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2020

OPTIMA

PRODUCT REFERENCE GUIDE

V5 – August 28, 2019

2019 Optima SX shown



INTRODUCTION

The 2020 Optima continues to deliver practicality and style, while simplified package offerings and enhanced standard equipment emphasize value. Optima's lineup still offers a choice of three powerful engines and two transmissions, a comfortable and functional interior wrapped in a stylish, contemporary exterior.

Packages offering streamlining and standard equipment enhancements for the 2020 model year include:

- Optima LX, EX, and SX trims are now inclusive trims with no available packages
- Optima EX and SX trims now include wireless phone charger* as a standard feature
- Optima LX and S trims now include standard Forward Collision-Avoidance Assist-Ped* (FCA-Ped) using camera-based technology to detect a pedestrian or vehicle ahead; Optima EX and SX trims continue to use radar and camera-based technology for FCA-Ped*

Every 2020 Optima trim level comes standard with an impressive set of driver assistance features, including Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW) and Parking Distance Warning-Reverse* (PDW-R). None of Optima's competitors offer all three of these desirable features standard on all trim levels; customers have to step up to a mid-level or top level trim of a competing model to get these same features. In addition, all 2020 Optimas also include standard Lane Keeping Assist-Line* (LKA-L) and Driver Attention Warning* (DAW) to enhance the driving experience.

Along with the standard 8-inch touch screen and support for Apple CarPlay®* and Android Auto™* on all Optima trims, Kia's available UVO link* infotainment system offers telematics functionality through the Kia Access with UVO link* app*. The app* enables your customers to perform desirable vehicle functions such as remote lock/unlock*, Find My Car*, and Remote Climate Control* all from the convenience of their compatible smartphone.

SX T-GDI

2019 Optima SX shown



PRIOR YEAR ACCOLADES



2019 OPTIMA EARNs 2019 IIHS TOP SAFETY PICK+ AWARD WHEN EQUIPPED WITH LED HEADLIGHTS.

To qualify for 2019 TOP SAFETY PICK+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for front crash prevention and a good headlight rating.

WHAT'S NEW FOR 2020

EXTERIOR

- Horizon Blue (MSU) exterior paint – available for a limited time
- LX 17" Wheel & tire upgrade is now discontinued
- LX Premium package is now discontinued
- SX Limited package is now discontinued

TECHNOLOGY

- Previously standard Forward Collision-Avoidance Assist* (FCA) (Camera Type) has now been enhanced to Forward Collision-Avoidance Assist-Ped* (FCA-Ped) (Camera Type) which is now standard on both LX and S trims
- Wireless phone charger* is now standard on both EX, EX Premium and SX trims

SX T-GDI

2019 Optima SX shown

MODEL OVERVIEW

Model Codes & Pricing

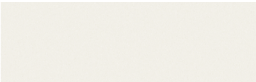




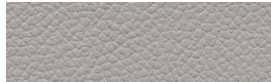
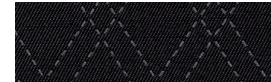


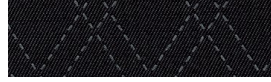

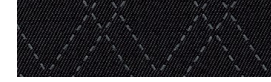
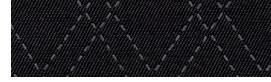
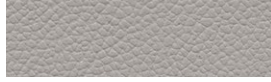
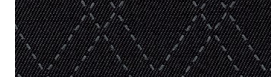

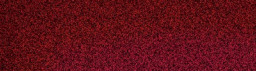



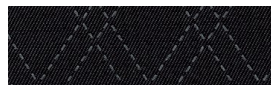
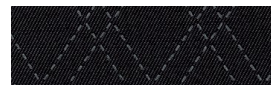
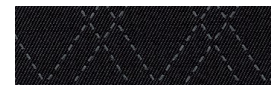

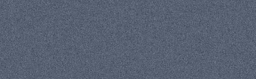



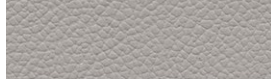


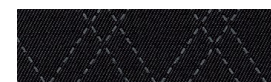

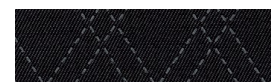

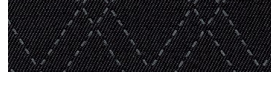
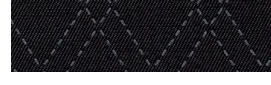
MODEL	ENGINE	TRANSMISSION	DRIVE	HORSEPOWER (HP)/ TORQUE (LB.-FT.)	EPA-ESTIMATED FUEL ECONOMY* (CITY/HIGHWAY/ COMBINED MPG*)	MODEL CODE	MSRP*
Optima LX	2.4L 4-cyl. GDI Theta II 16V DOHC	6-speed A/T w/ Sportmatic®*	FWD	185/178	25/35/29	53222	\$23,190
Optima S	2.4L 4-cyl. GDI Theta II 16V DOHC	6-speed A/T w/ Sportmatic®*	FWD	185/178	24/32/27	53232	\$24,690
Optima EX	1.6L 4-cyl. GDI Turbo Gamma 16V DOHC	7-speed DCT	FWD	178/195	27/37/31	54242	\$26,990
Optima EX Premium	1.6L 4-cyl. GDI Turbo Gamma 16V DOHC	7-speed DCT	FWD	178/195	27/37/31	54262	\$29,990
Optima SX	2.0L 4-cyl. GDI Turbo Theta II 16V DOHC	6-speed A/T w/ Sportmatic®*	FWD	245/260	21/30/24	55282	\$31,990

MODEL OVERVIEW

Package Codes & Pricing

OPTIONAL PACKAGES	PACKAGE CODE	MSRP*
S Panoramic Sunroof Package	R05	\$1,000

Color Options

Exterior Colors ¹	Interior Colors ¹						
	LX		S	EX / EX PREMIUM		S	
	CLOTH		COMBO	LEATHER-TRIMMED		LEATHER-TRIMMED	
 Snow White Pearl (SWP)	 Black (WK)	 Brown (IO5)	 Black (WK)	 Black (WK)	 Grey (IG5)	 Black (WK)	 Red (SE5)
 Ebony Black (EB)	 Black (WK)	 Brown (IO5)	 Black (WK)	 Black (WK)	 Grey (IG5)	 Black (WK)	 Red (SE5)
 Passion Red Tintcoat (ADR)	N/A	N/A	 Black (WK)	N/A	N/A	 Black (WK)	N/A
 Sparkling Silver (KCS)	 Black (WK)	N/A	N/A	 Black (WK)	N/A	 Black (WK)	 Red (SE5)
 Gravity Grey (KDG)	 Black (WK)	N/A	 Black (WK)	 Black (WK)	 Grey (IG5)	N/A	N/A
 Horizon Blue (MSU) (Available for a limited time)	 Black (WK)	N/A	 Black (WK)	 Black (WK)	N/A	 Black (WK)	N/A
 Sangria (M2R)	 Black (WK)	N/A	N/A	 Black (WK)	N/A	N/A	N/A

¹Color matches are a close approximation. Color may vary due to print reproduction.

Trims & Packages

OPTIMA LX

Key Standard Features on the Optima LX include:

Mechanical

- 2.4L 4-cylinder GDI Theta II 16V DOHC engine
- 6-speed automatic transmission with Sportmatic®*
- Drive Mode Select (Comfort – Eco – Sport)
- Electric Power Steering (EPS)
- High Performance Dampers (HPD)
- 4-wheel power disc brakes

Exterior

- 16-inch silver alloy wheels with P205/65R16 Nexen tires
- Body-colored power-adjustable heated exterior mirrors with LED turn signals
- Projector beam headlights with LED Daytime Running Lights (DRL)

Comfort and Convenience

- Air conditioning
- Cloth seat trim with anti-soiling fabric
- 6-way adjustable driver's seat with power lumbar support
- 6-way adjustable front passenger seat with manual height adjuster
- 5-passenger seating with 60/40 split-folding rear seats
- AM/FM/MP3 6-speaker audio system
- 8.0-inch touch screen
- Support for Android Auto™* and Apple CarPlay®* smartphone integration

- Dual 12V outlet, Auxiliary/USB input jacks
- Overhead map light and sunglasses holder
- Power door locks
- Power windows with driver's one-touch auto-down
- Remote* keyless entry with trunk opener
- Tilt and telescoping steering column
- Steering-wheel-mounted audio and cruise controls*
- *Bluetooth®** wireless technology

Safety Features

- Dual front advanced airbags*
- Front seat-mounted and side curtain airbags*
- Full-length side curtain airbags*
- Driver's knee airbag*
- 16-inch front brake system (12.0" vent discs)
- Anti-lock Brake System* (ABS)
- Electronic Stability Control* (ESC)
- Hill-start Assist Control* (HAC)
- Vehicle Stability Management* (VSM)
- Traction Control System* (TCS)
- Tire Pressure Monitoring System* (TPMS)

Advanced Driver Assistance Systems* (ADAS)

- Forward Collision-Avoidance Assist-Ped* (FCA-Ped) (Camera type)
- Forward Collision Warning* (FCW)
- Driver Attention Warning* (DAW)
- Lane Keeping Assist-Line* (LKA-L)
- Lane Departure Warning* (LDW)
- Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW)
- Rear View Monitor w/ Parking Guidance* (RVM w/ PG)
- Parking Distance Warning-Reverse* (PDW-R)

Trims & Packages

OPTIMA S

Key Standard Features (in addition to or in place of LX) include:

- Dual exhaust system with chrome tip
- 18-inch machine finish alloy wheels with 235/45R18 Kumho®* tires
- Projection front fog lights
- LED tail lights
- 16-inch front brake system (12.0" vent discs)
- Sport side sills with gloss black accent trim and front grille
- Rear spoiler (body color)
- S emblem
- 10-way power-adjustable driver's seat with 2-way power lumbar support
- Leather-wrapped steering wheel
- Push Button Start with Smart Key
- Power front windows with one-touch auto-up/down

OPTIMA S OPTIONS AND PACKAGES

S Panoramic Sunroof Package, MSRP*: \$1,000

- Panoramic sunroof
- Overhead LED front and rear reading lights
- Gloss black door pillar and frame cover

Trims & Packages

OPTIMA EX

Key Standard Features (in addition to or in place of S) include:

- 1.6L 4-cylinder GDI turbocharged Gamma 16V DOHC engine
- 7-speed dual-clutch transmission (DCT)
- Drive Mode Select system (Comfort – Eco – Sport – Smart)
- 17-inch machine finish alloy wheels with P215/55R17 Kumho®* tires
- 17-inch front brake system (12.6" vent discs) - linked to EPB
- Smart Cruise Control with Stop & Go* (SCC w/ S&G)
- Single projection headlights with LED DRL
- Electronic Parking Brake (EPB)
- Gloss black pillar and door frame covers
- Leather-trimmed seats
- Leather-wrapped gear shift knob
- Wood grain cubic print switch panel
- AM/FM/MP3/SiriusXM®* 6-speaker audio system
- UVO link*
- Illuminated glove box
- Dual-zone Full Automatic Temperature Control (D-FATC)
- Rear air conditioning vents
- Wood grain power window switch panel and center console
- Acoustic laminated front door windows
- Wireless phone charger*
- USB chargers (2)
- Rear 12V power outlet
- Floor mats
- Heated front seats
- EX emblem

OPTIMA EX PREMIUM

Key Standard Features (in addition to or in place of EX)

- 10-way power-adjustable front passenger's seat with 2-way power lumbar support
- 12-way power-adjustable front driver's seat with 4-way power lumbar support
- Integrated Memory System (IMS) with 2-position memory for driver's seat and exterior mirrors
- Ventilated front seats
- Heated steering wheel
- Panoramic sunroof
- Overhead LED front and rear reading lights
- Ambient lighting
- UVO link* with navigation*
- Support for Android Auto™* and Apple CarPlay®*
- harman/kardon®* QuantumLogic™* Premium Surround Sound audio system with 630 watts, 10 speakers and Clari-Fi™* digital audio restoration

Trims & Packages

OPTIMA SX

Key Standard Features (in addition to or in place of EX) include:

- 2.0L 4-cylinder GDI turbocharged Theta II 16V DOHC engine
- Sport-tuned suspension
- 18-inch gloss black alloy wheels with P235/45R18 Kumho®* tires
- 17-inch front brake system (12.6" vent discs) – linked to EPB
- Red front and rear brake calipers
- Dual projection LED headlights with auto-leveling and Low Beam Assist-Dynamic* (LBA-D)
- LED front fog lights
- Sport LED tail lights
- Gloss black rear spoiler
- Sport side sills with gloss black accent trim
- Gloss black power-adjustable heated exterior mirrors with LED turn signals
- Panoramic sunroof with overhead LED front and rear reading lights
- Supervision Meter Cluster w/ 4.3-inch Thin Film Transistor (TFT) Color LCD Display
- UVO link* with navigation*
- Support for Android Auto™* and Apple CarPlay®*
- AM/FM/MP3/SiriusXM®* audio system
- 8.0-inch touch screen
- Rear View Monitor w/ Parking Guidance* (RVM w/ PG)
- harman/kardon®* QuantumLogic™* Premium Surround Sound audio system with 630 watts, 10 speakers and Clari-Fi™* digital audio restoration
- Ambient lighting
- 12-way power-adjustable driver's seat with 4-way power lumbar support
- 10-way power-adjustable front passenger's seat with 2-way power lumbar support
- Integrated Memory System (IMS) with 2-position memory for driver's seat and exterior mirrors
- Heated and ventilated front seats
- Heated steering wheel
- Auto-dimming rearview mirror
- Satin chrome interior accents
- Leather-wrapped D-shaped sport steering wheel with red perforated stitching
- Steering-wheel-mounted paddle-shifters*
- Sport Leather-trimmed seats (Available in 2-tone Black and Red)
- Gloss black power window switch panel
- Brushed metal center console trim
- Compact spare tire*
- SX emblem



SPECIFICATIONS

ENGINE & DRIVETRAIN	LX	S	EX / EX PREMIUM	SX
Type	2.4L 4-cyl. GDI Theta II 16V DOHC	2.4L 4-cyl. GDI Theta II 16V DOHC	1.6L 4-cyl. GDI Turbo Gamma 16V DOHC	2.0L 4-cyl. GDI Turbo Theta II 16V DOHC
Valve Gear	DOHC, four valves per cylinder, Dual CVVT	DOHC, four valves per cylinder, Dual CVVT	DOHC, four valves per cylinder, Dual CVVT	DOHC, four valves per cylinder, Dual CVVT
Engine Material	Aluminum block and head	Aluminum block and head	Aluminum block and head	Aluminum block and head
Displacement (cc)	2,359	2,359	1,591	1,998
Bore x Stroke (mm)	88 x 97	88 x 97	77 x 85.4	86 x 86
Compression Ratio	11.3:1	11.3:1	10.0:1	10.0:1
Horsepower (hp @ rpm)	185 @ 6,000	185 @ 6,000	178 @ 5,000	245 @ 6,000
Torque (lb.-ft. @ rpm)	178 @ 4,000	178 @ 4,000	195 @ 1,500 - 4,500	260 @ 1,350 - 4,000
Fuel Tank Capacity (gal.)	18.5	18.5	18.5	18.5
Fuel Requirement	Regular unleaded	Regular unleaded	Regular unleaded	Regular unleaded
Fuel Delivery	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Transmission	6-speed A/T w/ Sportmatic®*	6-speed A/T w/ Sportmatic®*	7-speed DCT	6-speed A/T w/ Sportmatic®*



SPECIFICATIONS

EPA-ESTIMATED FUEL ECONOMY*	LX	S	EX / EX PREMIUM	SX
	2.4L/6A/T	2.4L/6A/T	1.6L/7DCT	2.0L/6A/T
	25/35/29	24/32/27	27/37/31	21/30/24

BODY & CHASSIS	SPECIFICATIONS
Layout	Front engine, front-wheel drive (FWD)
Front Suspension	Independent, MacPherson struts, High Performance Dampers (HPD), stabilizer bar
Rear Suspension	Independent multi-link, High Performance Dampers (HPD), stabilizer bar
Steering Type	Rack and pinion, Electric Motor (C-MDPS)
Turning Radius, Curb to Curb (ft.)	35.8

BRAKES	SPECIFICATIONS
Type	Hydraulic, power four-wheel disc brakes with Anti-lock Brake System* (ABS)
Front	12.0-in. ventilated discs (LX, S); 12.6-in. ventilated discs (EX, EX Premium, SX)
Rear	11.2-in. solid discs



SPECIFICATIONS

WHEELS	TIRES	RECOMMENDED INFLATION PRESSURE (FRONT/REAR; PSI)
6.5J x 16-in. Alloy Wheels (Silver)	P205/65R16 Nexen tires (Standard: LX)	34/34
6.5J x 17-in. Alloy Wheels (B-type Machine Finish)	P215/55R17 Kumho®* tires (Standard: EX, EX Premium)	34/34
7.5J x 18-in. Alloy Wheels (B-type Machine Finish)	P235/45R18 Kumho®* tires (Standard: S)	34/34
7.5J x 18-in. Alloy Wheels (Gloss Black)	P235/45R18 Kumho®* tires (Standard: SX)	34/34

EXTERIOR DIMENSIONS	SPECIFICATIONS
Wheelbase (in.)	110.4
Length (in.)	191.1
Track (front/rear; in.)	63.5/63.8 (16-in. wheels); 63.1/63.4 (17-in. wheels); 62.9/63.2 (18-in. wheels)
Width (in.)	73.2
Height (in.)	57.7
Ground Clearance (in.)	5.3
Coefficient of Drag (Cd)	0.27



SPECIFICATIONS

INTERIOR DIMENSIONS	SPECIFICATIONS
Seating Capacity	5
Headroom (front/rear; in.)	39.8/37.8
Shoulder Room (front/rear; in.)	58.1/56.4
Legroom (front/rear; in.)	45.5/35.6
Hip Room (front/rear; in.)	56.0/56.0
Passenger Volume (cu.-ft.)	104.8
Cargo* Volume	15.9

CAPACITIES	SPECIFICATIONS			
	LX	S	EX / EX PREMIUM	SX
Curb Weight (lbs.)	3230	3298	3285	3558

Curb weights vary by trim and equipment level. You may need more than one row to accommodate the range of weights.

ACCESSORIES

AESTHETIC

- Key fob glove
- Kia key chain
- License plate frame
- Sport pedals
- Touch-up paint pen
- Valve stem caps

CONVENIENCE

- Auto-dimming rearview mirror with compass and HomeLink®*
- Cargo* net (CN) [A]
- Cargo* hook (CH1)
- Cargo* organizer, portable
- Phone Charger Kit
- Remote* Start: Key Start (RS); Push Button Start (RSP) (only applicable to LX trim)
- Smoker’s kit
- Sport visors
- Tablet-ready seatback mount
- Universal electronics holder [B]

PROTECTION/SECURITY

- Cargo* mat [C]
- Cargo* tray (CT) [D]
- Compact spare tire*
- Door sill plates, alloy
- Floor mats, carpet (CF) [E]
- Floor mats, all-weather
- Hood deflector
- Hood protector, clear appliqué
- First Aid Kit, Small
- First Aid Kit, Large
- Interior Light Kit
- Paint protection film package, includes bumper and door sill appliqué (PPO)
- Puddle lights
- Rear bumper appliqué (BA)
- Roadside Assistance* Kit
- Severe Weather Kit
- Side-sill protection, clear appliqué (DSA)
- Splash guards, front and rear (MUG)
- Wheel locks*



All cargo* should be evenly distributed and properly secured, and never piled higher than the seatback.
Images for representation only. Actual feature/component may vary.

