

A passion for excellence.



Whether it's a watch, a suit, a dress, a smartphone or an automobile, design is what grabs your attention and distinguishes one brand from another.

Since 2006, when celebrated European automotive designer Peter Schreyer joined of Kia has taken on a whole new, dynamic dimension that has garnered over 30 with its prestigious "2012 Man of the Year" it is a dynamically moving object."

Chief Design Officer



Designed to excite your senses.

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 and a luxurious cabin with a long list of technologically advanced features for your entertainment and convenience. Like all Kia vehicles, Optima is backed by a worry-free 5-year/100,000 km comprehensive warranty.¹





POWER AND FUEL ECONOMY Optima LX and EX models come with a standard 2.4-litre, 200-horsepower, 4-cylinder engine featuring gasoline direct injection (GDI) technology that contributes to outstanding acceleration and an impressive 5.6L/100 km highway and 8.6L/100 km city fuel economy rating.²



SPACIOUSNESS Optima's spacious and luxurious cabin is designed for genuine five-passenger comfort. A roomy 437-litre (15.4 cu. ft.) trunk handles large suitcase and cargo with ease.

ADVANCED SAFETY SYSTEMS

All Optima models come with a full complement of standard safety systems, including six airbags, fourwheel anti-lock disc brakes, Electronic Stability Control (ESC) and Vehicle Stability Management (VSM).



INNOVATIVE TECHNOLOGY

Select Optima models are available with the convenience of an in-dash navigation system³ with rear camera display⁴ and the comfort of heated and air-cooled front seats.



SLEEK STYLING

Optima's sculpted bodywork features a contemporary design and enhanced aerodynamics, while unique grilles and alloy wheels help define each model.

It feels as luxurious as it looks.

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 feature for added versatility. There are even rear air vents (automatic transmission required) so rear-seat passengers enjoy the comfort of direct airflow.



available panoramic sunroof features a power tilt-and-slide front panel and fixed rear glass, letting you enjoy more natural light and the pleasure of openair driving.







TEMPERATURE CONTROL. Most Optima models come with the driver and front passenger to select their own temperature for all-around, all-season comfort.



DRIVER'S MEMORY SEAT. Available memory seat controls different drivers.



AIR-COOLED FRONT SEATS. Available on Optima EX Luxury let you lock in specific driver's and SX, these seats circulate cool on all Optimas. These are seat position settings for two air through perforations in the complemented with the luxury seat surface to provide superb of heated rear seats on EX comfort on hot summer days.



HEATED SEATS. Heated front seats are standard Luxury and SX models.





Putting advanced technology to work for you.

Optima is available with a wide array of advanced technology features designed to make every drive a pleasure. These include the innovative UVO Powered by Microsoft^{®5} in-vehicle infotainment system, a premium Infinity®6 sound system, standard Bluetooth® hands-free cell phone connectivity,⁷ and standard cooling glove box to keep food and beverages gently chilled.



PADDLE SHIFTERS. Optima POWER-FOLDING MIRRORS. Turbo models feature paddle Available power-folding side shifters that allow you to mirrors tuck in close to the control the 6-speed Steptronic® automatic transmission without taking your hands off the wheel.



vehicle's body to help protect them from accidental damage in tight parking spaces.



PUSH-BUTTON START. SWEET, SWEET MUSIC. For your There's no need to fumble listening enjoyment, all Optima for your keys when you models come with standard AUX have the luxury of a keyless and USB audio ports that let push-button ignition switch you connect a USB drive, iPod®8 - standard on Optima EX and or other digital music player SX models.



directly to the audio system.





We changed the game. Now you get to play it.

It starts with breathtaking design, recognized with a string of prestigious awards from the world's leading design forums. Reviewers have called Optima "striking, yet restrained" and "close to showstopping." It is sophistication in motion.

Optima's game-changing qualities go beyond design to deliver excellent horsepower, torque and fuel economy. Plus top-rated safety performance in NHTSA crash tests.⁹ Consider the 2013 Optima a trophy you'll want to display proudly on the road and at home.





