

KIA.OPTIMA





OFFICIAL VEHICLE OF THE NBA.



**A new leader in its class.** With world-class engineering, outstanding performance and advanced safety systems, the all-new 2011 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, the Optima comes with an industry-leading 10-year/100,000-mile warranty program.<sup>1</sup>

1, 2, 3, 4, 5, 6 See Specifications page for endnotes. \* Some features may be optional equipment or not available on select trims. See Features and Specifications pages for availability details. EX SHOWN.



#### CLASS-LEADING MPG

Optima LX has a 2.4L GDI 4-cyl. engine that delivers class-leading<sup>2</sup> nonhybrid fuel economy of 24 city/35 hwy mpg<sup>3</sup> and a standard 200 hp<sup>5</sup> that's best-in-class.<sup>4</sup>



#### TURBO PERFORMANCE

Optima EX Turbo and SX have a 2.0L turbo GDI 4-cyl. engine that delivers V6 p r of 274 hp<sup>5</sup>, and 4-cyl. fuel efficiency of 22 city/34 hwy mpg.<sup>7</sup>



#### SLEEK STYLING

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



#### INNOVATIVE TECHNOLOGY

Voice-command navigation system with rear-camera display,<sup>8</sup> air-cooled front seats plus heated front and rear seats are all available features on the Optima.\*



#### ADVANCED SAFETY SYSTEMS

All Optimas have a long list of standard safety features, including six airbags, front active headrests and Electronic Stability Control.





It feels as luxurious as it looks. The all-new Optima provides everything you're looking for in a midsize sedan, and more. Spacious and comfortable seating can accommodate five adults and includes a driver's seat with power lumbar support and versatile 60/40 split-folding rear seats. EX and SX models are equipped with leather seat trim and rear air vents, so even your rear passengers can be comfortable with direct airflow.

\* Some features may be optional equipment or not available on select trims. See Features and Specifications pages for availability details. EX W/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 on cold mornings.



#### 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 SEAT MEMORY WITH TWO PRE-SETS\*

Available memory seat controls let you lock in driver's seat settings for two drivers.



#### AIR-COOLED FRONT SEATS\*

With this available feature, cool air can circulate through perforations in the seat fabric — perfect for hot summer afternoons.



#### HEATED SEATS\*

Available as part of the Premium Package, front and rear seats can be heated for individual comfort.

Putting advanced technology to work for you. The all-new Optima is designed to make every drive a pleasure. The available Technology Package includes a voice-command navigation system, giving you access to real-time highway conditions from SIRIUS Traffic,<sup>TM7</sup> and a premium Infinity<sup>®8</sup> sound system for exceptional audio entertainment.

- PADDLE SHIFTERS**  
Shift gears without taking your hands off the wheel with these race-inspired paddle shifters on the SX.
- CONTEMPORARY TRIM**  
With carbon-fiber trim throughout the interior, the SX stands apart from the rest.
- MOOD LIGHTING**  
Red-tinted mood lamps\* on the front doors of the EX and SX help give the interior its own unique, sporty style.
- USB/AUXILIARY JACKS FOR MP3 AUDIO<sup>9</sup>**  
Now you can listen to your favorite tunes from your own music library.



- EASY TO READ**  
Supervision meter cluster on the SX enhances readability, while a high-tech LCD screen displays key vehicle information.
- PUSH-BUTTON START<sup>7</sup>**  
The available Smart Key remote lets you start or stop the engine at the push of a button, even when it's tucked in a pocket or purse.
- BLUETOOTH<sup>®</sup> WIRELESS TECHNOLOGY<sup>10</sup>**  
Enjoy your Bluetooth<sup>®</sup> wireless technology-enabled cell phone with hands-free simplicity.
- SIRIUS<sup>®</sup> SATELLITE RADIO**  
Get over 130 channels, including 100% commercial-free music, plus all your favorite sports, news, talk and entertainment.<sup>7</sup>

7, 8, 9, 10 See Specifications page for endnotes. \*Some features may be optional equipment or not available on select trims. See Features and Specifications pages for availability details. SX W/TECHNOLOGY PACKAGE SHOWN.