* See the last two pages for Safety Information and Legal Disclaimers



WALKAROUND



2019 Optima SX shown

FRONT END

- Projector beam headlights
- Available dual projection LED headlights with auto-leveling and Low Beam Assist-Dynamic* (LBA-D) and High Beam Assist* (HBA)
- Available LED fog lights
- Available power-folding exterior mirrors
- Acoustic laminated front door windows
- Available 17-inch alloy wheels and 18-inch alloy wheels in machine finish or gloss black



UNDER THE HOOD

- 2.4L 4-cylinder GDI Theta II 16V DOHC engine and 6-speed automatic transmission with Sportmatic®*
- Available 2.0L 4-cylinder GDI turbocharged GDI Theta II 16V DOHC engine and 6-speed automatic transmission with Sportmatic®*
- Available 1.6L 4-cylinder GDI turbocharged Gamma 16V DOHC engine and 7-speed dual-clutch transmission (DCT)
- Four-wheel power disc brakes with Four-wheel Anti-lock Brake System* (ABS), Electronic Stability Control* (ESC), Traction Control System* (TCS), Hill-start Assist Control* (HAC), and Vehicle Stability Management* (VSM)
- Independent MacPherson strut front suspension
- High Performance Dampers (HPD)

WALKAROUND



2019 Optima SX shown

DRIVER'S SIDE

- Standard Advanced Driver Assistance Systems* (ADAS), including Forward Collision-Avoidance Assist-Ped* (FCA-Ped) (Camera type), Forward Collision Warning* (FCW), Driver Attention Warning* (DAW), Lane Keeping Assist-Line* (LKA-L), Lane Departure Warning* (LDW), Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW), Rear View Monitor w/ Parking Guidance* (RVM w/ PG), Parking Distance Warning-Reverse* (PDW-R)
- Available Smart Cruise Control with Stop & Go* (SCC w/ S&G), and Forward Collision-Avoidance Assist-Ped* (FCA-Ped) (Camera/Radar type)
- The LX trim offers a standard 6-way adjustable driver's seat with power lumbar
- Available 12-way power-adjustable driver's seat with 4-way power lumbar support
- The S and EX trims offer a standard 10-way adjustable driver's seat with 2-way power lumbar
- Available Integrated Memory System (IMS) with 2-position memory for driver's seat and exterior mirrors
- Standard AM/FM/MP3 6-speaker audio system with 8-inch touch screen display, includes support for Android Auto™* and Apple CarPlay®* (no telematics)
- Available UVO link*/ UVO link* with navigation*
- Available harman/kardon®* QuantumLogic™* Premium Surround Sound audio system with 630W, 10 speakers and Clari-Fi™* digital audio restoration
- Available leather-wrapped steering wheel with available steering-wheel-mounted paddle-shifters*
- Available heated and ventilated front seats
- Available Push Button Start with Smart Key



WALKAROUND



REAR

- Multi-link independent rear suspension with stabilizer bar
- Rear View Monitor w/ Parking Guidance* (RVM w/ PG)
- Available Smart Trunk™*
- 15.9 cu.-ft. of cargo* capacity
- Available dual chrome exhaust outlets
- Available LED tail lights
- Available rear spoiler
- Available compact spare tire*



REAR PASSENGER

- 60/40 split-folding rear seats
- Available Dual-zone Full Automatic Temperature Control (D-FATC)
- Rear center armrest with dual cup holders
- Available front and rear overhead LED reading lights
- Lower Anchors and Tethers for Children (LATCH) system
- Available heated outboard rear seat cushions
- Available manual rear side window sunshades



FRONT PASSENGER

- Seven standard airbags*, including driver's knee airbag*
- Available panoramic sunroof
- Perforated stitching on instrument panel and upper door trim
- Available 10-way power-adjustable passenger's seat with 2-way power lumbar support
- Front cup holders
- USB charger



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
STYLING					
Leather-wrapped Steering Wheel	N/A	S	S	S	S
Steering-wheel-mounted Paddle-shifters*	N/A	N/A	N/A	N/A	S
Matte Gray Mesh Front Grille	S	N/A	N/A	N/A	N/A
Gloss Black Front Grille	N/A	S	S	S	S
Front Sport Bumper	S	S	S	S	S
Rear Spoiler – Body Colored	N/A	S	N/A	N/A	S
Rear Spoiler – Black Gloss	N/A	N/A	N/A	N/A	O
Body-colored Front and Rear Bumpers	S	S	S	S	S
P205/65R16 Tires	S	N/A	N/A	N/A	N/A
P215/55R17 Tires	N/A	N/A	S	S	N/A
P235/45R18 Tires	N/A	S	N/A	N/A	S
16-in. Alloy Wheels (Silver)	S	N/A	N/A	N/A	N/A
17-in. Alloy Wheels (Machine Finish)	N/A	N/A	S	S	N/A
18-in. Alloy Wheels (Machine Finish)	N/A	S	N/A	N/A	N/A
18-in. Alloy Wheels (Gloss Black Finish)	N/A	N/A	N/A	N/A	S
Aero Wiper Cover	S	S	S	S	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
STYLING (CONTINUED)					
Chrome Accent Exterior Door Handles	S	S	N/A	N/A	S
Red-colored Front and Rear Brake Calipers	N/A	N/A	S	S	S
Single Exhaust Chrome Tip	S	N/A	N/A	N/A	N/A
Dual Exhaust Chrome Tips	N/A	S	S	S	S
Panoramic Sunroof	N/A	O	O	O	S
PERFORMANCE					
2.4L 4-cyl. GDI Theta II 16V DOHC	S	S	N/A	N/A	N/A
1.6L 4-cyl. GDI Turbo Gamma 16V DOHC	N/A	N/A	S	S	N/A
2.0L 4-cyl. GDI Turbo Theta II 16V DOHC	N/A	N/A	N/A	N/A	S
Drive Mode Select System	S	S	S	S	S
6-speed A/T w/Sportmatic®*	S	S	N/A	N/A	S
7-speed DCT	N/A	N/A	S	S	N/A
Steel Unibody Construction	S	S	S	S	S
Independent MacPherson Strut Front Suspension	S	S	S	S	S
Independent Multi-link Rear Suspension	S	S	S	S	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
PERFORMANCE (CONTINUED)					
Front & Rear Stabilizer Bars	S	S	S	S	S
High-performance Dampers (HPD)	S	S	S	S	S
Sport-tuned Suspension	N/A	N/A	N/A	N/A	S
Four-wheel Disc Brakes	S	S	S	S	S
Larger Front Disc Brakes	N/A	N/A	S	S	S
Electric Power Steering (EPS)	S	S	S	S	S
LIGHTING & INSTRUMENTATION					
Projector Beam Headlights w/ LED Daytime Running Lights	S	S	S	S	N/A
Dual Projection LED Headlights w/ Auto-leveling and Low Beam Assist-Dynamic* (LBA-D)	N/A	N/A	S	S	S
Auto-On/Off Headlights	S	S	N/A	N/A	S
Heated, Power-adjustable Exterior Mirrors w/ LED Turn Signals	S	S	S	S	S
LED Fog Lights	N/A	N/A	S	S	S
Projection Front Fog Lights	N/A	S	S	S	N/A
Variable Intermittent Front Windshield Wipers	S	S	S		S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
LIGHTING & INSTRUMENTATION (CONTINUED)					
Drive Mode System (Eco, Normal, Sport)	S	S	S	S	S
Supervision Meter Cluster w/ Thin Film Transistor (TFT) Color LCD Screen	N/A	N/A	N/A	N/A	S
Ambient Interior Lighting w/ Variable Colors	N/A	N/A	O	O	S
Trip Computer	S	S	S	S	S
LED Front Reading Lamps	N/A	O	O	O	S
Illuminated Glove Box	N/A	N/A	S	S	S
AUDIO & INFOTAINMENT					
AM/FM/MP3 6-speaker Audio System	S	S	S	S	N/A
AM/FM/MP3/SiriusXM®*/HD Radio™*	N/A	N/A	O	O	S
harman/kardon®* QuantumLogic™* Premium Surround Sound Audio System with 630W, 10 Speakers and Clari-Fi™* Digital Audio Restoration	N/A	N/A	N/A	S	S
Bluetooth®* Wireless Connectivity with Voice Recognition (VR)	S	S	S	S	S
Support for Android Auto™* and Apple CarPlay®*	S	S	S	S	S
UVO link*	N/A	N/A	S	S	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
AUDIO & INFOTAINMENT (CONTINUED)					
Navigation*	N/A	N/A	N/A	S	S
8.0-in. Touch Screen Color Display	S	S	S	S	S
Auxiliary Input Jack	S	S	S	S	S
USB Input Jacks	S	S	S	S	S
Wireless Phone Charger*	N/A	N/A	S	S	S
COMFORT & CONVENIENCE					
Dual Zone – Full Automatic Temperature Control (D-FATC)	N/A	N/A	O	O	S
Rear Seat Vents	N/A	N/A	S	S	S
Rear View Monitor w/ Parking Guidance* (RVM w/ PG)	S	S	S	S	S
Power Front Windows w/ One-touch Auto-up/Down	N/A	S	S	S	S
Power Door Locks w/ Two-turn Entry System	S	S	S	S	S
Remote* Keyless Entry w/ Alarm	S	S	S	S	S
Push Button Start w/ Smart Key	N/A	S	S	S	S
Steering-wheel-mounted Audio Controls*	S	S	S	S	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
COMFORT & CONVENIENCE (CONTINUED)					
Cruise Control w/ Steering-wheel-mounted Controls*	S	S	S	S	S
Center Console w/ Armrest & Storage	S	S	S	S	S
Fold-away Rear Center Armrest w/ Dual Cup Holders	S	S	S	S	S
Overhead Sunglasses Holder	S	S	S	S	S
Auto-dimming Rearview Mirror	N/A	N/A	S	S	S
Front 12V Power Outlets	S	S	S	S	S
Heated Steering Wheel	N/A	N/A	N/A	S	S
Illuminated Visor Vanity Mirrors	S	S	S	S	S
Tire Mobility Kit* (TMK)	S	S	S	S	N/A
Tilt & Telescoping Steering Column	S	S	S	S	S
Smart Trunk™*	N/A	S	S	S	S
Acoustic Laminated Front Door Windows	N/A	N/A	S	S	S
Electronic Parking Brake w/Auto-hold	N/A	N/A	S	S	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
ADVANCED DRIVER ASSISTANCE SYSTEMS*					
Lane Departure Warning* (LDW)	S	S	S	S	S
Lane Keeping Assist-Line* (LKA-L)	S	S	S	S	S
Driver Attention Warning* (DAW)	S	S	S	S	S
Forward Collision Warning* (FCW)	S	S	S	S	S
Forward Collision-Avoidance Assist-Ped* (FCA-Ped)	S (Camera Type)	S (Camera Type)	S (Radar + Camera Type)	S (Radar + Camera Type)	S (Radar + Camera Type)
Smart Cruise Control with Stop & Go* (SCC w/ S&G)	N/A	N/A	S	S	S
Blind Spot Collision Warning* (BCW) with Rear Cross-traffic Collision Warning* (RCCW)	S	S	S	S	S
Parking Distance Warning-Reverse* (PDW-R)	S	S	S	S	S
High Beam Assist* (HBA)	S	S	S	S	S
SEATING & INTERIOR TRIM					
5-passenger Seating	S	S	S	S	S
6-way Adjustable Driver's Seat w/ Power Lumbar Support	S	N/A	N/A	N/A	N/A
12-way Power-adjustable Driver's Seat w/ Power Lumbar Support	N/A	N/A	N/A	S	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
SEATING & INTERIOR TRIM (CONTINUED)					
2-position Integrated Memory System (IMS) for Driver's Seat and Outside Mirrors	N/A	N/A	N/A	S	S
6-way Adjustable Front Passenger's Seat	S	S	S	S	N/A
10-way Power-adjustable Front Passenger's Seat	N/A	N/A	N/A	S	S
Leather-trimmed Seats	N/A	N/A	S	S	S
Heated Front Seats	N/A	S	S	S	S
Ventilated Front Seats	S	S	N/A	S	S
60/40 Split-folding Rear Seats	S	S	S	S	S
Leather-wrapped Sport Steering Wheel	N/A	S	S	S	S
Leather-wrapped Gearshift Knob	N/A	N/A	S	S	S
SAFETY & SECURITY					
Tire Pressure Monitoring System* (TPMS)	S	S	S	S	S
Dual Front Advanced Airbags*	S	S	S	S	S
Driver's Knee Airbag*	S	S	S	S	S
Dual Front Seat-mounted Side Airbags*	S	S	S	S	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
SAFETY & SECURITY (CONTINUED)					
Full-length Side Curtain Airbags*	S	S	S	S	S
Electronic Stability Control* (ESC)	S	S	S	S	S
Four-wheel Anti-lock Brake System* (ABS)	S	S	S	S	S
Hill-start Assist Control* (HAC)	S	S	S	S	S
Vehicle Stability Management* (VSM)	S	S	S	S	S
Engine Immobilizer	N/A	S	S	S	S
Side-impact Door Beams	S	S	S	S	S
Energy-absorbing Steering Column	S	S	S	S	S
Lower Anchors & Tethers for Children (LATCH) System	S	S	S	S	S
Front Seat Belt Pretensioners	S	S	S	S	S
3-point Seat Belts for All Seating Positions	S	S	S	S	S
Tire Mobility Kit* (TMK)	S	S	S	S	N/A
Compact Spare Tire*	N/A	N/A	N/A	N/A	S



FEATURES

S – Standard | O – Optional | ACC – Accessory | N/A – Not Available

	LX	S	EX	EX PREMIUM	SX
PACKAGES & OPTIONS					
S Panoramic Sunroof Package <ul style="list-style-type: none">Panoramic Sunroof with Overhead LED Front and Rear Reading LightsGloss Black Door Pillar and Frame Cover	N/A	O	N/A	N/A	N/A

UVO

UVO link Overview

The available UVO link* is part of Kia's suite of infotainment and telematics that changes the way Kia owners interact with their vehicles.

Select trims of the Optima features embedded UVO technology and works with the Kia Access with UVO link* app*. With this technology, owners can take advantage of a suite of telematics services that work with the Kia Access with UVO link* app* and Kia owner's website. Some of these services are listed below.

INTRODUCING UVO TO CUSTOMERS

UVO link's* broad range of features provides an exciting opportunity when working with customers.

It's important to find ways to integrate UVO throughout the needs analysis and vehicle presentation. Pay careful attention to the customer's interests, lifestyle, and vehicle requirements to learn which UVO features to highlight. For example, parents of new drivers may be particularly interested in My Car Zone* and emergency response features. Individuals with hectic travel schedules or who frequent large sporting events may appreciate the Find My Car* feature.



CONVENIENCE

- **My Car Zone*** allows the Kia owners with UVO link* to set and receive notifications if the owner or another driver breaks one of the owner's preset limits for maximum speed, geographic boundaries (navigation* required), or curfew. When a limit is breached, the system issues an alert through the head unit and sends a text message to the UVO account owner, if set up.
- **Find My Car*** allows Kia owners with UVO link* to locate their vehicle and use the map function on the Kia Access with UVO link* app* to assist in finding their way back to their Kia vehicle.

EMERGENCY RESPONSE FEATURES

- **911 Connect*** can automatically initiate a call to 911 emergency services in the event that an airbag* deploys (requires activation).
- **Roadside Assistance*** and scheduling service appointments are a simple press of a button away.

VEHICLE DIAGNOSTICS*

- Vehicles with UVO link* automatically run diagnostic* checks on their vehicle when the engine is started to identify certain maintenance issues. If an issue is detected, owners can use UVO link* (via the head unit or Kia Access with UVO link* app*) to schedule a service appointment with their preferred dealer.

REMOTE* ACCESS

- Owners can use the Kia Access with UVO link* app* or the Kia owner's website to access remote features*.
 - **Note:** For more information please refer to KGIS (KDealer> Favorites – View All > KGIS > Click here to continue to KGIS > Quick Links).

UVO

Registration Steps: UVO link

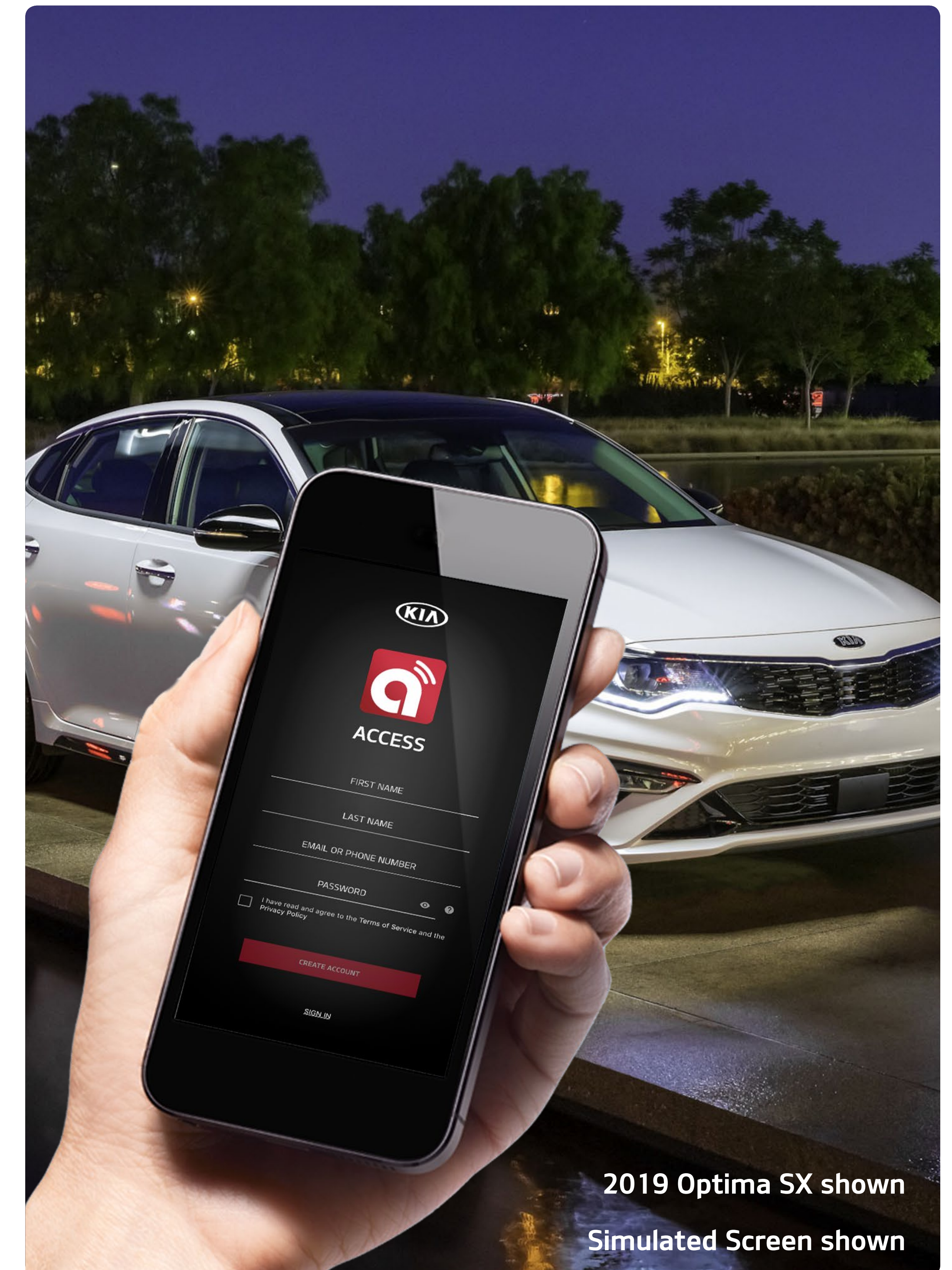
In order to begin to use UVO link*, owners must complete the registration process. It is essential that you help your customer with this process during vehicle delivery. To register a UVO account and activate UVO link* with the customer's vehicle, follow the below steps:

1. Download the Kia Access with UVO link app* from the Google Play™ Store* or Apple App Store®* by searching for "Kia Access".
2. Select the "Create Account" option.
3. Enter the requested information:
 - First name
 - Last name
 - Email address or phone number (Note: this will be the login ID)
 - Account password
4. Agree to the general terms of service and privacy policy.
5. Click CREATE ACCOUNT.
6. Enter vehicle identification number (type in the VIN) and press ADD THIS VEHICLE.
7. Press GET VERIFICATION CODE. Verification code is delivered via the email address or phone number provided during account creation.
8. Enter the activation screen from the vehicle head unit:
 - a. Press SETUP hardkey
 - b. Press UVO icon
 - c. Press UVO Activation
 - d. Agree to the UVO Terms of Service and Privacy Policy and press Submit
 - e. Press "I already have a code"
 - f. Enter the verification code in the head unit and press Submit

REVIEW RESOURCES

- www.kia.com (owners tab)
- Kia Owner's Website (owners.kia.com)
- KGIS (KDealer > Favorites – View All > KGIS > Click here to continue to KGIS > Quick Links)
- Features and Functions Guides, Owner's Manuals
- To contact the UVO call center, call 1-844-886-9411

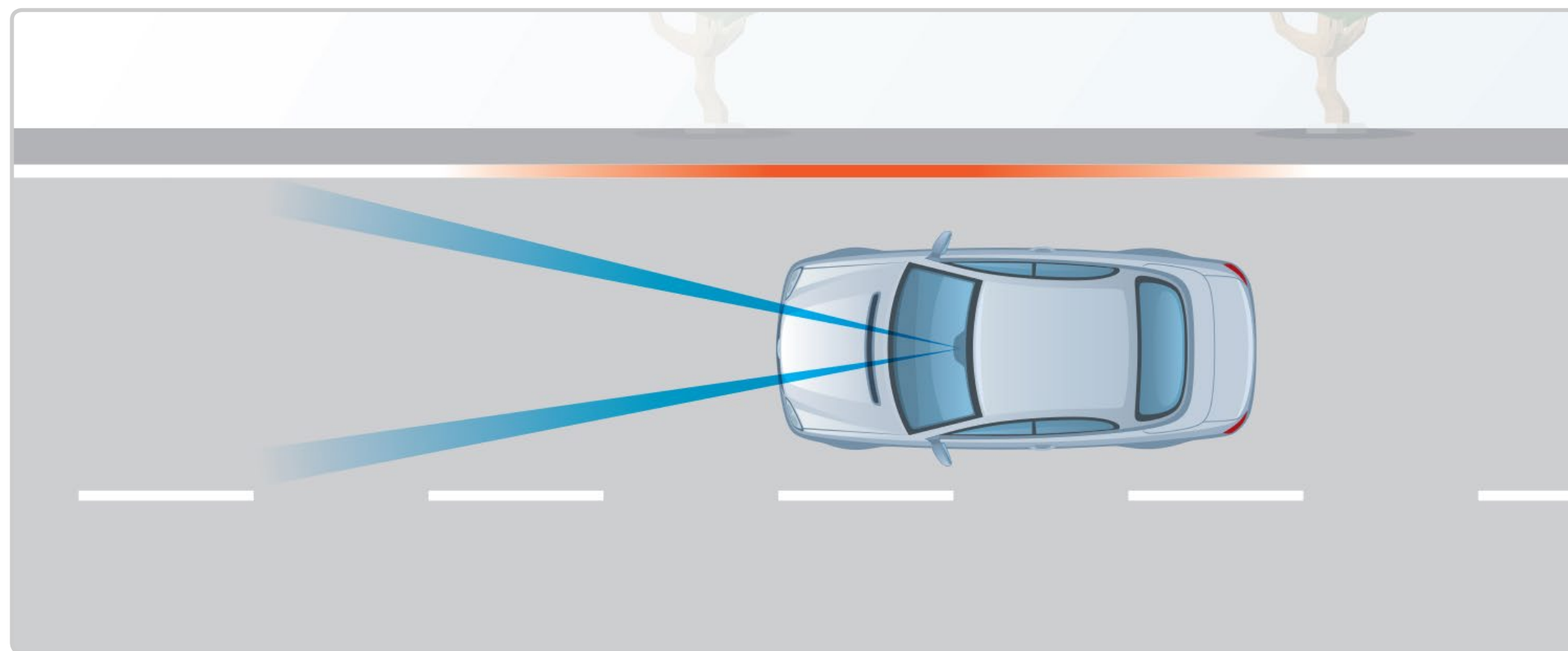
Be sure to complete the required UVO training program to learn more about this technology



2019 Optima SX shown
Simulated Screen shown

DRIVER ASSIST

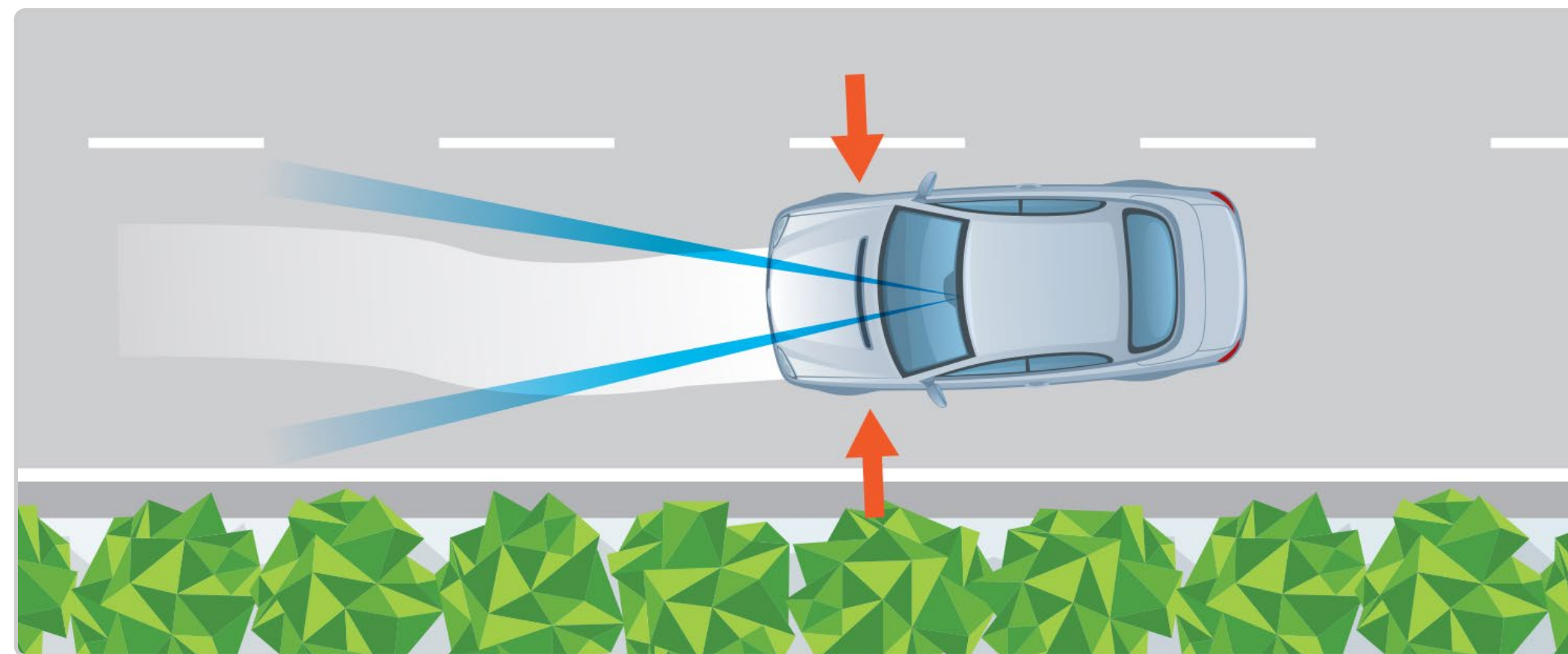
Kia offers a wide variety of Advanced Driver Assistance Systems* (ADAS). Below is an overview of the various ADAS* features and functions that Kia offers, which are standard, available or not equipped on the 2020 Optima. NOTE: IMAGES ARE NOT TO SCALE AND ARE SHOWN FOR ILLUSTRATION PURPOSES ONLY.



LANE DEPARTURE WARNING* (LDW)

Standard

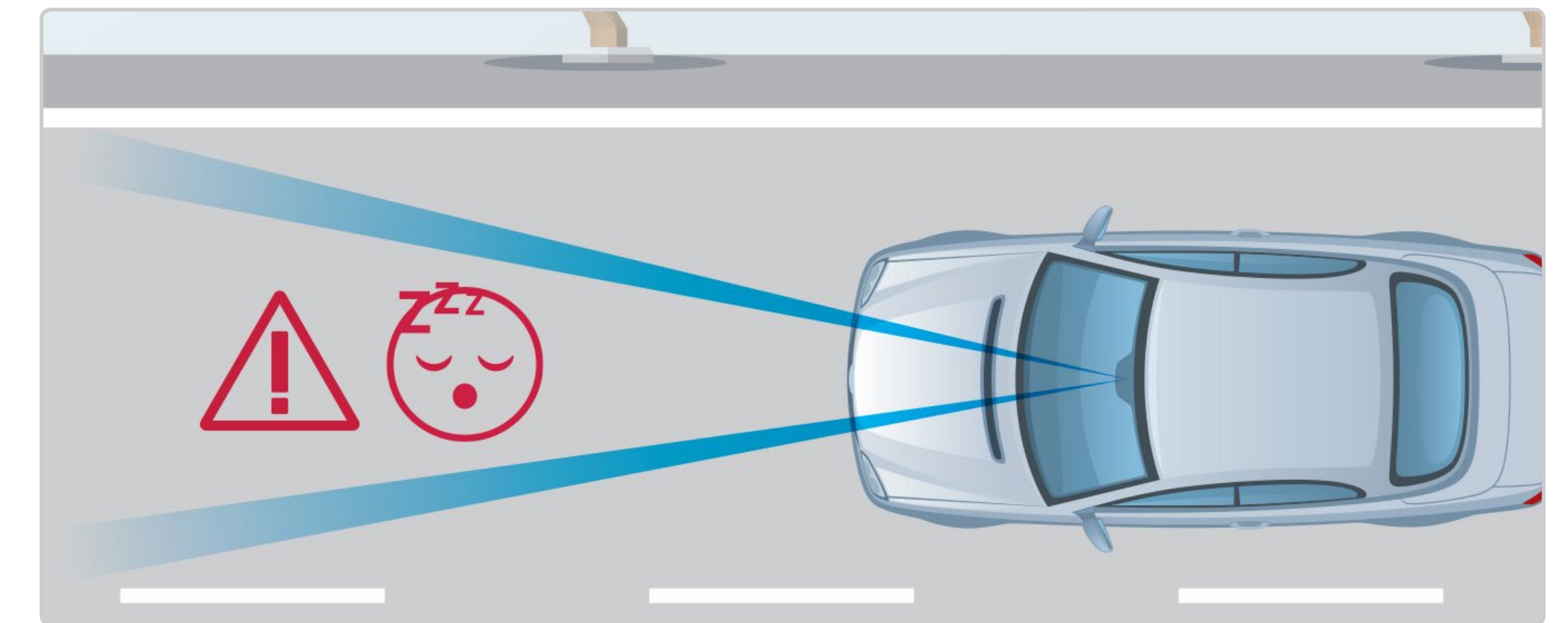
Designed to alert the driver if the system detects that the vehicle is about to depart from its current lane without a turn signal.



LANE KEEPING ASSIST* (LKA)

Standard

Builds on LDW* by applying slight steering inputs in certain circumstances to help bring the vehicle back into the lane.



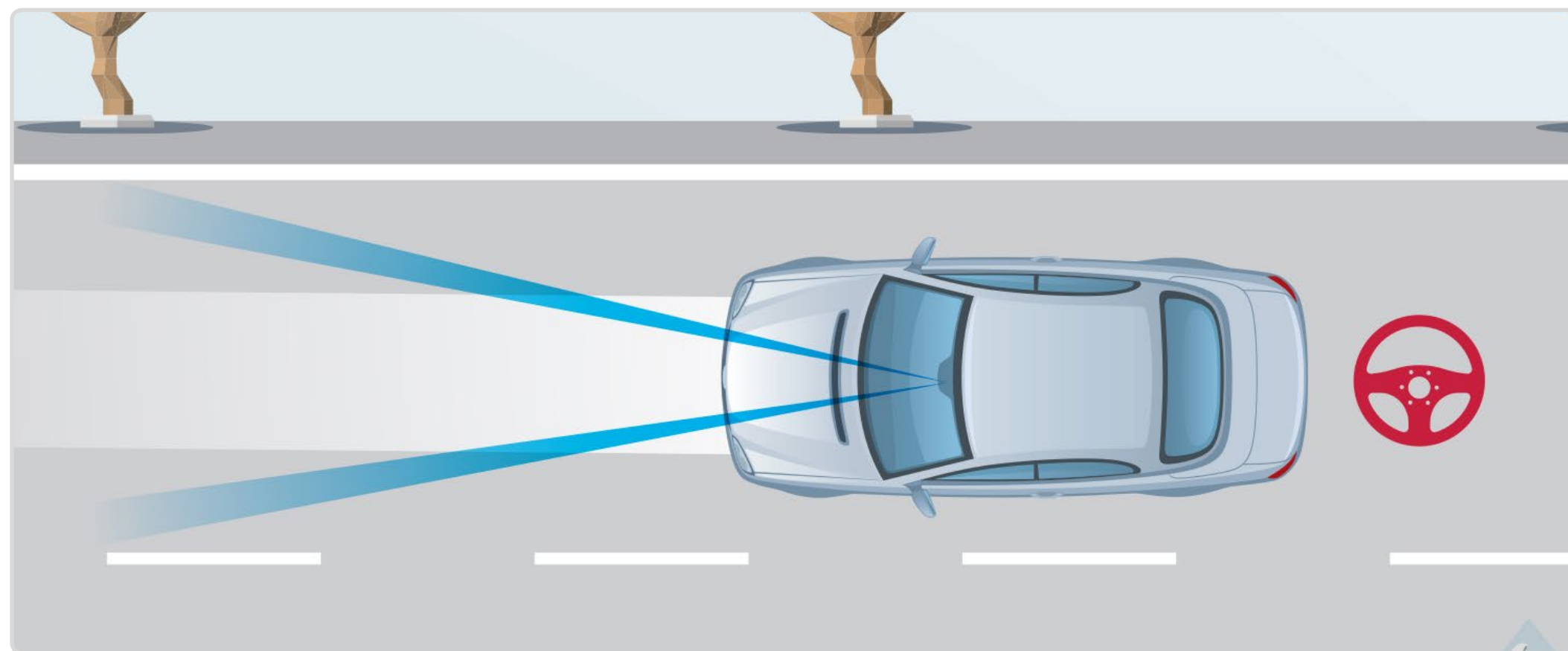
DRIVER ATTENTION WARNING* (DAW)

Standard

Designed to monitor a number of vehicle and driver inputs and can alert the driver if it detects inattentive driving practices.

DRIVER ASSIST

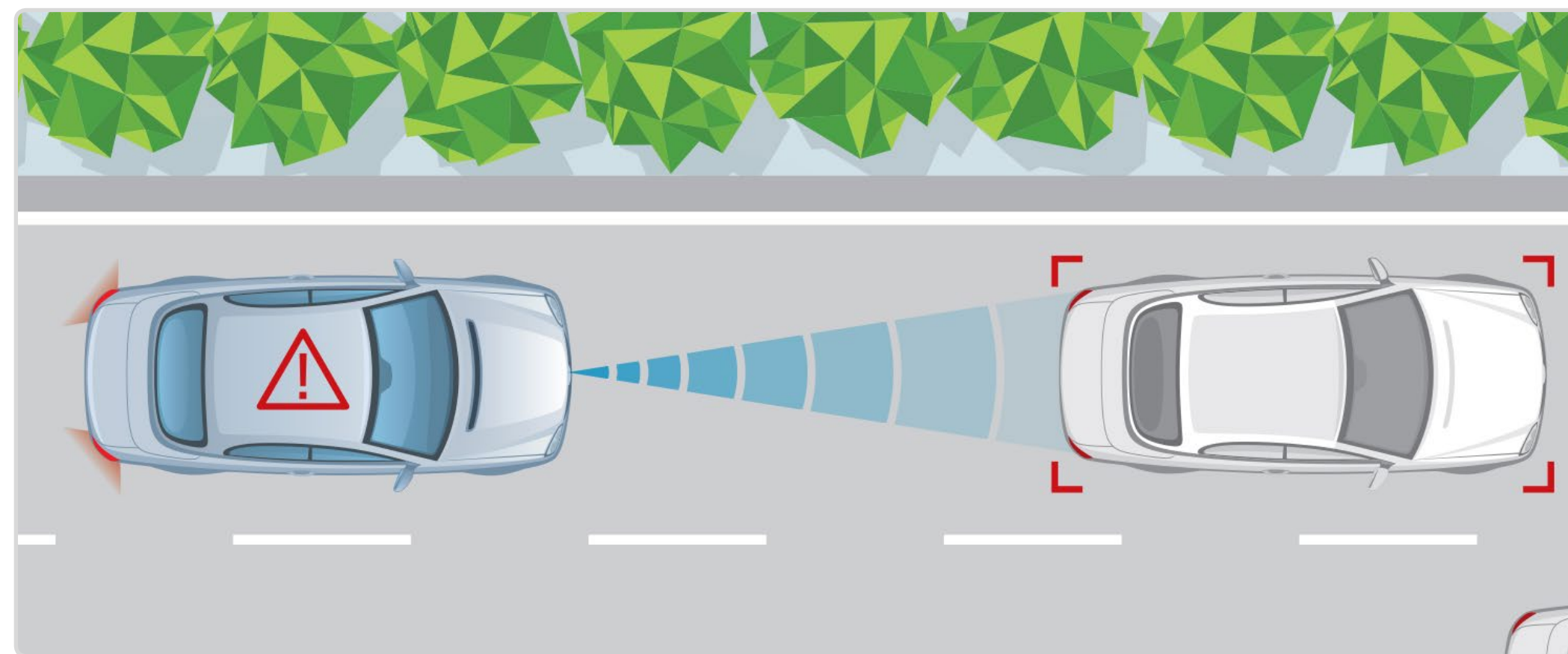
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LANE FOLLOWING ASSIST* (LFA)