SMOOTH, PRECISE HANDLING Optima has four-wheel independent suspension featuring front MacPherson struts and a rear multi-link design with dynamic dampers. The result is a remarkably smooth ride and agile handling.



TURBO PERFORMANCE Optima EX Turbo and SX models are equipped with a turbocharged 2.0-litre GDI engine that runs on regular gasoline and delivers the robust performance of a V6 and fuel efficiency of a 4-culinder.

ACTI With butte Eco S engir ust calibi



ACTIVE ECO SYSTEM With a push of the Eco button, Optima's Active Eco System² adjusts the engine and transmission calibration to optimize fuel efficiency.

STYLE AND PERFORMANCE

The Optima SX backs up its sporty performance with a sport-tuned suspension, 18-inch allog wheels, highintensity discharge (HID) headlights, light-emitting diode (LED) taillights and a rear spoiler.

"what's playing?"

Your wish is UVO's command.

PHONE

C 000 0 00

UVO Powered by Microsoft^{®5} is a voice-activated infotainment system that puts you in command of all your onboard media - radio, CD, digital jukebox, USB drive and MP3 player - and your Bluetooth[®]-enabled⁶ cell phone. Developed on the Windows^{®10} Embedded Automotive platform, UVO also features an intuitive touch screen and Microsoft's advanced voice activation technology that actually recognizes individual speech patterns and voice inflections for greater accuracy.

4 5

....

"browse podcasts"

COLOUR TOUCH SCREEN

A vivid 4.3-inch colour LCD touch screen delivers direct access to radio stations, music on your MP3 player or USB media drive as well as your phonebook from a compatible cell phone.

ADVANCED VOICE CONTROL

Microsoft⁵ speech technology responds quickly to your voice and can learn multiple users' accents. So even with Optima's multiple music-source options, finding a song is as easy as saying its title.







"call Jason"

"play alt-rock from jukebox"

"add to favourites"











UVO itself holds up to 700 megabytes of your favourite music. The system lets you load your tunes into personal MyMusic folders and sort them by either title or artist.

REAR CAMERA DISPLAY⁴

Whenever you shift into reverse, an image from an integrated rear-facing 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.

((SiriusXM)² belivering 120 channels of some of the best programming available, SIRIUSXM¹² is The Best Radio on Radio. Home of 100% commercial free music, news, talk, entertainment, traffic, weather and data, SIRIUSXM also broadcasts live play-by-play as the Official Satellite Radio Partner of the NFL, NASCAR, NBA and NHL. To find out more about SIRIUSXM Satellite Radio, speak to your Kia dealer or visit www.siriusxm.ca

😵 Bluetooth

The 2013 Optima comes with standard Bluetooth®7 wireless technology to provide hands-free calling connectivity with Bluetooth-enabled cell phones.

Active safety systems.

Optima's active safety systems are engineered to help you avoid collisions, and its occupant protection technologies are designed to help minimize injuries when a collision is unavoidable. Dual front airbags, front seat-mounted side airbags and side curtain airbags for both front and rear seating positions are managed by an advanced sensor system.¹¹ 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. It then controls airbag inflation accordingly.

Optima's standard Traction

and uses engine-torque

most traction.



Crash Safety Rating FOR THE 2012 OPTIMA



ELECTRONIC STABILITY CONTROL

Electronic Stability Control (ESC) monitors Optima's response to your throttle, brake and steering inputs in tight corners and evasive-manoeuvre situations. If and when input and response are out of sync, ESC briefly intervenes to restore stability through precise brake and engine-control interventions.



BRAKE ASSIST SYSTEM TRACTION CONTROL SYSTEM When the Brake Assist Control System (TCS) senses System (BAS) detects an emergency braking wheel spin during acceleration situation it instantly reduction to slow the spinning applies full braking force, wheel(s) and transfer torgue faster than you might be to the wheels that have the applying it, to help shorten overall stopping distance.



ELECTRONIC BRAKEFORCE DISTRIBUTION Electronic brakeforce distribution (EBD) adjusts

passenger/cargo loads

braking performance.

and deliver more confident

front-to-rear brake pressure to compensate for varying



VEHICLE STABILITY MANAGEMENT VSM adds steering direction control capability, intervening when appropriate to further stabilize the vehicle. It helps you regain control and return the vehicle to its intended path.