Kia UVO<sup>††</sup> Powered by Microsoft.<sup>®</sup> It offers everything you could ask for. Technology keeps giving us new ways to be entertained, stay in touch and be kept informed. Getting to enjoy this, however, used to be complicated, especially while driving. Introducing UVO, short for “your voice,” a remarkable new feature available on the Optima, starting early 2011. Kia and Microsoft<sup>12</sup> have teamed up to provide this voice-activated system. Developed on Microsoft Auto 4.0, it lets you manage your music conveniently and enjoy hands-free use of your phone. UVO has an intuitive touch screen and Microsoft advanced voice-activation technology that actually recognizes your own speech pattern and voice inflection.

#### COLOR TOUCH SCREEN

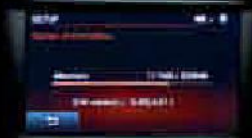
UVO's vivid 4.3-inch color LCD touch screen delivers direct access to radio stations, music on your MP3 player<sup>®</sup> or USB media drive, phonebook from your compatible cell phone and vehicle information.

#### 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<sup>®</sup> Embedded Automotive platform, the UVO system allows you to update its features and services conveniently.



#### DIGITAL JUKEBOX

UVO's in-dash hard drive is large enough to hold up to 250 songs. You can load your tunes into personal MyMusic folders and sort them by title or artist.

#### HD RADIO™ TECHNOLOGY

UVO offers available HD Radio™ Technology<sup>13</sup> — 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 be looking over your shoulder.<sup>9</sup>

“SIRIUS channel 22”

Use your voice

“add to favorites”

“call Jason”

“play alt-rock from jukebox”

“browse podcasts”

“what’s playing?”



6, 9, 11, 12, 13 See Specifications page for endnotes. <sup>†</sup>Late availability, estimated for early 2011. Optional equipment. See [kia.com](http://kia.com) or your retailer for update. Kia plans to make UVO Powered by Microsoft<sup>®</sup> available in some Kia models currently scheduled to arrive early 2011.





**Exhilaration is standard.** Optima gives you two outstanding ways to enjoy its exceptional capabilities. A 2.4L Gasoline Direct Injection (GDI) I4 engine generates best-in-class<sup>4</sup> standard 4-cylinder horsepower of 200 hp<sup>5</sup> and, on LX manual transmission models, class-leading<sup>2</sup> nonhybrid fuel efficiency of 24 city/35 hwy mpg<sup>3</sup>. For more performance, EX Turbo and SX models have a turbocharged 2.0L GDI I4 engine that delivers 274 horsepower and an impressive 22 city/34 hwy mpg.<sup>3</sup>

2, 3, 4, 5, 14 See Specifications page for endnotes. \*Some features may be optional equipment or not available on select trims. See Features and Specifications pages for availability details. SX SHOWN.

**PERFORMANCE AND MPG**

The Optima SX and EX Turbo's engine generates more power than V6 Honda Accord or Nissan Altima<sup>14</sup> while delivering the fuel efficiency<sup>3</sup> of a 4-cylinder.

**SMOOTH, PRECISE HANDLING**

A four-wheel independent suspension featuring front MacPherson struts and a rear multi-link design with High-Performance Dampers delivers a remarkably smooth ride without sacrificing handling.

**SPORTMATIC™ TRANSMISSION\***

Available 6-speed automatic transmission provides smooth, virtually seamless shifting. Its Sportmatic design allows you to choose the 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 lip spoiler.

**EXCEPTIONAL FUEL EFFICIENCY<sup>3</sup>**

A "smart alternator," electric Motor-Driven Power-Steering system and silica tires contribute to Optima's outstanding fuel economy.

**ACTIVE ECO SYSTEM\***

Automatic-transmission models have an Active Eco System. With a push of the ECO button, it adjusts the engine and transmission to optimize real-world fuel efficiency.