NOT EQUIPPED

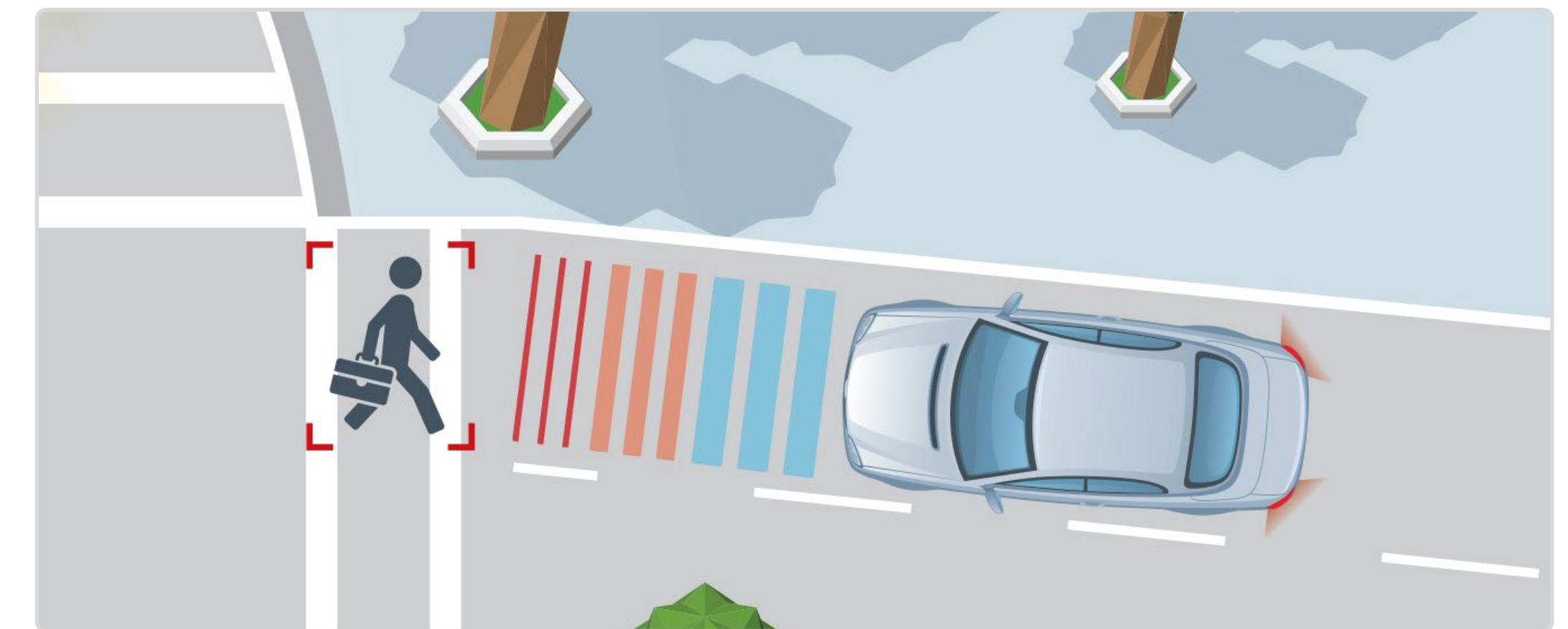
Builds on LKA* and SCC*. It can follow lane markings that the system detects, and provide steering inputs to help maintain the vehicle along the lane. Note that if the vehicle has LFA*, it also has LDW*, DAW*, and LKA*.



FORWARD COLLISION WARNING* (FCW)

Standard

Designed to detect a vehicle in front and in certain conditions, can calculate the distance and closing speed, and issues an alert to warn the driver if it senses a potential frontal collision.



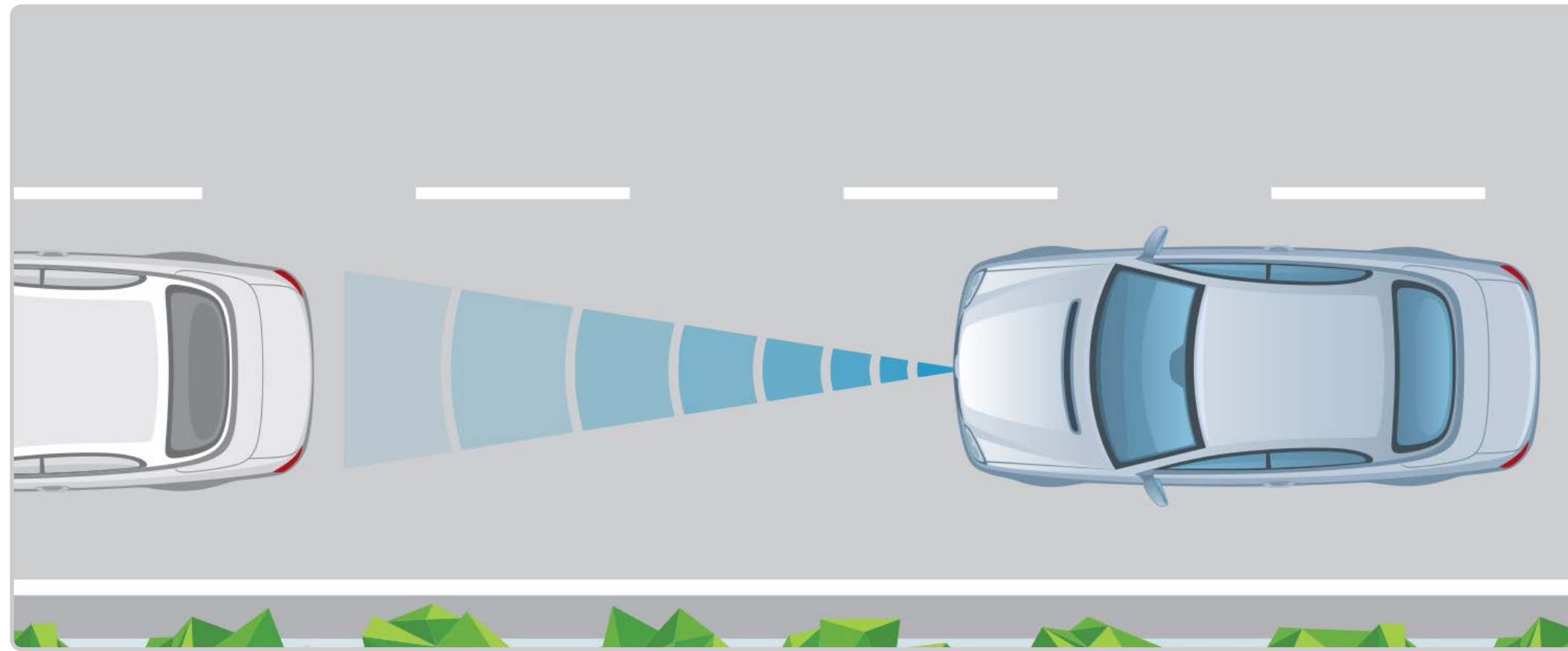
FORWARD COLLISION-AVOIDANCE ASSIST-PED* (FCA-PED)

Standard

Builds on FCW* by assisting the driver in braking to help prevent a collision or lessen the effects in certain conditions if a vehicle or pedestrian is detected in front.

DRIVER ASSIST

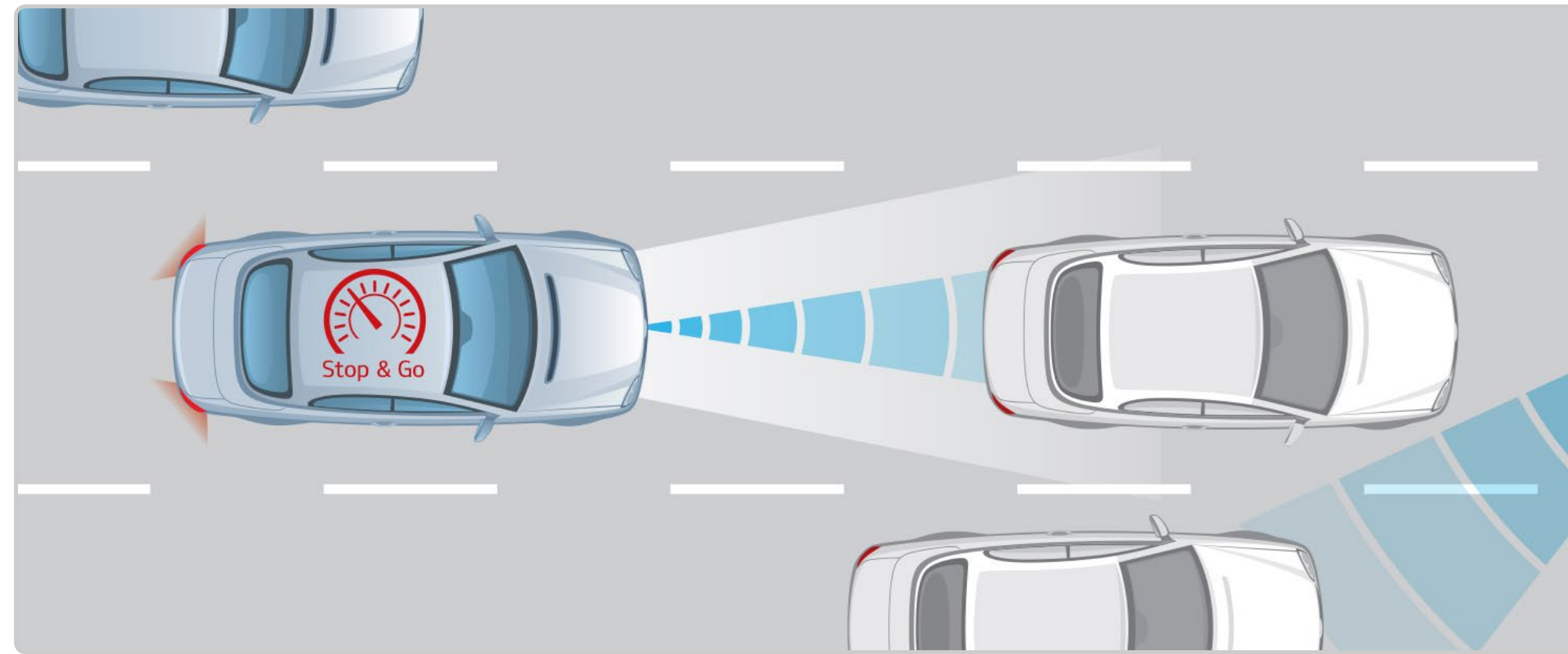
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SMART CRUISE CONTROL* (SCC)

NOT EQUIPPED

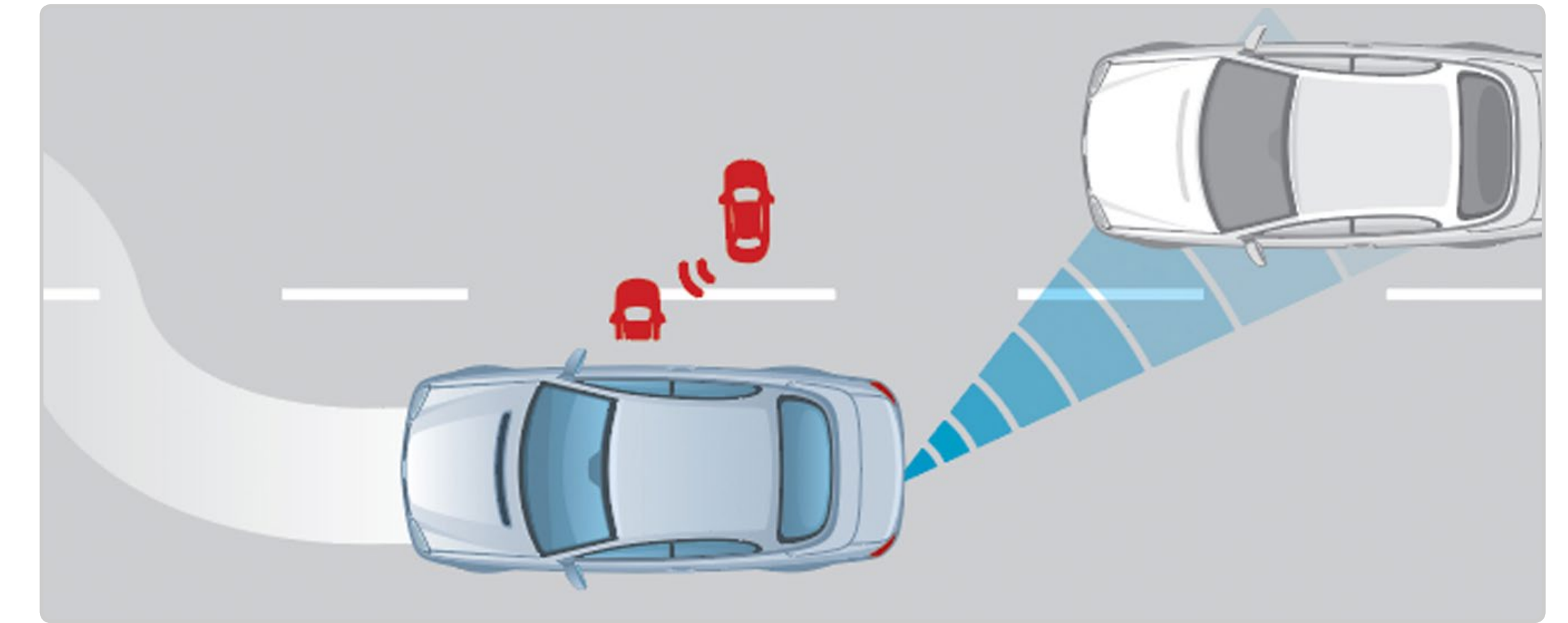
Designed to adapt to the driving environment by automatically applying the brakes, or accelerator, to help maintain a predetermined distance from a vehicle it detects in front.



SMART CRUISE CONTROL WITH STOP & GO* (SCC W/ S&G)

Standard: EX, SX

Builds on SCC* by being able to bring the vehicle to a full stop and resuming when traffic resumes within 3 seconds of stopping.



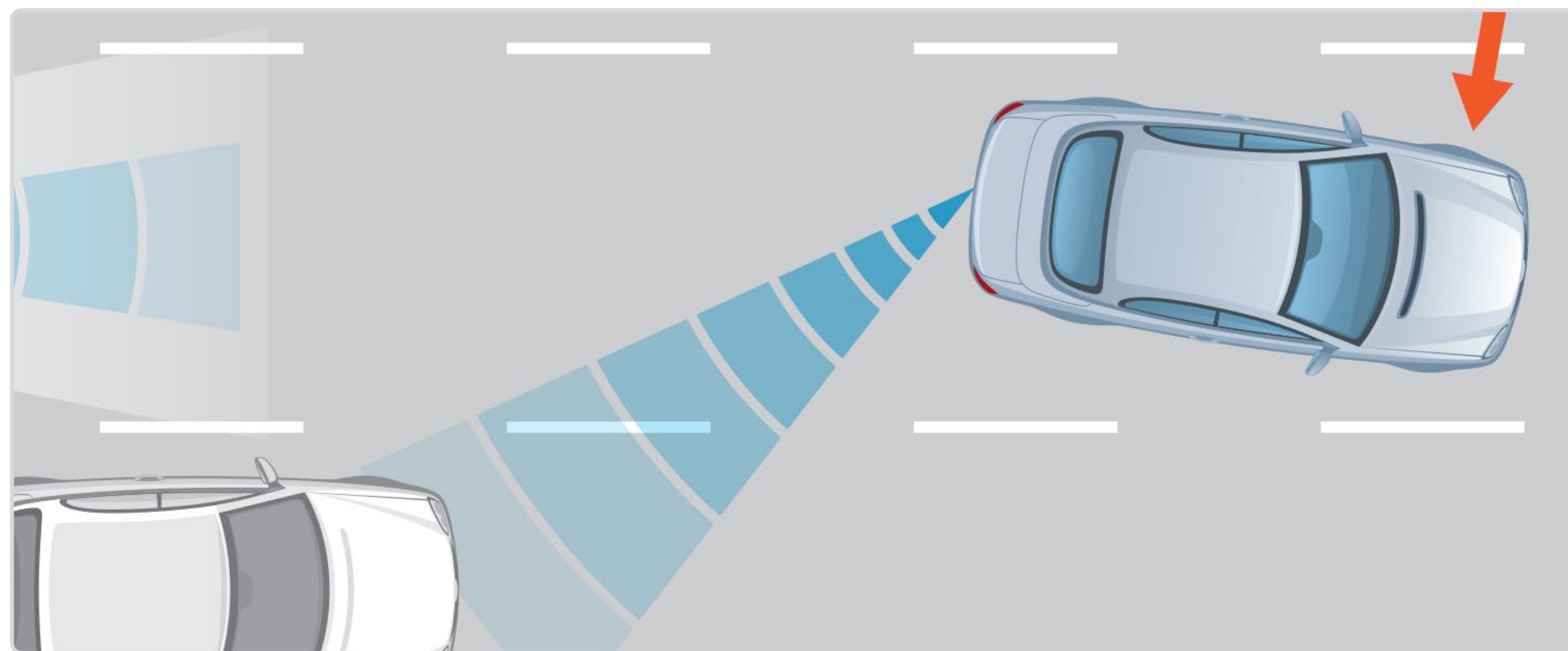
BLIND-SPOT COLLISION WARNING* (BCW)

Standard

Can detect vehicles under certain conditions traveling in the next lane. When a vehicle is detected in the blind spot, an icon flashes in the side mirror. A chime will sound if the turn signal is on.