HILL ASSIST CONTROL

To help keep you from rolling backward when starting off on a steep hill, HAC automatically maintains braking pressure for up to two seconds after you take your foot off the brake pedal enough time for engine power to move you forward.



FRONT & REAR 3-POINT SEAT BELTS

Three-point seat belts are standard for all five seating positions so each occupant is protected with an over-thelap and shoulder belt.



REINFORCED BODY

Optima's side doors are reinforced with steel beams to help absorb impact energy and deflect it away from passengers. The A and B pillars (front and middle support pillars) are also reinforced to help strengthen the body structure.









FRONT SEAT-BELT PRETENSIONERS Pretensioners are designed to tighten the

seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries.



LATCH SYSTEM

Optima is equipped with an industry-standard LATCH (Lower Anchors and Tethers for Children) safety system that makes it easier to securely install a compatible child safety seat in either of the rear outboard seating positions.

FEATURES

Exterior	LX	EX	EX Luxury	SX
16" alloy wheels	•	-		_
17" alloy wheels		•		
18" alloy wheels	_	_	•	-
18" sport alloy wheels	-			•
P205/65R16 tires	•			
P215/55R17 tires	-	•		
P225/45R18 tires	_		•	•
Kia signature grille	•	•	•	-
Kia signature sport grille	-	т	-	•
Panoramic sunroof	+	+	•	•
Fog lights	•	•	•	•
Automatic headlights	•	•	•	•
High Intensity Discharge (HID)	•	•	•	•
Xenon headlights	-	-	•	•
LED taillights	-	-	•	•
Power heated side mirrors with integrated LED turn signals	•	•	•	•
Power folding side mirrors	-	-	•	•
Power door locks and windows	•	•	•	•
Obstacle-detecting front power windows	•	•	•	•
Heated windshield wiper de-icer	•	•	•	•
Rain-sensing windshield	-	•	•	•
Solar glass	-	•	•	•
Body colour door handles	•	-	-	-
Split-chrome door handles	-	•	•	•
Chrome door moulding	•	•	•	•
Side fender garnish	•	•	•	•
Sport ground effects (mouldings)	-	-	-	•
Mud guards (front and rear)	•	•	•	٠
Rear bumper reflectors	•	٠	•	•
Rear lip spoiler	-	Т	-	٠
Dual exhaust with stainless steel tips	•	٠	•	٠
Safety				
Dual advanced front airbags	•	•	•	•
Dual side airbags	•	•	•	•
Dual curtain airbags	•	•	•	•
4-wheel anti-lock braking system (ABS)	•	•	•	•
Electronic brake force distribution (EBD)	•	•	•	•
Electronic stability control (ESC)	•	•	•	•
Vehicle stability management (VSM)	•	•	•	•
Brake assist system (BAS)	•	•	•	•
Hill assist control (HAC)	•	•	•	•
Impact-sensing auto door unlock	•	•	•	•
Obstacle-detecting front power windows	•	•	•	•
Front seat belt pretensioners and load limiters	•	•	•	•
Occupant sensor	•	•	•	•
Lower Anchors and Tethers for Children (LATCH)	•	•	•	•
	•	•	•	•
Remote keyless entry with panic alarm function			-	-
Remote keyless entry with panic alarm function			•	•
Delayed headlight escort function	٠	•	•	•
		٠	•	

