	—	—	○	●
LED daytime running lights	—	—	●	●	●
Rear LED combination taillights	—	○	●	—	—
Rear sport LED combination taillights	—	—	—	●	●
Chrome outside door handles	●	●	●	●	●
Laminated front door windows	○	●	●	●	●
Rear spoiler	—	—	—	●	●
Gloss black-accented side sill moldings	—	—	—	●	—
Chrome-accented side sill moldings	—	—	—	—	●
Red front & rear brake calipers	—	—	—	●	●

USB (2) & 12V (1) charging ports on center console	—	○	●	●	●
Bluetooth® wireless technology <sup>4</sup>	●	●	●	●	●
Steering-wheel-mounted <sup>5</sup> audio control buttons	●	●	●	●	●
Steering-wheel-mounted <sup>5</sup> paddle shifters	—	—	—	●	●
Cruise control	●	●	●	●	●
Drive Mode Select	●	●	●	●	●
Air conditioning	●	—	—	—	—
Dual-zone automatic temperature control w/rear vents	—	○	●	●	●
Rear side-window sunshades	—	—	○	●	●
Power windows	●	●	●	●	●
Driver & front passenger's one-touch auto up/down windows	○	●	●	●	●
Power door locks w/remote keyless entry	●	●	●	●	●
Auto-dimming rearview mirror	○	○	○	●	●
Front door mood lamps	—	—	—	—	—
Overhead front & rear LED reading lamps	—	—	○	○	○
Sunglasses holder	●	●	●	●	●
Tilt & telescopic steering column	●	●	●	●	●
Tire-Pressure Monitoring System (TPMS) <sup>19</sup>	●	●	●	●	●

SEATING & TRIM

Cloth seats w/YES Essentials® <sup>3†</sup>	●	●	—	—	—
Leather seat trim	—	—	●	●	—
Premium Nappa leather seat trim	—	—	—	—	●
Heated front seats	—	—	●	●	●
Heated rear outboard seat cushions	—	—	○	○	●
Ventilated front seats	—	—	○	○	●
Driver's memory seat & mirrors system	○	○	●	●	●
6-way manually adjustable driver's seat w/power lumbar	●	●	—	—	—
12-way power-adjustable driver's seat w/power lumbar (4-way)	○	○	●	●	●
6-way manually adjustable front-passenger seat w/height adjustment	●	●	●	●	—

10-way power-adjustable front-passenger seat w/power lumbar (2-way)	—	—	○	○	●
60/40 split-folding rear seats	●	●	●	●	●
Rear center armrest w/dual cup holder	●	●	●	●	●
Soft-touch materials	●	●	●	●	●
Leather-wrapped steering wheel & gearshift knob	—	●	●	—	—
Leather-wrapped, D-shaped steering wheel w/perforated stitching	—	—	—	●	●
Heated steering wheel	—	—	●	●	●
Wood grain accent trim	—	—	●	—	—
Gloss black accent trim	—	—	—	●	●
Satin chrome accent trim	—	—	—	●	●
Metal pedals	—	—	—	●	●

Vehicle Stability Management (VSM)	●	●	●	●	●
Traction Control System (TCS)	●	●	●	●	●
Brake Assist System (BAS)	●	●	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●	●	●
Hill-start Assist Control (HAC)	●	●	●	●	●
Side-impact door beams	●	●	●	●	●
Front & rear crumple zones	●	●	●	●	●
Lower Anchors & Tethers for Children (LATCH)	●	●	●	●	●

● STANDARD   ○ OPTIONAL   — NOT AVAILABLE

RESTRAINT & SAFETY SYSTEMS<sup>14</sup>

Dual front advanced airbags	●	●	●	●	●
Dual front seat-mounted side airbags	●	●	●	●	●
Full-length side curtain airbags	●	●	●	●	●
Driver's knee airbags	●	●	●	●	●
Front & rear 3-point seat belts	●	●	●	●	●
Front seat-belt pretensioners	●	●	●	●	●
Height-adjustable front seat-belt anchors	●	●	●	●	●
Anti-lock Braking System (ABS)	●	●	●	●	●
Electronic Stability Control (ESC)	●	●	●	●	●