We've got you covered — from ABS to TCS. Safe driving begins with the ability to avoid certain accidents. That's why the all-new Optima is 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.<sup>†</sup>

<sup>†</sup>No system, however advanced, can prevent accidents. Always drive safely at a reasonable speed. SX SHOWN.



**Prepare for the unexpected.** Optima's safety systems are designed to help minimize injury when a traffic accident is unavoidable. The front seats feature active headrests and seat-belt pretensioners. Dual front airbags, front-seat-mounted side airbags and side curtain airbags are managed by an advanced sensor system.<sup>15</sup> 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.<sup>15</sup>



**FRONT ACTIVE HEADRESTS**  
In the event of certain rear collisions, the active headrests move forward, helping to reduce the likelihood of injury.



**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.<sup>16</sup>



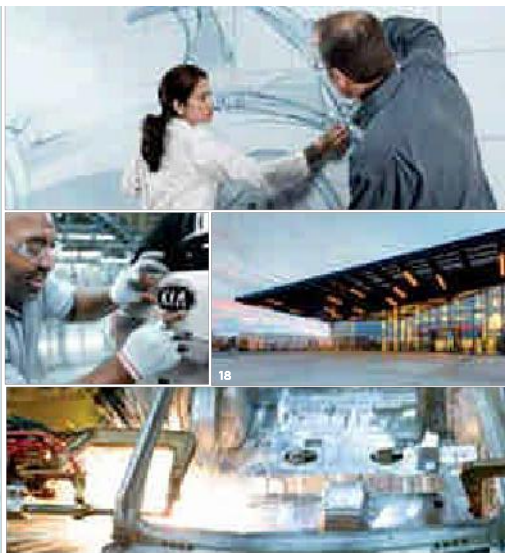
**LATCH SYSTEM**  
The standardized LATCH system (Lower Anchors and Tethers for Children) makes it easier to securely install a compatible child seat at the two ends of the rear seat.



<sup>15</sup>, <sup>16</sup> See Specifications page for endnotes. SX W/TECHNOLOGY PACKAGE SHOWN.



**The Power to Surprise.**® 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, and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.<sup>14</sup>



**COMMITMENT TO AMERICA**  
Kia Motors has reached a special milestone: the opening of a brand-new \$1-billion state-of-the-art manufacturing facility in West Point, Georgia. At full capacity, the plant can produce up to 300,000 vehicles a year. Production of the new 2011 Sorento is currently under way there, making it Kia Motors' first vehicle to be built in the U.S.A.<sup>1</sup> The plant will generate more than just high-quality vehicles. Over 2,500 new jobs are expected to be created at the facility and up to 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.

<sup>1</sup>Assembled in the United States from U.S. and globally sourced parts. 1, 14, 15, 16, 17, 18 See Specifications page for endnotes.

**Q**  
**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.<sup>15</sup> In fact, Kia has recently outsold Lexus, Subaru, Volkswagen and Mazda.<sup>16</sup>

**@**  
**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.

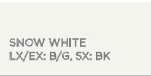





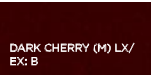


**10**  
**INDUSTRY-LEADING WARRANTY PROGRAM**  
At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with an industry-leading warranty program!  
• 10-year/100,000-mile limited powertrain warranty  
• 5-year/60,000-mile limited basic warranty  
• 5-year/100,000-mile limited anti-perforation warranty  
• 5-year/60,000-mile 24-hour roadside assistance<sup>17</sup>



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AUTOMOTIVE  
PARTNER  
OF THE NBA.