DRIVER ASSIST

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BLIND-SPOT COLLISION-AVOIDANCE ASSIST* (BCA)

NOT EQUIPPED

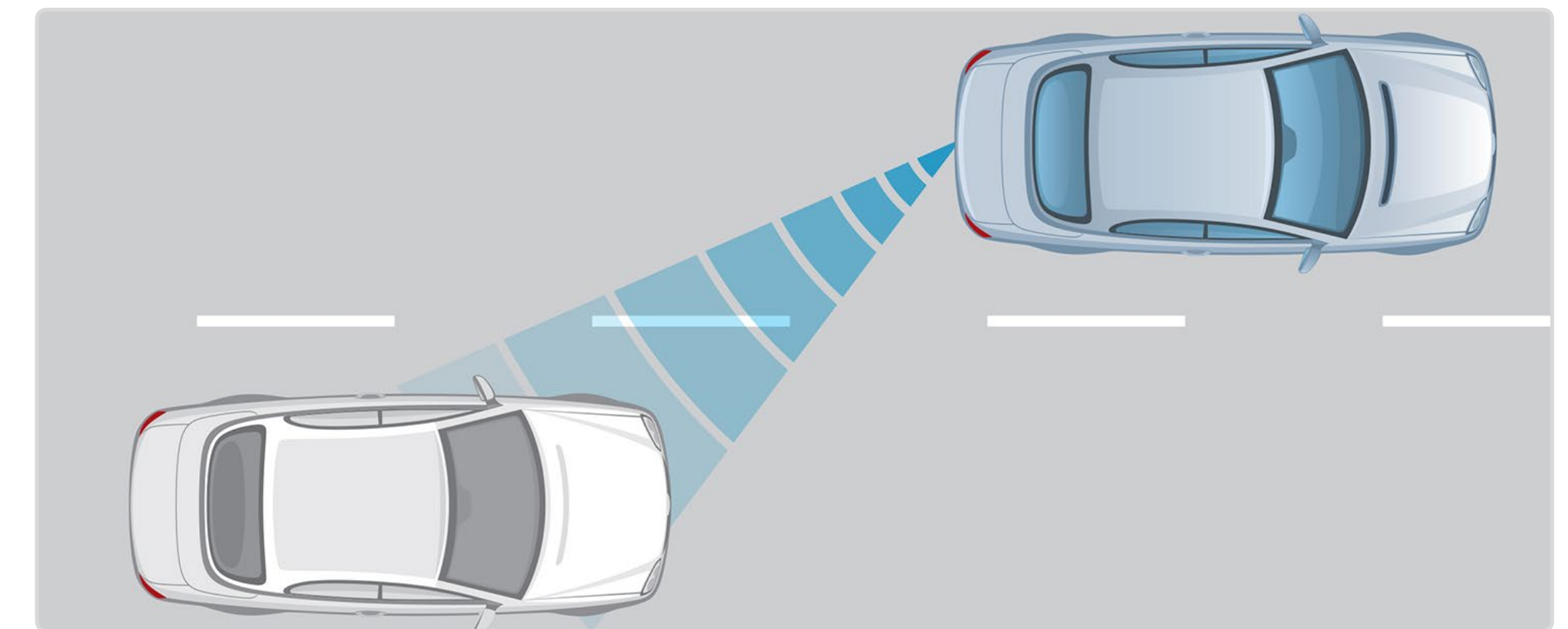
Builds on Blind-Spot Collision Warning* by applying brakes to the outer wheel under certain conditions to return the vehicle to its lane.



REAR CROSS-TRAFFIC COLLISION WARNING* (RCCW)

Standard

Uses BCW* technology to help detect approaching cross traffic when in reverse. When approaching cross traffic is detected, the system alerts the driver.



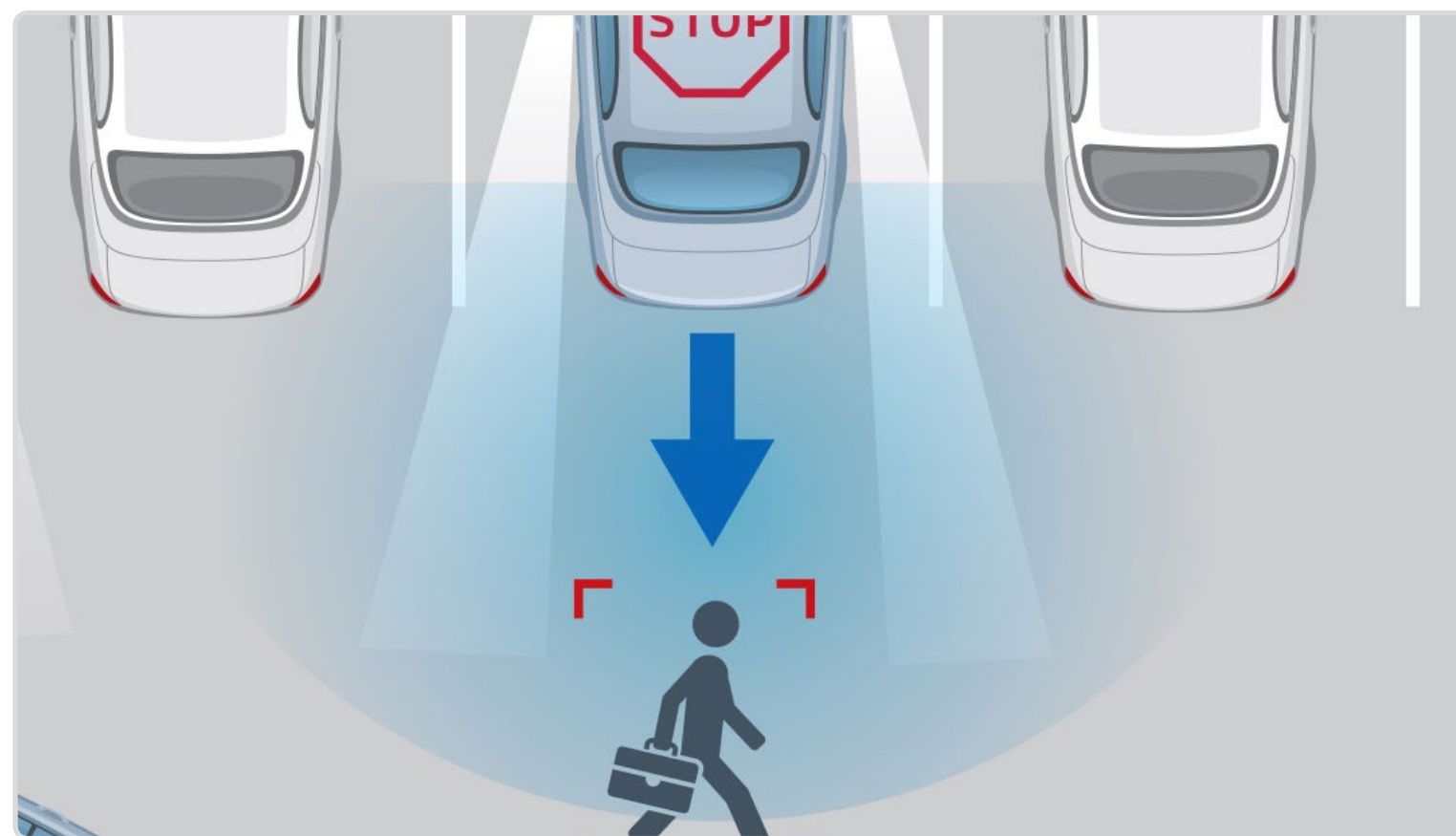
LANE CHANGE ASSIST* (LCA)

NOT EQUIPPED

Uses BCW* technology to look for traffic approaching from behind in the next lane. An icon flashes in the side mirror. A chime will sound if the turn signal is on.

DRIVER ASSIST

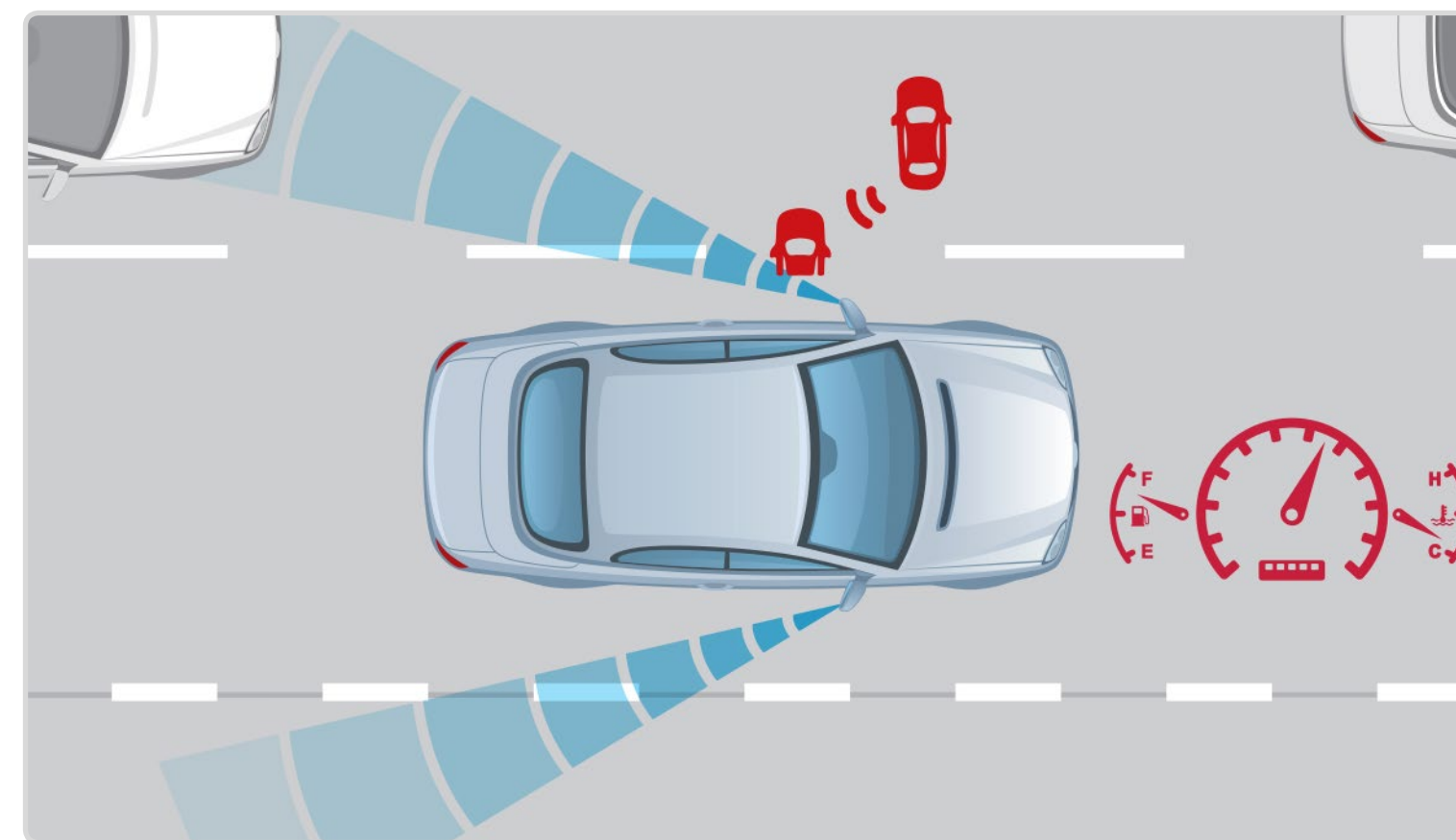
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REAR CROSS-TRAFFIC COLLISION-AVOIDANCE ASSIST* (RCCA)

NOT EQUIPPED

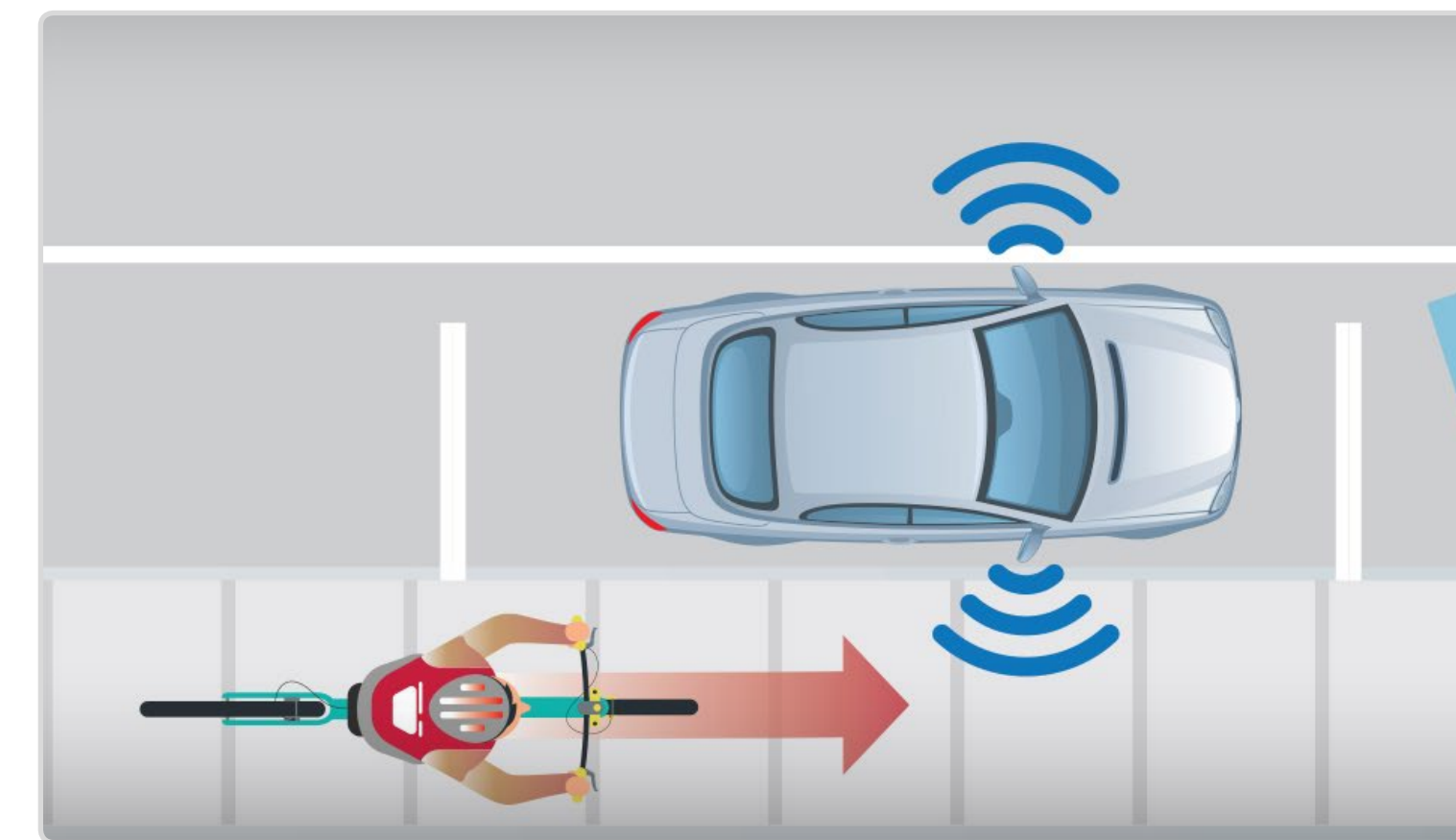
Uses BCW* technology to help detect approaching cross traffic when in reverse. When approaching cross traffic is detected, the system alerts the driver and applies brakes.



BLIND-SPOT VIEW MONITOR* (BVM)

NOT EQUIPPED

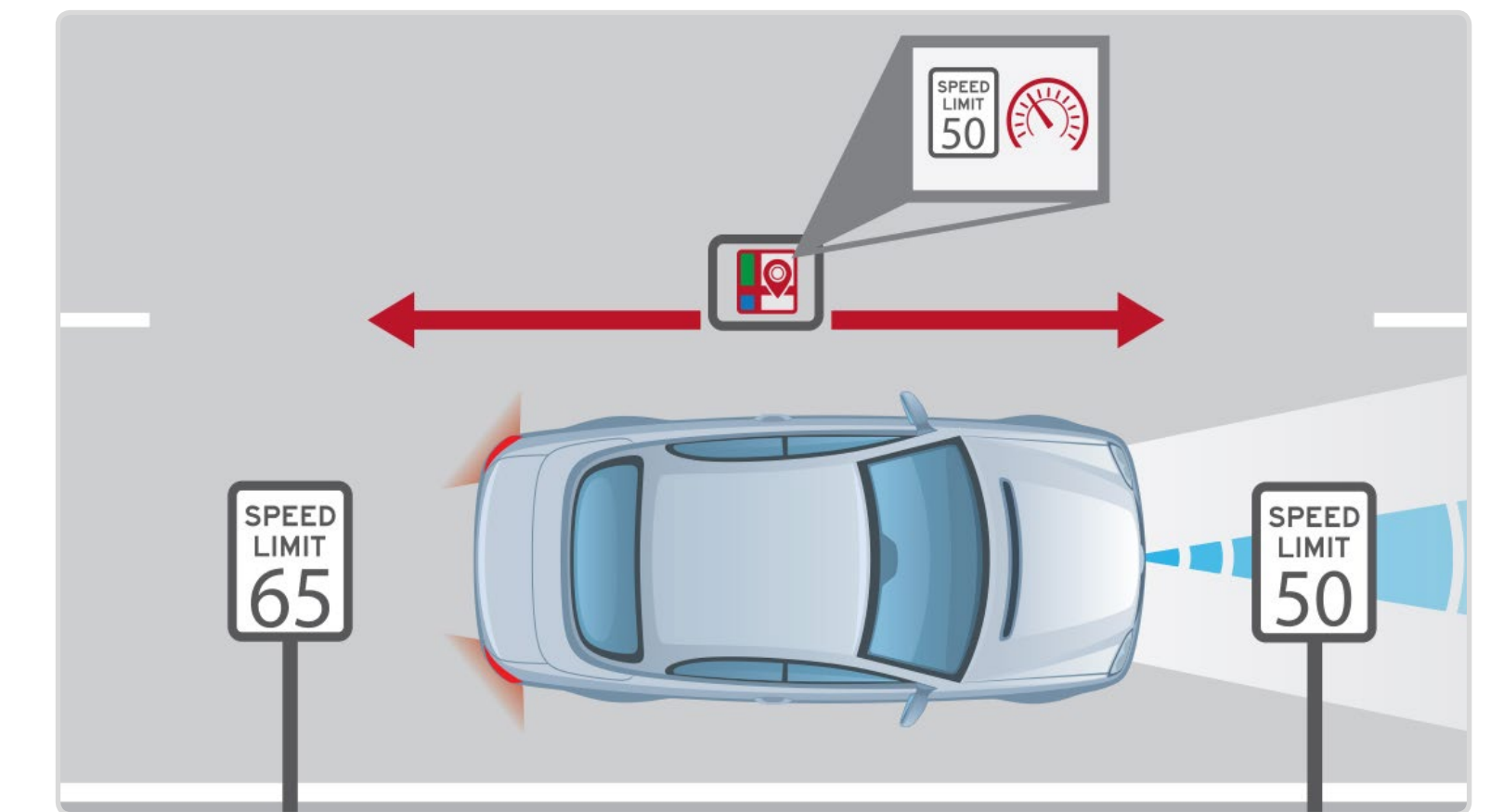
Displays an image of left or right blind spot areas in the instrument cluster; it is activated by the turn signal.



SAFE EXIT ASSIST*

NOT EQUIPPED

Can alert the driver or passengers opening their door to exit the vehicle if the system detects approaching traffic. When detected, a chime sounds.