SPECIFICATIONS

ENGINE

	2.4L I4	1.6L TURBO	2.0L TURBO
Type	4-cylinder, aluminum block & head	Turbocharged, 4-cylinder, aluminum block & head	Turbocharged 4-cylinder, aluminum block & head
Valve gear	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)	DOHC, four valves/cylinder, Continuously Variable Valve Timing (CVVT)
Displacement	2,359 cc	1,591 cc	1,998 cc
Compression ratio	11.3:1	10.0:1	10.0:1
Horsepower (SAE net)	185 hp @ 6,000 rpm	178 hp @ 5,500 rpm	245 hp @ 6,000 rpm
Torque (SAE net)	178 lb.-ft. @ 4,000 rpm	195 lb.-ft. @ 1,500–4,500 rpm	260 lb.-ft. @ 1,350–4,000 rpm
Fuel system	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Transmission	6-speed electronically controlled Sportmatic®, overdrive	7-speed dual-clutch transmission (DCT)	6-speed electronically controlled Sportmatic®, overdrive

DIMENSIONS

	2.4L I4/1.6L TURBO/2.0L TURBO
Wheelbase	110.4 in.
Track (front/rear)	63.5 in./63.8 in. (16" tire) 63.1 in./63.4 in. (17" tire) 62.9 in./63.2 in. (18" tire)
Length	191.1 in.
Width	73.2 in.
Height	57.7 in.
Ground clearance	5.3 in.
Headroom (front/rear)	39.8 in./37.8 in.
Shoulder room (front/rear)	58.1 in./56.4 in.
Legroom (front/rear)	45.5 in./35.6 in.
Hip room (front/rear)	56.0 in./56.0 in.
Passenger volume	104.8 cu. ft.
Cargo volume	15.9 cu. ft.

ENDNOTES

1. Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.   2. All cargo should be evenly distributed, properly secured, and never piled higher than the seatback. Simulated images shown for illustration purposes only.   3. YES Essentials® is a registered trademark of Sage Automotive Interiors.   4. 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 cell phone is required to use Bluetooth® wireless technology.   5. Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. App uses your smartphone data service. Normal cellular service rates will apply. Internet hotspot connection can be made to your personal wireless Internet at home or to a smartphone device with Internet service plan (normal cellular service rates may apply).   6. SiriusXM® audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current 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. All fees and programming subject to change. Traffic information not available in all markets. See www.siriusxm.com/traffic for details. Sirius, XM, and all related marks and logos are trademarks of SiriusXM Radio Inc. Satellite and streaming lineups vary slightly.   7. Harman Kardon is a registered trademark and QuantumLogic is a trademark of Harman International Industries, Inc.   8. Apple iPhone® and select Android™ devices only are UVO

CURB WEIGHT

	2.4L I4	1.6L TURBO	2.0L TURBO
Automatic transmission	3,219 lbs. (LX) 3,362 lbs. (EX)	3,224 lbs.	3,494 lbs. (w/o panoramic sunroof), 3,594 lbs. (w/panoramic sunroof)

BODY & CHASSIS

	2.4L I4/1.6L TURBO/2.0L TURBO
Body type	Steel unibody with ISO-Structure™ design
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	Rack & pinion, electric motor
Turning diameter, curb-to-curb	35.8 ft.

BRAKES

	2.4L I4/1.6L TURBO/2.0L TURBO
Type	Power-assisted ABS + Electronic Stability Control
Front	12.0-in. ventilated discs (16" & 17" tires) 12.6-in. ventilated discs (18" tires)
Rear	11.2-in. solid discs

TIRES

	2.4L I4	1.6L TURBO	2.0L TURBO
Size	205/65R16 215/55R17	205/65R16	235/45R18

2016 EPA-ESTIMATED FUEL ECONOMY<sup>20</sup>

	2.4L I4	1.6L TURBO	2.0L TURBO
City/Highway MPG	LX   EX	LX	SX/SXL
Automatic transmission	25/37   24/35	28/39	22/32
Fuel tank capacity (gallons)	18.5	18.5	18.5

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<sup>†</sup> Expected early 2016.