Colors

EXTERIOR

 <div>SNOW WHITE LX/EX: B/G, SX: BK</div>	 <div>SATIN METAL (M) LX/EX: B, SX: BK</div>	 <div>BRIGHT SILVER (M) LX/EX: G</div>
 <div>PLATINUM GRAPHITE (M) LX/EX: G, SX: BK</div>	 <div>METAL BRONZE (M) LX/EX: B</div>	 <div>SPICY RED (M) LX/EX: B, SX: BK</div>
 <div>DARK CHERRY (M) LX/ EX: B</div>	 <div>CORSA BLUE (M) SX: BK</div>	 <div>EBONY BLACK LX/EX: B/G, SX: BK</div>

INTERIOR

 <div>BEIGE CLOTH</div>	 <div>GRAY CLOTH</div>	
 <div>BEIGE LEATHER</div>	 <div>GRAY LEATHER</div>	 <div>SX BLACK LEATHER/ SPORT CLOTH</div>

Features

EXTERIOR

	LX	EX	EX TURBO	SX
16" tires w/steel wheel covers (manual transmission only)	•	—	—	—
16" tires w/alloy wheels	•	—	—	—
17" tires w/alloy wheels	—	•	•	—
18" tires w/alloy wheels	—	—	—	•
High-Performance Dampers	•	•	•	•
Sport-tuned suspension	—	—	—	•
Chrome front grille	•	•	—	—
Black-gloss, chrome front grille	—	—	—	•
Sculpted front & rear valence, side sills and rear-lip spoiler	—	—	—	—
Body-color door handles	•	—	—	—
Chrome-accent door handles	—	•	•	•
Clear-lens projection headlights	•	•	•	—
HID headlights w/auto leveling	—	—	—	•
Front fog lights	—	•	•	•
LED taillights	—	—	—	•
Dual exhaust w/chrome tip	•	•	•	•
Side-mirror turn-signal indicators	•	•	•	•
Dual body-color heated power mirrors	—	•	•	•

INTERIOR & CONVENIENCE

AM/FM/CD/MP3/SIRIUS <sup>®</sup> audio system	•	•	•	•
8-speakers w/dash-mounted tweeters	•	•	•	•
USB/auxiliary input jacks	•	•	•	•
Bluetooth <sup>®</sup> wireless technology <sup>1</sup>	•	•	•	•
Push-button start/Smart Key	—	•	•	•
Steering-wheel-mounted audio control buttons	•	•	•	•
Cruise control	•	•	•	•
Active ECO system	•	•	•	•
Air conditioning	•	—	—	—
Dual-zone automatic temperature control w/rear vents	•	•	•	•
Power door locks/windows/outside mirrors	•	•	•	•
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	—	•	•	•

	LX	EX	EX TURBO	SX
Steering-wheel-mounted paddle shifters	—	—	—	•
Supervision meter cluster	—	—	—	•
Auto-dimming rear-view mirror w/HomeLink <sup>SM</sup> & compass	•	•	•	•
Front center console w/armrest & storage	•	•	•	•
Rear center console w/armrest & cup holders	•	•	•	•
Floor mats	—	•	•	•

SEATING & TRIM

Cloth seat trim	•	—	—	—
Leather seat trim	—	•	•	—
Sport-leather/cloth seat trim	—	—	—	•
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	—	•	•	•
Wood insert film	—	•	•	—
Carbon-fiber insert film	—	—	—	•
Metal PRND bezel	—	•	•	•

RESTRAINT & SAFETY SYSTEMS

Dual front advanced airbags	•	•	•	•
Dual front seat-mounted side airbags	•	•	•	•
Full-length side curtain airbags	•	•	•	•
Front active headrests	•	•	•	•
3-point seat belts for all seating positions	•	•	•	•
Front seat-belt pretensioners	•	•	•	•
Height adjustable front seat-belt anchors	•	•	•	•
4-wheel disc brakes w/ABS	•	•	•	•
Hill-start Assist Control (HAC)	•	•	•	•
Electronic Stability Control (ESC)	•	•	•	•
Traction Control System (TCS)	•	•	•	•
Brake Assist System (BAS)	•	•	•	•
Electronic Brake-force Distribution (EBD)	•	•	•	•
Tire-Pressure Monitoring System (TPMS)	•	•	•	•
Side-impact door beams	•	•	•	•
Front & rear crumple zones	•	•	•	•

Impact-absorbing steering column	•	•	•	•
Lower Anchors and Tethers for Children (LATCH)	•	•	•	•
Rear child-safety door locks	•	•	•	•