HIGHWAY DRIVING ASSIST* (HDA)

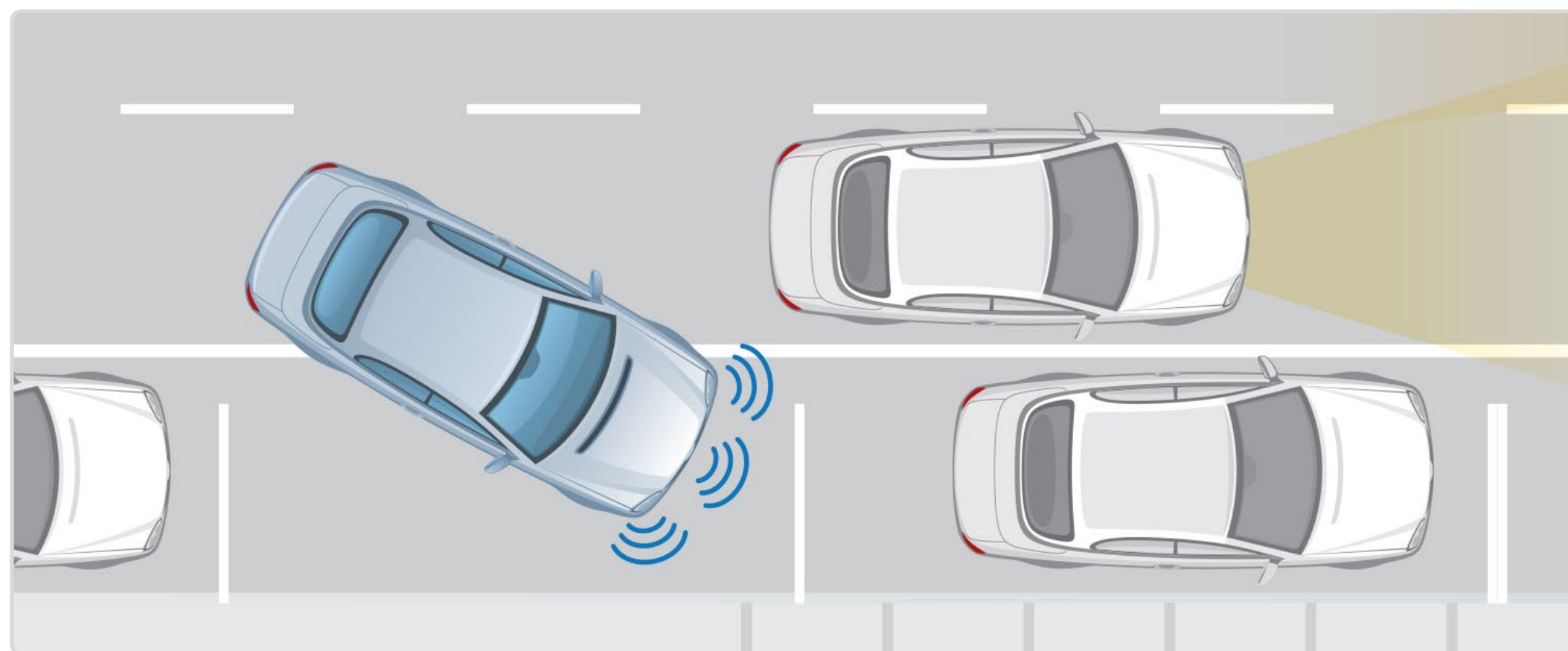
NOT EQUIPPED

Builds on SCC w/ S&G* by using federal highway speed limit information from the navigation* system and, under certain conditions, will automatically adjust vehicle speed to be within the posted speed limit and maintain distance with the vehicle detected in front.

DRIVER ASSIST

PARKING ASSIST

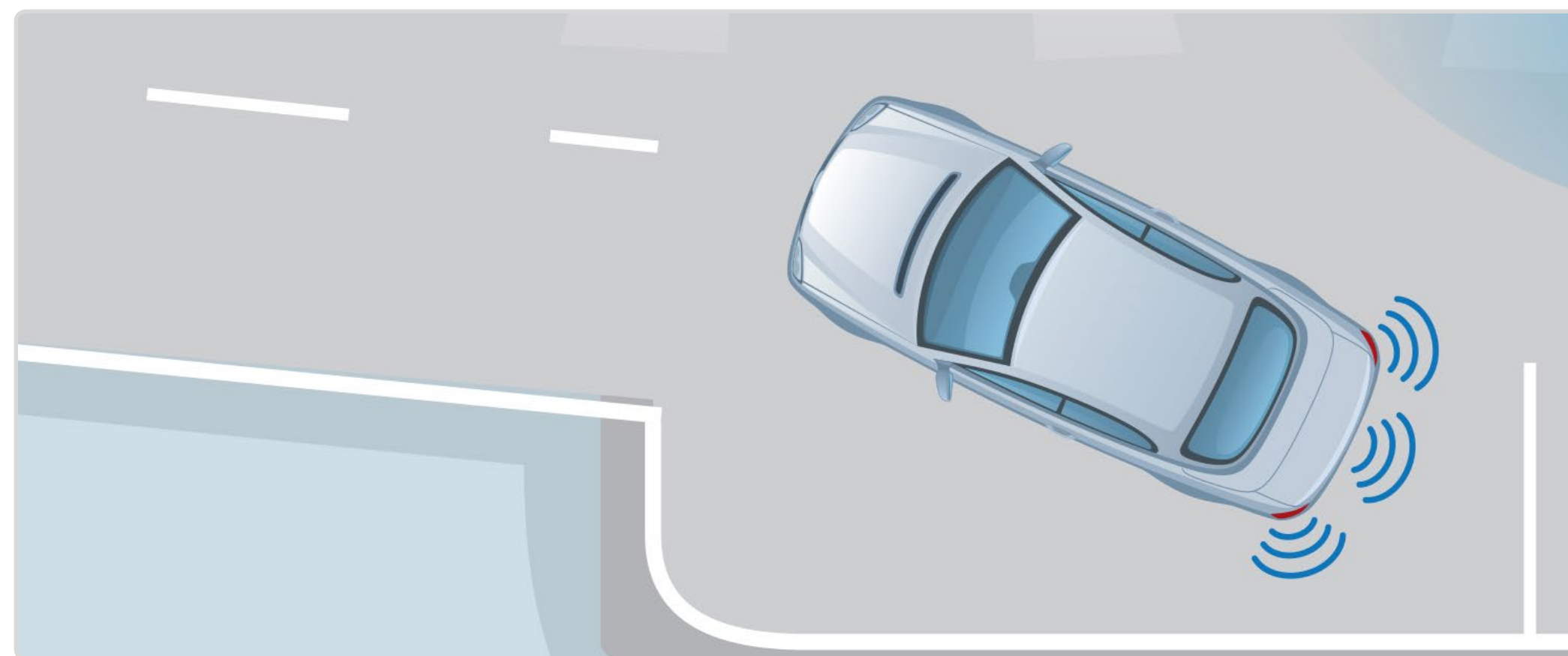
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PARKING DISTANCE WARNING – FORWARD* (PDW-F)

NOT EQUIPPED

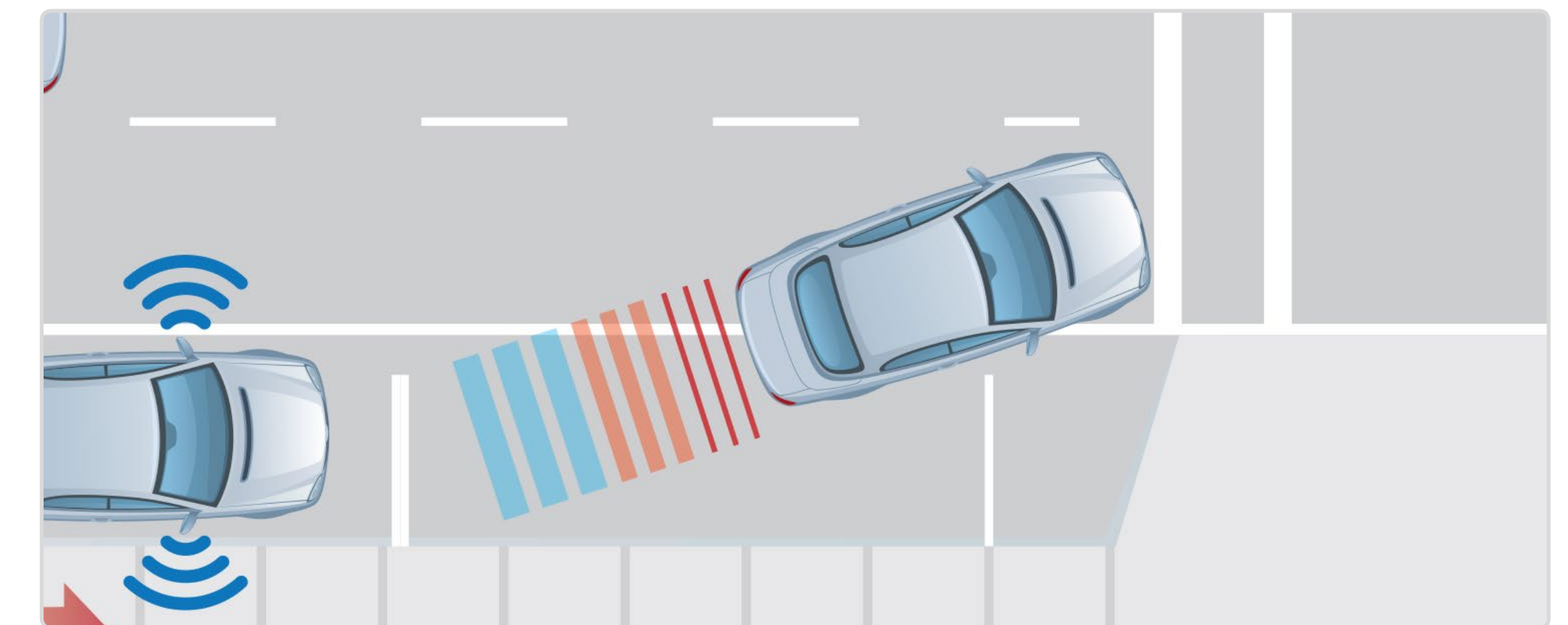
Can detect certain objects in front of the vehicle. It can issue an audible warning beep when an obstruction is detected; the beep becomes faster as the vehicle gets closer to the detected object.



PARKING DISTANCE WARNING – REVERSE* (PDW-R)

Standard

Can detect certain objects behind the vehicle. It can issue an audible warning beep when an obstruction is detected; the beep becomes faster as the vehicle gets closer to the detected object.



REAR VIEW MONITOR* (RVM)

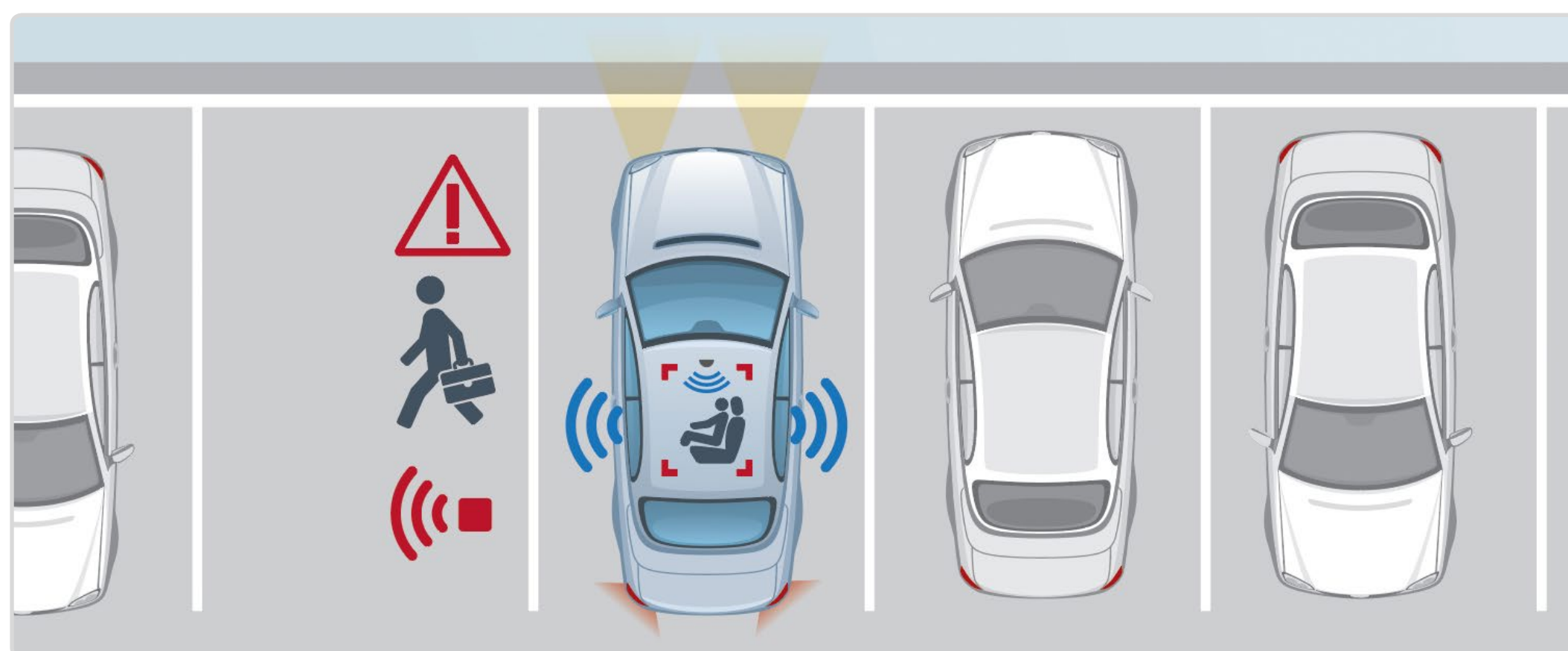
Standard

Uses a camera located in the rear of the vehicle to help provide the driver with a view of what is behind the vehicle. It becomes active when the car is put in Reverse.

DRIVER ASSIST

PARKING ASSIST

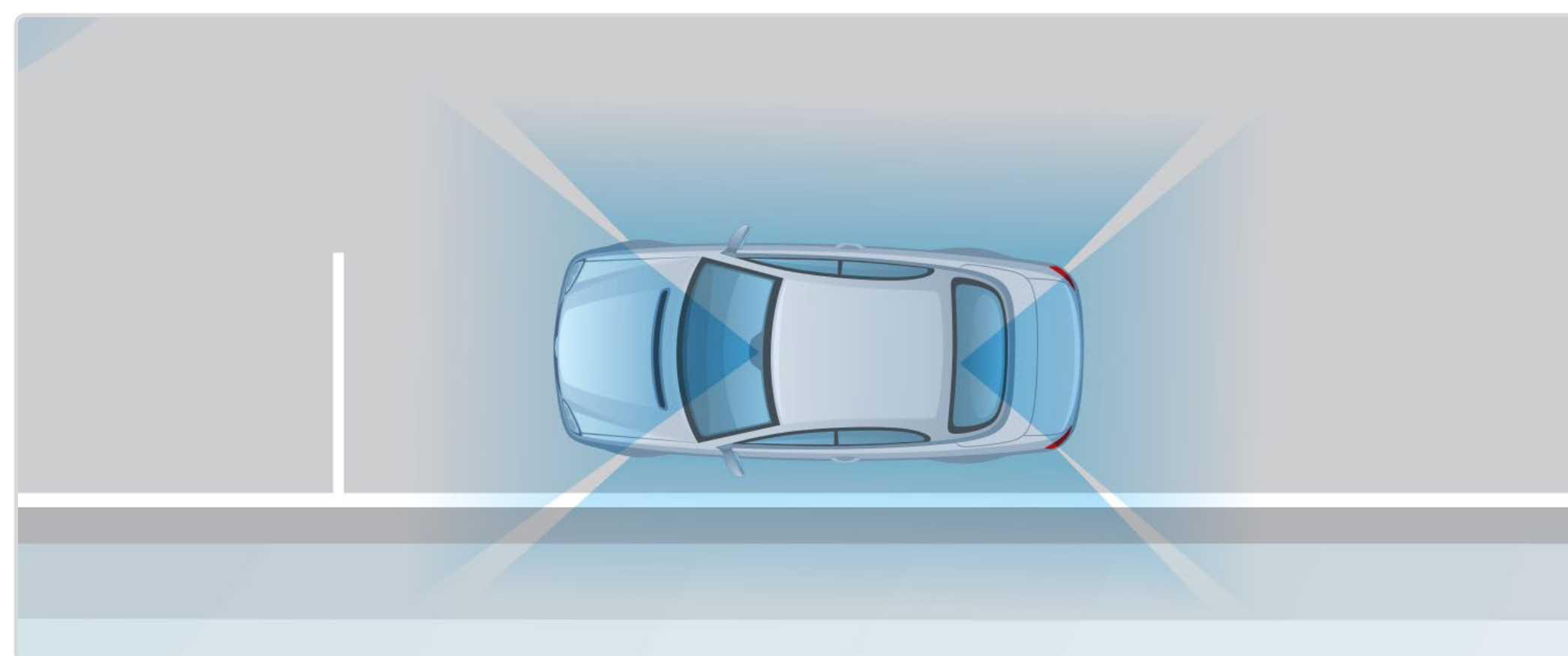
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REAR OCCUPANT ALERT* (ROA)

NOT EQUIPPED

Uses ultrasonic sensors to detect movement within the vehicle when it is parked, and can alert the driver by sounding the horn and flashing the lights if an occupant is detected in the rear seats after the driver has locked the vehicle. For UVO subscribers, it can also send a text message to their phone.



SURROUND VIEW MONITOR* (SVM)

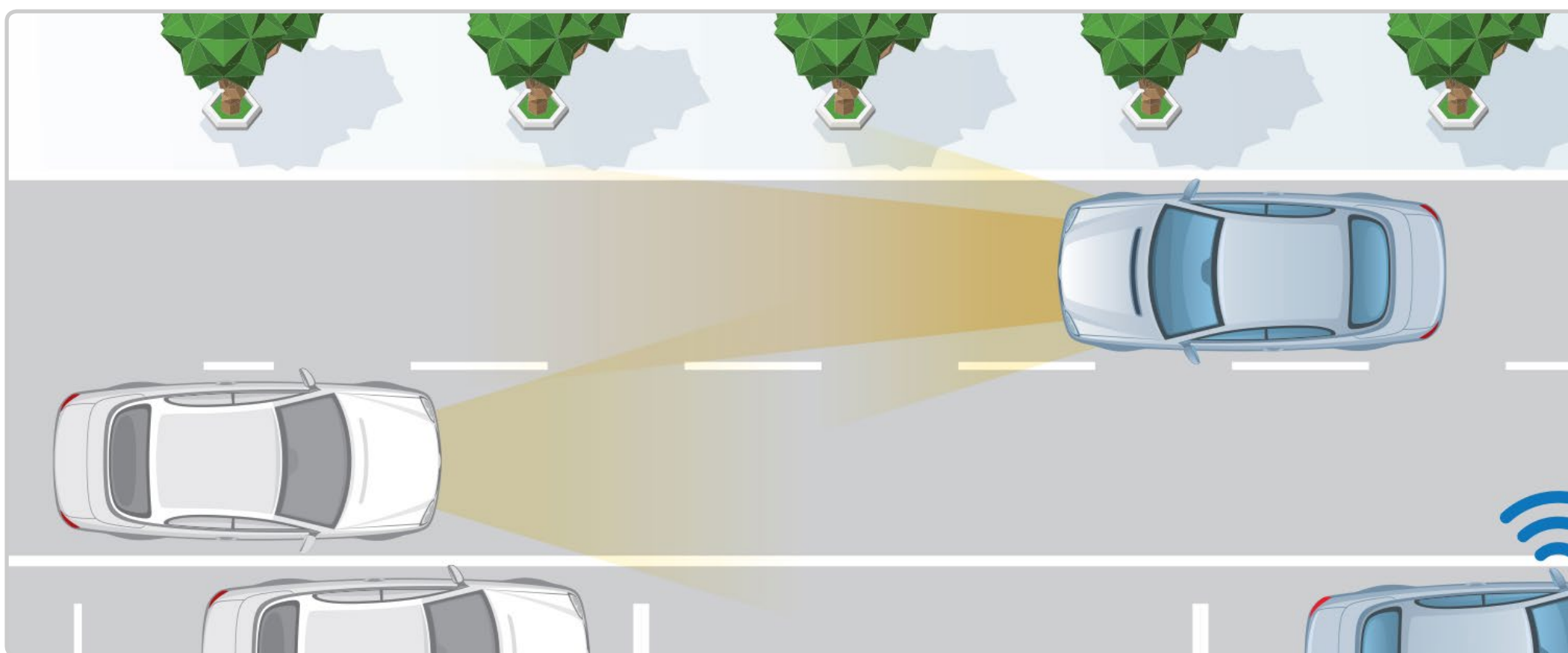
NOT EQUIPPED

Uses front, side, and rear view cameras to create a virtual 360-degree view for low-speed and parking maneuvers.