Comfort & Convenience	LX	EX	EX Luxury	SX
Air conditioning	•	•	•	•
Manual climate control	•	-	_	-
Dual zone fully automatic climate control	-	•	•	•
Automatic defog system	-	•	•	•
Rear climate vent	AT	•	•	•
Cooling glove box	•	•	•	•
Push button ignition	-	•	•	•
Smart Key	-	•	•	•
Trip computer	•	•	•	•
Enhanced Supervision instrument cluster	-	-	•	•
Tilt and telescopic steering wheel	•	•	•	•
Leather-wrapped steering wheel	-	•	•	•
Heated steering wheel	-	-	•	-
Steering wheel mounted audio controls	•	•	•	•
Steering wheel mounted cruise controls	٠	٠	•	٠
Steering wheel mounted cell phone controls	•	•	•	•
Steering wheel mounted trip computer control	•	•	•	•
Steering wheel mounted 'Active Eco' economy control	AT	•	•	•
Steering wheel mounted paddle shifters	-	Т	-	•
AM/FM/CD/MP3/SIRIUSXM Satellite ¹² stereo	•	•	•	•
6-speaker audio	•	•	-	-
8-speaker premium Infinity™ audio (with subwoofer) ⁶	-	-	•	•
AUX & USB input ports	•	•	•	•
iPod® cable ^{8, 13}	-	-	0	•
Bluetooth [®] hands-free connectivity ⁷	•	•	•	•
UVO™ infotainment system powered by Microsoft ^{≋5}	-	•	•	-
Navigation system ³	-	-	0	•
Front map lights	•	•	•	•
Rear map lights	+	•	•	•
Front LED pin lamp	+	•	•	•
LED mood lighting	-	-	•	•
Metal paint dash trim	•	-	-	-
Leatherette dash stitching	-	•	•	٠
Carbon fibre patterned trim	-	-	•	٠
Cloth door centre trim	•	-	-	-
Leatherette door centre trim	-	٠	•	٠
Leatherette door armrest	-	•	•	٠
Door upper trim soft finish	•	٠	•	•

Seating & Trim

Cloth seats	•	-	-	-
Leather seats	-	•	•	-
Black leather seats with sport cloth trim	-	-	-	•
Heated front seats	•	•	•	•
Rear heated seats	-	-	•	•
Ventilated and cooled front seats	-	-	•	•
Power lumbar driver's seat	•	٠	•	•
Power driver seat	AT	٠	•	•
Power passenger seat	-	-	٠	٠
Driver's seat memory settings	-	-	•	•
60:40 split folding rear seat	•	٠	٠	٠
Seat back pockets	•	٠	•	•

SPECIFICATIONS

Engine	LX & EX	EX Turbo & SX
Туре	2.4L GDI (Theta II)	2.0L Turbo GDI (Theta II)
Configuration	Inline 4 cylinder, DOHC	Inline 4 cylinder, DOHC
Material	All aluminum	All aluminum
Valve train	4-valves per cylinder chain drive, dual-cam variable valve timing	4-valves per cylinder chain drive, dual-cam variable valve timing
Horsepower	200 hp @ 6,300 rpm	274 hp @ 6,000 rpm
Torque	186 lbft. @ 4,250 rpm	269 lbft. @ 1,750-4,500 rpm
Intake	Variable Intake System (VIS), Electronic Throttle Control (ETC)	Twin-scroll turbocharger, Electronic Throttle Control (ETC)
Fuel System	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Recommended Fuel	Regular unleaded	Regular unleaded
Compression ratio	11.3:1	9.5:1
Transmission	6-speed manual; Available 6-speed automatic, Steptronic sequential shifter, adaptive learning, neutral control	6-speed automatic (close gear ratio), steering wheel mounted paddle shifters, Steptronic sequential shifter, adaptive learning, neutral control
Dimensions, mm (in.)		
Wheelbase	2,795	
Length	4,845	
Width	1,830	
Height	1,455	
Head room (front/rear)	1,015/955	
Shoulder room (front/rear)	1,455/1,415	
Leg room (front/rear)	1,155/880	
Hip room (front/rear)	1,388/1,384	
Curb Weight, kg (lb.)	LX & EX	EX Turbo & SX
Manual transmission	1,454 (3,206)	-
Automatic transmission	1,462 (3,223)	1,535 (3,385)