LX CONVENIENCE PACKAGE<sup>†</sup>

8-way power adjustable driver's seat, auto-dimming rear-view mirror w/HomeLink <sup>SM</sup> & compass	•	•	•	•
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LX TECHNOLOGY PACKAGE<sup>†</sup>  
(Requires Convenience Package)

Navigation system w/SIRIUS Traffic <sup>SM</sup> & rear-camera display; <sup>2</sup> Infinity <sup>SM</sup> audio system & 8 speakers, dual-zone automatic temperature control w/rear vents	•	•	•	•
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SX PREMIUM PACKAGE

Panoramic sunroof with gloss-black B pillar, 4-way power-adjustable front passenger seat, driver's seat memory, heated & air-cooled front seats, heated rear seats.	•	•	•	•
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EX TURBO PREMIUM PACKAGE

All features in SX Premium Package & heated steering wheel	•	•	•	•
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EX PREMIUM PACKAGE

All features in EX Turbo Premium Package & wood insert film door inserts/center console, metal PRND bezel	•	•	•	•
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EX/EX TURBO/SX TECHNOLOGY PACKAGE  
(Requires each trim's Premium Package)

Navigation system w/SIRIUS Traffic <sup>SM</sup> & rear-camera display; <sup>2</sup> Infinity <sup>SM</sup> audio system & 8 speakers	•	•	•	•
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• Standard    • Option    — Not Available

<sup>1</sup> LX Automatic Transmission only.



Specifications

ENGINE	2.4L (LX/EX)	2.0L TURBO (EX TURBO/SX)
Type	4-cylinder, aluminum block & head	4-cylinder, aluminum block & heads
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) SULEV	200 hp @ 6,300 rpm <sup>2</sup> 192 hp @ 6,300 rpm <sup>2</sup>	274 hp @ 6,000 rpm —
Torque (SAE net) SULEV	186 lb.-ft. @ 4,250 rpm <sup>1</sup> 181 lb.-ft. @ 4,250 rpm <sup>1</sup>	269 lb.-ft. @ 1,750- 4,500 rpm —
Fuel system	Gasoline Direct Injection (GDI) <sup>1</sup>	Gasoline Direct Injection (GDI)
Transmission	6-speed manual, overdrive, 6-speed electronically controlled Sportmatic, <sup>3</sup> overdrive	6-speed electronically controlled Sportmatic, <sup>3</sup> overdrive
DIMENSIONS	2.4L (LX/EX)	2.0L TURBO (EX TURBO/SX)
Wheelbase	110.0 in.	110.0 in.
Track (front/rear)		
16" wheels	63.0 in.	—
17" wheels	62.8 in.	62.8 in.
18" wheels	—	62.6 in.
Length	190.7 in.	190.7 in.
Width	72.0 in.	72.0 in.
Height	57.3 in.	57.3 in.
Ground clearance	5.3 in.	5.3 in.
Headroom (front/rear)	40.0 in./37.6 in.	40.0 in./37.6 in.
Shoulder room (front/rear)	57.3 in./55.7 in.	57.3 in./55.7 in.
Legroom (front/rear)	45.5 in./34.6 in.	45.5 in./34.6 in.
Hip room (front/rear)	54.6 in./54.5 in.	54.6 in./54.5 in.
Passenger volume	102.2 cu. ft.	102.2 cu. ft.

Cargo volume	15.4 cu. ft.	15.4 cu. ft.
CURB WEIGHT	2.4L (LX/EX)	2.0L TURBO (EX TURBO/SX)
Manual transmission	3,206 lbs.	—
Automatic transmission	3,223 lbs.	3,385 lbs.
BODY & CHASSIS	2.4L (LX/EX) & 2.0L TURBO (EX TURBO/SX)	
Body type	Steel unibody	
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar	
Rear suspension	Independent, multi-link, stabilizer bar	
Steering type	MDPS (Motor-Driven Power Steering)	
Turns, lock-to-lock	2.94	
Turning circle, curb-to-curb	35.8 ft.	