DRIVER ASSIST

VISIBILITY ASSIST

Kia offers a wide variety of Advanced Driver Assistance Systems* (ADAS). Below is an overview of the various ADAS* features and functions that Kia offers, which are standard, available or not equipped on the 2020 Optima. NOTE: IMAGES ARE NOT TO SCALE AND ARE SHOWN FOR ILLUSTRATION PURPOSES ONLY.



HIGH BEAM ASSIST* (HBA)

Standard

Can automatically switch the headlights to low-beam when an oncoming vehicle or leading vehicle is detected. It can switch back to high beams when it no longer detects such vehicles.



LOW BEAM ASSIST-DYNAMIC* (LBA-D)

Standard: SX

Headlights that turn in the direction of steering. This moves the headlight beam toward an upcoming turn to help improve cornering visibility.

DELIVERY

To ensure customer satisfaction, make sure to familiarize yourself with the operation and functions of these popular Optima features and perform a thorough customer demonstration during every Delivery Walkaround. By taking the time to fully explain potentially difficult-to-understand (DTU) or hard-to-operate (HTO) vehicle features for your customers, you will help to preemptively mitigate potential questions or confusion and set yourself up for more repeat business. For detailed operational information, please view the Optima Features & Functions Guide or Optima Owner's Manual. Pay special attention to the following features when conducting a vehicle demonstration.

2019 Optima SX shown

Support for Apple CarPlay® & Android Auto™

OVERVIEW

Customers with compatible Android™* phones may need assistance with downloading the appropriate app* prior to using Android Auto™*. It's important that Sales Consultants ask customers which app* they'll use (Apple CarPlay®, Android Auto™* or both) and help them by performing the actions described below during delivery.

ACTION STEPS

Explain:

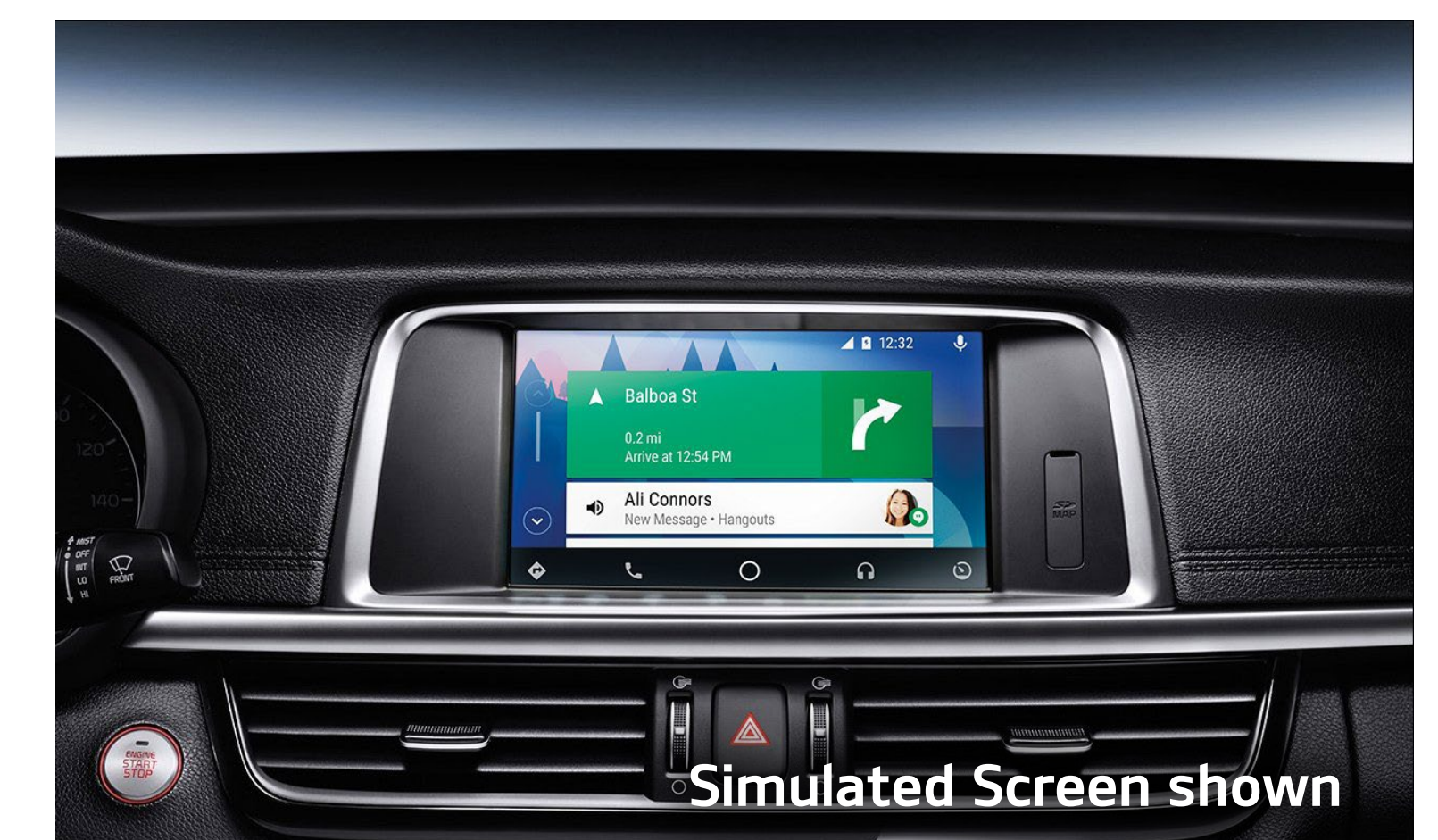
1. Using Android Auto™* requires that the Android Auto™* app* be downloaded to a compatible phone.
2. Both Android Auto™* and Apple CarPlay®* enable the radio to be a display and controller for compatible iPhones®* and Android™* phones when they are connected with a phone manufacturer-certified USB cable using the USB port.
3. An iPhone®* 5 or later phone is required.
4. The recommendation is for the customer to update their Apple®* and Android™* phones to the latest released operating system.
5. The display provides access to compatible smartphone apps*, such as phone, music, maps, etc.
6. Some third-party apps* are also available; however, compatibility is not guaranteed. (Refer customers to www.google.com and www.apple.com for the most up-to-date lists of supported apps.)

To help the customer set up Apple CarPlay®*:

1. On the headunit, press the SETUP key.
2. Press the PHONE PROJECTION button and select Apple CarPlay®*.
3. Ensure ENABLE Apple CarPlay®* is selected. Accept all terms, conditions, and requests on the headunit and phone in order to use Apple CarPlay®*.
4. Connect the Apple CarPlay®* compatible iPhone®* with the vehicle's USB port using the manufacturer's cable provided with your iPhone®*.
5. From the vehicle's home screen, select the Apple CarPlay®* button, where you'll see the supported apps*.

To help the customer set up Android Auto™*:

1. From an Android Auto™* compatible device, download the Android Auto™* app* from the Google Play™ Store*.
2. Open the Android Auto™* app* and proceed with the on-screen instructions to complete the setup on the mobile device.
3. On the headunit, press the SETUP key.
4. Press the PHONE PROJECTION button and select Android Auto™*.
5. Ensure ENABLE Android Auto™* is selected. Have the customer accept all terms, conditions, and requests on the headunit and phone in order to use Android Auto™*.
6. Connect the Android Auto™* compatible device with the vehicle's USB port using the manufacturer's cable provided with your phone.
7. From the vehicle's home screen, select the Android Auto™* button, where you'll see the supported apps.



Bluetooth® Connectivity and Phone Pairing

OVERVIEW

Helping customers connect their smartphone using *Bluetooth®* during delivery can avoid confusion—or even an unnecessary service visit—later. It’s important to help them understand that connection issues are often related to carrier coverage and may not mean there is a problem with their vehicle.

ACTION STEPS

1. Explain that connection issues can occur. *Bluetooth®* is not always the cause of connectivity issues and that additional troubleshooting or rebooting may be required. Use the Customer Vehicle Delivery Worksheet to ensure that the *Bluetooth®* pairing process is thoroughly performed:
 - a. Walk through pairing the customer’s phone.
 - b. During the pairing process, make sure to accept all requests for phonebook download and future auto-connection on the phone.
2. Explain to the customer that if they experience any issues with auto-connections, they should:
 - a. Reboot the phone (turn the phone off and then on).
 - b. Delete the phone from the radio and the radio from the phone, and re-pair the phone.
3. Point the customer to resources they can access for additional information:
 - a. How-To videos at youtube.com/KiaFeatureVideos
 - b. [Kia.com/Owners](https://kia.com/Owners):
 - FAQs
 - *Bluetooth®*
 - Vehicle Feature Tips
 - c. Audio System User Guide
 - d. Quick Start Guide
4. Encourage your customers to use Android Auto™* or Apple CarPlay®* for an improved user experience, if the customer agrees. Be sure to explain that the usual data usage fees will apply. Take advantage of the information provided to customers in the Android Auto™*/Apple CarPlay®* Quick Start Guides.

OTHER *BLUETOOTH®** TIPS

- Smartphone reception, when connected through *Bluetooth®** or USB port, is affected by carrier coverage and is dependent on the phone.
- If streaming audio through *Bluetooth®** from a device, ensure that the listening volume on the device is turned up.

DETERMINING AUDIO PLATFORM FOR PHONE PAIRING

Many audio platforms look the same. Verify the audio platform from the Monroney label to determine the best way to pair the customer’s compatible phone.

PHONE PAIRING PROCESS

The phone pairing process has been simplified:

1. To pair a phone, press the Call button on the steering wheel.
2. Turn *Bluetooth®** on from the device (phone) in order to search and select the vehicle name on the phone (Kia Motors) that matches the name on the screen.
3. Follow the instructions on the device to confirm the passkey displayed.
4. Press OK or Pair to complete the pairing. Be sure to allow phonebook download and future auto connection requests on the phone.

PHONE PROJECTION

The icon to set up Apple CarPlay®* and/or Android Auto™* is now labeled as “Phone Projection” instead of “Connectivity.” The instructions for setting up Apple CarPlay®* or Android Auto™* are unchanged.



Voice Recognition (VR)

OVERVIEW

During the delivery process, be sure to share the tips below with your customers. Remind them that Voice Recognition (VR) can be impacted by several factors, including others talking in the vehicle or background noise.

ACTION STEPS

To improve Voice Recognition (VR) performance for most Kia vehicles (when equipped):

- Use full names (first and last names) vs. short or single-syllable names ("John Smith" vs. "Dad," "Smith Residence" vs. "Home").
- Avoid using special characters, hyphenated names, and emojis (@, &, #, /, -, *, +, etc.) in your Contacts list.
- Avoid using acronyms ("Emergency" vs. "ICE" or "In Case of Emergency") or words with all capital letters.
- Avoid using emojis in contact names.
- Spell words completely; system will not recognize abbreviations ("Doctor Smith" vs. "Dr. Smith").
- Always wait for the beep before speaking any commands.
- When using VR to place a call, speak in a natural, moderate tone with clear pronunciation. The system may have trouble recognizing commands if you speak too softly or too loud.
- Open windows, sunroof, weather (wind/rain), or an air conditioning fan operating at higher speeds can interfere with VR.
- Your VR system may have difficulty understanding some accents or uncommon names.
- Press the Talk button and say "Help" to get a list of available commands.
- If the vehicle does not include VR, voice recognition can still be used with a compatible smart phone device with Android Auto™* or Apple CarPlay®* (if equipped).





Available Wireless Phone Charging System Operation

OVERVIEW

Show customers how to use their new Wireless Phone Charger* system right at delivery. This convenient feature is easy to use once you've pointed out some of the important items below.

ACTION STEPS

1. Demonstrate the Wireless Phone Charger* System for the customer.
 - a. Use a Qi compatible mobile phone (or Qi compatible case when required) and place the phone in the center of the charging pad
 - b. Indicator light will change to amber once the wireless charging begins
 - c. Once the charging is complete, the orange light may change to green on some models
2. Review the following tips with the customer:
 - a. Wireless charging must be enabled in user settings.
 - b. For wireless charging to occur, all doors (excluding rear hatch) must be closed and the Smart Key Fob must be detected inside the vehicle.
 - c. For best results, place smartphone on the center of the charging pad.
 - d. If wireless charging does not work, move smartphone around the pad until the charging indicator turns amber. Avoid placing metal and other objects such as coins and paper clips on the charging pad.

USB Ports and Use of Cables

OVERVIEW

During the delivery process, briefly point out the location of the convenient USB ports and describe how to use them correctly. This will help customers avoid confusion and connect their devices properly.

ACTION STEPS

- Show customers the location of all ports. Explain to customers:
 - The vehicle may contain two kinds of USB ports (point out which ones are which type):
 - One for playing music from a compatible device
 - One for charging
 - Devices will only be recharged when the vehicle is in ACC/ON/START position.
 - If you encounter difficulty plugging in a compatible USB device, change the orientation of the device or its connector (it may be upside down).
 - Always use the USB charging cable that has been certified by the device manufacturer. Use of aftermarket cables is not recommended.



Available Navigation Operation

OVERVIEW

Helping your customers with a few navigation* system basics (such as entering a destination) during delivery will set them up for success once they're on the road. Take a few moments to follow the steps below to encourage customers to make the most of this feature.

ACTION STEPS

1. Be sure to install the navigation* SD card and confirm that it shows the correct geographic location.
2. Explain to customers that on some models, the vehicle must be in Park in order to enter a destination using the touch screen's "integrated search" feature. However, they can use voice recognition to set a destination when not in Park.
3. Encourage customers to use Android Auto™* or Apple CarPlay®* for an improved user experience. Remember to explain that all the usual data fees will apply.
4. Walk the customer through setting and routing to a destination.
5. Suggest entering the Home address as the destination and the dealer address as the POI.
6. Set a destination and explore the map screen (menus, traffic, settings).
7. Demonstrate common voice commands: "Find Address" and "Find the nearest gas station."
8. The 2020 Optima with optional navigation* has improved hybrid voice recognition which reaches out to a server allowing for more natural language similar to a customer's experience with Apple CarPlay®* and Android Auto™* navigation*.
9. Direct the customer to additional resources:
 - Audio/Navigation* User Guide
 - Quick Start Guide
 - Features & Functions Guide
 - Kia.com/Owners
 - Apple CarPlay®* and Android Auto™* Quick Start Guides



Key Competitive Wins

2020 KIA OPTIMA VS. 2019 TOYOTA CAMRY

Camry Trim Levels: L, LE, SE, XLE, XSE, XLE V6, XSE V6

Camry Powertrain Options: 2.5L GDI/MPI DOHC 4-cylinder DOHC; 3.5L GDI/MPI DOHC V6

KEY OPTIMA WINS

✓ **Advanced Powertrain**

- Optima has an available 7-speed dual-clutch transmission (DCT); the Camry does not offer a comparable feature

✓ **Greater Comfort & Convenience**

- All Optima trims come standard with Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW); Camry customers will have to step up to the XLE to get these features
- All Optima trims come standard with Parking Distance Warning-Reverse* (PDW-R), this feature is not available on the Camry
- All Optima trims come standard with Driver Attention Warning* (DAW); this feature is not available on the Camry
- Optima comes available with Smart Trunk™*, which opens the trunk automatically when you stand behind the Optima's trunk; this feature is not available on the Camry

- Optima comes standard with support for both Android Auto™* and Apple CarPlay®*; the 2019 Camry only supports Apple CarPlay®*
- Optima has a larger fuel tank: 18.5 gal. vs. 16 gal. for the Camry
- Optima has Heated Exterior Mirrors w/ LED Turn Signals standard; Camry customers will have to step up to the top XLE or XSE trims for this feature

✓ **Upgraded Interior**

- Optima offers more shoulder room and hip room than the Camry
- Optima has more overall passenger space than the Camry: 104.8 cu.-ft vs. 100.4 cu.-ft.
- Optima offers ventilated front seats which are not available for Camry
- Available heated steering wheel which are not available for Camry

✓ **Superior Warranty***

- 5-year/60,000-mile New Vehicle Limited Basic warranty* is standard on the Optima compared to just 3-year/36,000-mile for the Camry
- 10-year/100,000-mile Limited Powertrain warranty* is standard on the Optima compared with 5-year/60,000-mile for the Camry
- 5-year/60,000-mile Roadside Assistance* is standard on the Optima compared to just 2-year/unlimited-mile for the Camry

Key Competitive Wins

2020 KIA OPTIMA VS. 2019 HONDA ACCORD

Accord Trim Levels: LX, Sport, EX, EX-L, Touring

Accord Powertrain Options: 1.5L GDI DOHC 4-cylinder Turbo; 2.0L GDI DOHC 4-cylinder Turbo

KEY OPTIMA WINS

✓ Advanced Powertrain

- Optima has an available 7-speed dual-clutch transmission (DCT); the Accord does not offer a comparable feature

✓ Greater Comfort & Convenience

- All Optima trims come standard with Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW); Accord customers will have to step up to higher trims to get these features
- All Optima trims come standard with Driver Attention Warning* (DAW); this feature is not available on the Accord
- Optima comes available with Smart Trunk™*, which opens the trunk automatically when you stand behind the Optima's trunk; this feature is not available on the Accord
- Optima has Heated Exterior Mirrors w/ LED Turn Signals standard; Honda Accord owners will have to step up to the top EX-L or Touring trims for this feature
- Optima comes standard with Parking Distance Warning-Reverse* (PDW-R); this feature is not available on the Accord
- Optima has a larger fuel tank: 18.5 gal. vs. 14.8 gal. for the Accord

✓ Upgraded Interior

- Optima offers an available panoramic sunroof; a panoramic sunroof is unavailable on any Accord
- Optima provides more front legroom than the Accord: 45.5 in. vs. 42.3 in.

✓ Superior Warranty*

- 5-year/60,000-mile New Vehicle Limited Basic warranty* is standard on the Optima; the Accord only offers a 3-year/36,000-mile warranty*
- 10-year/100,000-mile Limited Powertrain warranty* is standard on the Optima compared with only 5-year/60,000-mile for Accord
- 5-year/60,000-mile Roadside Assistance* is standard on the Optima, compared to only 3-year/36,000-mile for the Accord

Key Competitive Wins

2020 KIA OPTIMA VS. 2019 NISSAN ALTIMA

Altima Trim Levels: S, SR, SV, SL, Platinum, Edition ONE

Altima Powertrain Options: 2.5L DIG™ DOHC 4-cyl.; 2.0L VC-Turbo™ DOHC 4-cyl.