DIMENSIONS, mm





Body & Chassis	LX, EX & EX Turbo	SX
Layout	Front engine, front wheel drive	Front engine, front wheel drive
Body type	High-tensile steel unibody	High-tensile steel unibody
Front suspension	Independent configuration, MacPherson struts, dynamic dampers, coil springs, anti-roll bar	Sport-tuned independent configuration, MacPherson struts, dynamic dampers, coil springs (higher spring rate), anti-roll bar (larger)
Rear suspension	Independent, multi-link configuration, dynamic dampers, coil springs, anti-roll bar	Sport-tuned independent, multi-link configuration, dynamic dampers, coil springs (higher spring rate), anti-roll bar (larger)
Steering	Electric motor power assist	Electric motor power assist
Brakes	LX & EX	EX Turbo & SX
Туре	4-wheel disc	4-wheel disc
ABS	4 sensor, 4 channel	4 sensor, 4 channel
Front brakes	11.8" vented disc (16" and 17" wheel)	12.6" vented disc
	12.6" vented disc (18" wheel)	
Rear brakes	11.2" solid disc	11.2" solid disc
Capacities, L (cu. ft.)		
Interior volume	2,893 (102.17)	
Trunk volume	437 (15.43)	
Fuel tank capacity, L (imp. gal.)	70 (18.5)	
Fuel Economy, Highway/City, L/100km	LX & EX	EX Turbo & SX
Manual transmission	5.7/8.7	-
Automatic transmission	5.6/8.6	5.8/9.2



EXTERIOR COLOURS



WHEELS







17" alloy wheels



ACCESSORIES

Hood deflector



Sport spoiler

Rear bumper protector



GET THE POINTS

Kia Member Rewards is an exclusive rewards program for Kia customers.

As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia dealer. Those Reward Points can be



redeemed for discounts on future purchases - including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.

Kia Member Rewards No-Charge Benefits include:

- Fuel fill-up with the delivery of your new Kia vehicle
- Local shuttle service
- Multi-point vehicle inspection with every service visit
- Windshield washer fill-up with every paid service
- Windshield wiper installation with wiper purchase
- · Preferential rates on car rentals, nationwide
- · 24/7 Roadside Assistance for your vehicle under Kia's 5-year/100,000 km warranty or Certified Pre-Owned warranty
- Email notification of exclusive Kia specials and events a great way to earn Reward Points and save on future purchases

Become a Kia Premium Rewards Member:

Ask your Kia Dealer how you can enjoy even more benefits.

Enroll Today. Becoming a Kia Rewards Member is easy. See your Kia Dealer today to join. Visit rewards.kia.ca for full terms and conditions.



WE'VE GOT YOU COVERED.

At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with one of the best warranties in the industry.

Our outstanding warranty coverage includes: 5-year/100,000 km - Worry-free comprehensive warranty covering virtually the entire vehicle¹ 5-year/100,000 km - Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts¹ 5-year/100,000 km - Roadside assistance covers you in case of mechanical breakdown anywhere in North America¹ 5-year/unlimited km - Anti-perforation warranty on body sheet metal defects in material/workmanship¹ For more information visit kia.ca or call 1-877-542-2886

18" allou wheels

18" sport alloy wheels



FNDNOTES

1. 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. 2. With automatic transmission. Actual fuel consumption may vary. This estimate is based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication EnerGuide Fuel Consumption Guide. See kia.ca for fuel economy estimates. 3. When equipped with the navigation system, the vehicle's Bluetooth® and navigation technology only recognizes English voice prompts. 4. The rear camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up. 5. Microsoft[®] is a registered trademark of Microsoft Corporation in Canada and/or other countries. Failure to pay attention to travel conditions and vehicle operation while the vehicle is in motion could result in loss of vehicle control. Operate the UVO system, even with voice commands, only when it is safe to do so. 6. Infinity[®] is a registered trademark of Harman International Industries, Incorporated, 7, The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. A compatible Bluetooth wireless technologyenabled cell phone is required to use Bluetooth hands-free wireless technology. 8. iPod[®] is a registered trademark of Apple Inc. 9. NHTSA 5-Star rating for 2012 Optima sedan. Ratings for 2013 model was not available at time of publication. 10. Windows[®] is a registered trademark of Microsoft Corporation 11. For maximum protection, always wear your seat belt. 12. SIRIUSXM logo and related marks are trademarks of SIRIUSXM Satellite Radio Inc. Service 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, 13. Not required for UVO systems.





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