BRAKES	2.4L (LX/EX) & 2.0L TURBO (EX TURBO/SX)	
Type	Power-assisted ABS + Electronic Stability Control	
Front (16" & 17" wheels) (18" wheels)	11.8 in, ventilated discs 12.6 in, ventilated discs	
Rear	11.2 in, solid discs	

TIRES	2.4L (LX/EX)	2.0L TURBO (EX TURBO/SX)
Type	205/65R16 215/55R17 —	— 215/55R17 225/45R18

2011 EPA FUEL ECONOMY <sup>22</sup>	2.4L (LX/EX)	2.0L TURBO (EX TURBO/SX)
(Estimated City/Highway MPG)		
Manual transmission	24/35	—
Automatic transmission	24/34	22/34
Fuel-tank capacity (gallons)	18.5	18.5

ENDNOTES:

<sup>1</sup> 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](#).

<sup>2</sup> With LX manual transmission. Based on comparison as of August 2010 of 2010 and available 2011 EPA city/hwy mpg estimates for midsize sedans with I4, nonhybrid engines.

<sup>3</sup> Refer to specifications above for 2011 EPA fuel-economy estimates. Actual mileage may vary.

<sup>4</sup> Based on comparison as of August 2010 of 2010 and available 2011 midsize sedans with standard 4-cylinder engines. Excludes SULEV engines.

<sup>5</sup> Maximum hp for ULEV 2.4L engine is 200 hp @ 6,300 rpm. Super Ultra Low Emission Vehicle (SULEV) engine is the only engine available in these states: California, New York, Massachusetts, Vermont, Connecticut, New Jersey, Oregon, Maine, Rhode Island, Maryland, Pennsylvania, Washington, New Mexico. SULEV 2.4L engine: 192 hp @ 6,300 rpm, 181 lb.-ft. @ 4,250 rpm. ULEV is the only engine available in all other states.

<sup>6</sup> The rear-camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.

<sup>7</sup> SIRIUS services require subscriptions sold separately after three-month trial subscription included with purchase/lease. If you decide to continue after trial, your paid subscription will automatically renew and bill until you call SIRIUS @ 1-866-576-6222 to cancel. Governed by Terms and Conditions available at [sirius.com](#). SIRIUS U.S. Satellite service available only to those at least 16 years of age in the 48 contiguous USA, DC and PR (with coverage limitations). Traffic information not available in all markets. See [sirius.com/traffic](#) for details. SIRIUS, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. and its subsidiaries.

<sup>8</sup> Infinity® is a trademark of Harman International Industries, Inc.

<sup>9</sup> Kia accessory cable required for iPod® connectivity. Cable and iPod® mobile digital device sold separately. iPod® is a registered trademark of Apple Inc.

<sup>10</sup> A compatible Bluetooth® wireless technology-enabled cell phone is required to use Bluetooth® wireless technology. The Bluetooth® 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.

<sup>11</sup> 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.

<sup>12</sup> Microsoft® and Windows® are registered trademarks of Microsoft® Corporation in the United States and/or other countries.

<sup>13</sup> HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation.

<sup>14</sup> Based on comparison as of August 2010 to 2011 Honda Accord V6 and 2010 Nissan Altima V6.

<sup>15</sup> For maximum protection, always wear your seat belt.

<sup>16</sup> Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

<sup>17</sup> Based on comparison of 12-month retail sales between 2005 and 2009 of all U.S. automotive brands and 5-year average sales growth.

<sup>18</sup> Source: Automotive News Data Center.

<sup>19</sup> Based on total U.S. light-vehicle sales, January 2009 to July 2010.

<sup>20</sup> 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. and is limited. See retailer or [kia.com](#) for details.

<sup>21</sup> Kia Design Center, a division of Hyundai America Technical Center, Inc. (HATCI).

<sup>22</sup> HomeLink® is a registered trademark of Johnson Controls, Inc.

<sup>23</sup> Actual mileage may vary.