KEY OPTIMA WINS

✓ Greater Comfort & Convenience

- Optima comes available with Smart Trunk™*, which opens the trunk automatically when you stand behind the Optima's trunk; this feature is not available on the Altima
- All Optima trims come standard with Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW); Altima customers will have to step up to higher trims to get these features
- All Optima trims come standard with Parking Distance Warning-Reverse* (PDW-R); which is only available on upper trims for Altima
- Optima's Standard High Beam Assist* (HBA) vs. only available on upper trims for Altima
- Optima has a larger fuel tank: 18.5 gal. vs. 16.2 gal. in the Altima
- Optima offers ventilated front seats; this feature is not available for Altima

✓ Upgraded Interior

- Optima offers an available panoramic sunroof; a panoramic sunroof is unavailable on any Altima
- Optima offers more headroom, hip room, and legroom vs. Altima
- Optima provides more overall passenger space than the Altima: 104.8 cu.-ft vs. 100.8 cu.-ft. There is more luggage room in the Optima as well with 15.9 cu.-ft vs. 15.4 cu.-ft for Altima.

✓ Superior Warranty*

- 5-year/60,000-mile New Vehicle Limited Basic warranty* is standard on the Optima compared to just 3-year/36,000-mile for the Altima
- 10-year/100,000-mile Limited Powertrain warranty* is standard on the Optima; Altima is only 5-year/60,000-miles
- 5-year/60,000-mile Roadside Assistance* is standard on the Optima compared to only 2-year/unlimited-mile for the Altima

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
TRIM LEVELS / PRICE				
Trim Levels	LX, S, EX, EX Premium, SX	L, LE, XLE, XLE V6, SE, XSE, XSE V6	LX, Sport, EX, EX-L, Touring	S, SR, SR VC-Turbo (late availability), SV, SL, Platinum, Platinum VC-Turbo (late availability), Edition ONE VC-Turbo (late availability)
MSRP*	\$23,190 (LX); \$24,690 (S); \$26,990 (EX); \$29,990 (EX Premium); \$31,990 (SX)	\$23,945 (L); \$24,450 (LE); \$25,650 (SE); \$29,025 (XLE); \$29,575 (XSE); \$34,150 (XLE V6); \$34,700 (XSE V6)	\$23,720 (LX); \$26,180 (Sport); \$27,620 (EX); \$30,120 (EX-L); \$34,990 (Touring)	\$23,900 (S); \$25,250 (SR); \$29,300 (SR VC-Turbo); \$28,080 (SV); \$29,990 (SL); \$31,930 (Platinum); \$34,930 (Platinum VC-Turbo); \$35,750 (Edition ONE VC-Turbo)
PERFORMANCE				
Standard Engine	2.4L GDI DOHC 4-cyl. (LX, S)	2.5L GDI/MPI DOHC 4-cyl.	1.5L GDI DOHC 4-cyl. Turbo	2.5L DIG™ DOHC 4-cyl.
Horsepower (hp @ rpm)	185 @ 6,000	203 @ 6,600	192 @ 5,500	188 @ 6,000 (FWD); 182 @ 6,000 (AWD)
Torque (lb.-ft. @ rpm)	178 @ 4,000	184 @ 5,000	192 @ 1,600 – 5,000	180 @ 3,600 (FWD); 178 @ 3,600 (AWD)
Available Engine 1	1.6L GDI DOHC 4-cyl. Turbo (EX, EX Premium)	3.5L GDI/MPI DOHC V6	2.0L GDI DOHC 4-cyl. Turbo	2.0L VC-Turbo™ DOHC 4-cyl.
Horsepower (hp @ rpm)	178 @ 5,500	301 @ 6,600	252 @ 6,500	248 @ 5,600 (premium unleaded); 236 @ 5,600 (regular unleaded)
Torque (lb.-ft. @ rpm)	195 @ 1,500 – 4,500	267 @ 4,700	273 @ 1,500 – 4,000	273 @ 4,000 (premium unleaded); 267 @ 4,000 (regular unleaded)
Available Engine 2	2.0L GDI DOHC 4-cyl. Turbo (SX)	N/A	N/A	N/A

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
PERFORMANCE (CONTINUED)				
Horsepower (hp @ rpm)	245 @ 6,000	N/A	N/A	N/A
Torque (lb.-ft. @ rpm)	260 @ 1,350 – 4,000	N/A	N/A	N/A
Standard Transmission	6-speed automatic with Sportmatic®* sequential shift control (LX, S, SX)	8-speed automatic with sequential shift control	6-speed manual (Sport); CVT (Standard: LX, EX; EX-L, Available: Sport 1.5T)	Xtronic CVT®
Available Transmission	7-speed DCT (EX, EX Premium)	N/A	10-speed automatic w/ paddle-shifters* (Available: Sport, EX-L, Touring models with 2.0T)	N/A
Fuel Type	Regular unleaded	Regular unleaded	Regular unleaded	Regular unleaded
EPA* (city/highway/combined; MPG*)	25/35/29 (LX 2.4L); 27/37/31 (EX, EX Premium); 24/32/27 (S); 21/30/24 (SX)	29/41/34 (L); 28/39/32 (LE, XLE, SE, XSE); 22/33/26 (XLE V6); 22/32/26 (XSE V6)	26/35/30 (Sport 1.5T w/ MT); 30/38/33 (LX, EX, EX-L 1.5T w/ CVT); 29/35/31 (Sport w/ CVT); 22/32/26 (Sport and Touring 2.0T w/ 10AT); 23/34/27 (EX-L 2.0T w/ 10AT)	2.5L FWD: 28/39/32 (S, SV, SL); 27/37/31 (SR, Platinum); 2.5L AWD: 26/36/30 (S, SV, SL); 25/35/29 (SR, Platinum); 2.0L VC-Turbo FWD: 25/34/29 (SR, Platinum, Edition ONE)
Fuel Tank Capacity (gal.)	18.5	14.5 (L); 16 (LE, XLE, SE, XSE, XLE V6, XSE V6)	14.8	16.2
Suspension, Front/Rear	MacPherson strut/Multi-link	MacPherson strut/Multi-link	MacPherson strut/Multi-link	Independent strut/Multi-link
Stabilizer Bars	Front and rear	Front and rear	Front and rear	Front and rear
Steering	Electric Power Steering (EPS)	Electric Power Steering (EPS)	Electric Power Steering (EPS)	Electric Power Steering (EPS)
Drive Configuration	Front-wheel drive	Front-wheel drive	Front-wheel drive	Front-wheel drive; Available: All-wheel drive

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
EXTERIOR				
Wheels	16-in. alloy (LX); 17-in. alloy (EX, EX Premium); 18-in. alloy (S, SX)	16-in. steel (L); 17-in. alloy (LE); 18-in. alloy (XLE, SE, XLE V6); 19-in. alloy (XSE, XSE V6)	17-in. alloy (LX, EX, EX-L); 19-in. alloy (Sport, Touring);	16-in. steel (S); 17-in. alloy (SV, SL); 19-in. alloy (SR, Platinum, Edition ONE)
Tires	P205/65R16 (LX); P215/55R17 (Standard: EX, EX Premium; Available: LX); P235/45R18 (S, SX)	P205/65R16 (L); P215/55R17 (LE); P235/45R18 (XLE, SE, XLE V6); P235/40R19 (XSE, XSE V6)	225/50R17 (LX, EX, EX-L); P235/40R19 (Sport, Touring)	P215/60HR16 (S); P215/55VR17 (SV, SL); P235/40VR19 (SR, Platinum)
Power Sunroof	Standard: SX; Available: S, EX	Available: LE, SE	Standard: Sport, EX, EX-L, Touring	Standard: SV, SL, Platinum, Edition ONE; Available: SR
Panoramic Roof	Standard: EX Premium, SX; Available: LX, S, EX	Standard: XLE V6, XSE V6; Available: XLE, XSE	N/A	N/A
Power-adjustable Exterior Mirrors	Standard	Standard	Standard	Standard
Heated Exterior Mirrors	Standard	Standard: XLE, XSE, XLE V6, XSE V6; Available: LE, SE	Sport 2.0T, EX, EX-L, Touring;	Standard: SV, SL, Platinum, Edition ONE; Available: SR
Exterior Mirrors w/ LED Turn Signals	Standard	Standard: XLE, XSE, XLE V6, XSE V6; Available: LE, SE	EX-L, Touring	Standard: SV, SL, Platinum, Edition ONE; Available: SR

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
LIGHTING & INSTRUMENTATION				
Auto-On/Off Headlights	Standard	Standard	Standard	Standard
LED Positioning Lights	SX	N/A	N/A	N/A
Headlights	Halogen (LX, S, EX, EX Premium); LED (SX)	Bi-LED combination: L, LE, SE; LED: XLE, XSE, XLE V6, XSE V6;	LED low beam only (LX, Sport, EX, EX-L); LED low and high beam (Touring)	Projector halogen (S); LED (SR, SV, SL, Platinum, Edition ONE)
LED Tail Lights	S, EX, EX Premium, SX	Standard	Standard	N/A
AUDIO & INFOTAINMENT				
AM/FM/MP3	Standard	Standard	Standard	Standard
Speakers	6 speakers (LX, S, EX); 10 speakers (Standard: EX Premium, SX)	6 speakers (L, LE, SE, XLE, XSE) 9 speakers (Standard: XSE V6, XLE V6; Available: XSE, XLE)	4 speakers (LX); 8 speakers (Sport, EX); 10 speakers (EX-L, Touring)	6 speakers (S, SR, SV) 9 speakers (SL, Platinum, Edition ONE)
Support for Android Auto™* & Apple CarPlay®*	Standard	Standard: Apple CarPlay®* only	Sport, EX, EX-L, Touring	Standard
SiriusXM® Satellite Radio*	Standard: EX, EX Premium, SX;	Standard: XSE, XLE, XSE V6, XLE V6; Available: LE, SE	Sport, EX, EX-L, Touring	Standard
USB/Auxiliary Input Jacks	Standard	Standard	Standard	Standard
Wireless Phone Charger*	EX, EX Premium, SX	Standard: XSE, XLE, XSE V6, XLE V6; Available: LE, SE	Touring	N/A
Bluetooth®* Wireless Technology	Standard	Standard	Standard	Standard
Navigation*	Standard: EX Premium, SX;	Available: XSE, XLE, XSE V6, XLE V6	Touring	SL, Platinum, Edition ONE

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
AUDIO & INFOTAINMENT (CONTINUED)				
Infotainment/Telematics System	DA 2.0 (LX, S); UVO link* (EX); UVO link* with Navigation* (Standard: EX Premium, SX;)	Entune™	HondaLink® (Sport, EX, EX-L, Touring)	NissanConnect®
COMFORT & CONVENIENCE				
Climate Controls	Standard	Standard	Standard	Standard
Variable Intermittent Windshield Wipers	Standard	Standard	Standard	Standard
Power Windows	Standard	Standard	Standard	Standard
Auto-up/Auto-down	Driver door only (LX); Driver and Passenger Front door only (S, EX, EX Premium, SX)	Front and rear	Driver and passenger	Standard: Driver; Available: Passenger (SV, SL, Platinum, Edition ONE)
Fuel Efficiency Indicator	Standard	Standard	Standard	Standard
Tilting Steering Wheel - Tilt/Telescoping Steering Wheel	Standard	Standard	Standard	Standard
Steering-wheel-mounted Controls*	Audio, cruise, phone	Audio, cruise, phone, voice, Lane Departure Alert	Audio, cruise, phone (LX, Sport, EX, EX-L); Audio, cruise, phone, Navigation (Standard: Touring)	Audio, cruise, phone
Ambient Lighting	Standard: EX Premium, SX	XSE, XLE, XSE V6, XLE V6	N/A	Platinum
Visor Vanity Mirrors	Illuminated	Illuminated (XSE V6, XLE V6) Illumination available: LE, SE, XSE, XLE	Illuminated	Illuminated

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
COMFORT & CONVENIENCE (CONTINUED)				
Remote Keyless Entry w/ Alarm	Key fob (all doors)	Key fob (all doors)	Key fob (all doors)	Key fob (all doors)
Push Button Start w/ Smart Key	S, EX, EX Premium, SX	Standard: XSE, XLE, XSE V6, XLE V6; Available: LE, SE	Standard	Standard
Smart Trunk™*	S, EX, EX Premium, SX	N/A	N/A	N/A
Rear View Monitor w/ Parking Guidance* (RVM w/ PG)	Standard	Standard	Standard	Standard
Auto-dimming Rearview Mirror	EX, EX Premium, SX	Standard: XSE, XLE, XSE V6, XLE V6; Available: LE, SE	EX-L, Touring	SV, SL, Platinum, Edition ONE
Cruise Control	w/ steering-wheel-mounted controls*	w/ steering-wheel-mounted controls*	w/ steering-wheel-mounted controls*	w/ steering-wheel-mounted controls*
ADVANCED DRIVER ASSISTANCE SYSTEMS*				
Lane Departure Warning* (LDW)	Standard	Standard	Standard	SV, SL, Platinum
Lane Keeping Assist-Line* (LKA-L)	Standard	Standard	Standard	SV, SL, Platinum
Driver Attention Warning* (DAW)	Standard	N/A	N/A	Standard
Forward Collision Warning* (FCW)	Standard	Standard	Standard	Standard
Forward Collision-Avoidance Assist* (FCA)	Standard	Standard	Standard	Standard
Smart Cruise Control with Stop & Go* (SCC w/ S&G)	EX, EX Premium, SX	Standard	Standard	SV, SL, Platinum, Edition ONE
Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW)	Standard	Standard: XSE, XLE, XSE V6, XLE V6; Available: LE, SE	Sport 2.0T, EX, EX-L, Touring	SR, SV, SL, Platinum, Edition ONE

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
ADVANCED DRIVER ASSISTANCE SYSTEMS* (CONTINUED)				
Blind-Spot Collision Warning* (BCW) with Rear Cross-Traffic Collision Warning* (RCCW)	Standard	Standard: XSE, XLE, XSE V6, XLE V6; Available: LE, SE	Sport 2.0T, EX, EX-L, Touring	SR, SV, SL, Platinum, Edition ONE
Parking Distance Warning-Reverse* (PDW-R)	Standard	N/A	N/A	SV, SL, Platinum, Edition ONE
High Beam Assist* (HBA)	Standard	Standard	Standard	SV, SL, Platinum, Edition ONE
SEATING & INTERIOR TRIM				
Seating Capacity	5	5	5	5
Seating Material	Cloth (LX, S); Leather-trimmed (EX, EX Premium, SX);	Cloth (L, LE); Cloth/SofTex® (SE); Leather (XSE, XLE, XSE V6, XLE V6)	Cloth (LX, Sport, EX); Leather (EX-L, Touring)	Cloth (S, SR, SV); Leather (SL, Platinum, Edition ONE)
Driver's Seat 1	6-way adjustable (LX); 10-way power-adjustable (Standard: S, EX 1.6T)	6-way adjustable (L)	6-way adjustable (LX)	8-way power-adjustable
Driver's Seat 2	12-way power-adjustable (Standard: EX Premium, SX)	8-way power-adjustable (LE, SE, XSE, XLE, XSE V6, XLE V6)	12-way power-adjustable (Sport, EX, EX-L, Touring)	N/A
Passenger Seat 1	N/A	6-way adjustable (L, LE, SE)	N/A	4-way power-adjustable (SL, Platinum, Edition ONE)
Passenger Seat 2	10-way power-adjustable (Standard: EX Premium, SX)	8-way adjustable (XSE, XLE, XSE V6, XLE V6)	4-way power-adjustable (EX-L, Touring)	N/A
Heated Front Seats	EX, EX Premium, SX	XSE, XLE, XSE V6, XLE V6	Sport, EX, EX-L, Touring	Standard: SV, SL, Platinum, Edition ONE; Available: SR
Ventilated Front Seats	Standard: EX Premium, SX	N/A	Touring	N/A

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
SEATING & INTERIOR TRIM (CONTINUED)				
Leather-wrapped Steering Wheel & Shift Knob	Standard: S, EX, SX; Available: LX	SE, XSE, XLE, XSE V6, XLE V6	Sport, EX-L, Touring	SR, SV, SL, Platinum, Edition ONE
Heated Steering Wheel	Standard: EX Premium, SX	N/A	Accessory	SV, SL, Platinum, Edition ONE
SAFETY & SECURITY				
Front/Rear Brakes	4-wheel disc	4-wheel disc	4-wheel disc	4-wheel disc
Four-wheel Anti-lock Brake System* (ABS)	Standard	Standard	Standard	Standard
Traction Control System* (TCS)	Standard	Standard	Standard	Standard
Electronic Stability Control* (ESC)	Standard	Standard	Standard	Standard
Hill-start Assist Control* (HAC)	Standard	Standard	Standard	Standard
Electronic Brake-force Distribution* (EBD)	Standard	Standard	Standard	Standard
Dual Front Advanced Airbags*	Standard	Standard	Standard	Standard
Driver's Knee Airbag*	Standard	Standard	Standard	Standard
Dual Front Seat-mounted Side Airbags*	Standard	Standard	Standard	Standard
Full-length Side Curtain Airbags*	Standard	Standard	Standard	Standard
Tire Pressure Monitoring System* (TPMS)	Standard	Standard	Standard	Standard

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
EXTERIOR DIMENSIONS				
Wheelbase (in.)	110.4	111.2	111.4	111.2
Overall Length (in.)	191.1	192.1 – 192.7	192.2	192.9
Overall Width (in.)	73.2	72.4	73.3	72.9
Overall Height (in.)	57.7	56.9	57.1	56.7
Ground Clearance (in.)	5.3	5.7	5.8	5.4
Curb Weight (lbs.)	3230-3558	3,241 – 3,572	3,131 – 3,428	3,212 – 3,462
INTERIOR DIMENSIONS				
Headroom (front/rear; in.)	39.8/37.8	38.3/38.0; 37.5/38.0 (w/sunroof)	39.5/37.3; 37.5/37.2 (w/sunroof)	39.2/36.9; 38.0/36.7 (w/sunroof)
Shoulder Room (front/rear; in.)	58.1/56.4	57.7/55.7	58.3/56.5	58.2/57.1
Hip Room (front/rear; in.)	56.0/56.0	55.4/54.7	55.3/55.0	54.7/54.5
Legroom (front/rear; in.)	45.5/35.6	42.1/38.0	42.3/40.4	43.8/35.2
Passenger Volume (cu.-ft.)	104.8	100.4; 99.3 (w/sunroof)	105.6 (LX, Sport 1.5T w/ 6MT, Sport 1.5T w/ CVT, Sport 2.0T w/ 6MT); 102.7 (Sport 2.0T w/ 10AT, EX, EX-L, Touring)	100.8; 98.8 (w/sunroof)
Luggage Compartment Volume (cu.-ft.)	15.9	14.1 – 15.1	16.7	15.4

Competitive Comparison*

	2020 KIA OPTIMA	2019 TOYOTA CAMRY	2019 HONDA ACCORD	2019 NISSAN ALTIMA
WARRANTIES				
New Vehicle Limited Basic Warranty*	5-year/60,000-mile	3-year/36,000-mile	3-year/36,000-mile	3-year/36,000-mile
Limited Powertrain Warranty*	10-year/100,000-mile	5-year/60,000-mile	5-year/60,000-mile	5-year/60,000-mile
Limited Anti-Corrosion Warranty*	5-year/100,000-mile	5-year/unlimited-mile	5-year/unlimited-mile	5-year/unlimited-mile
Roadside Assistance*	5-year/60,000-mile	2-year/unlimited-mile	5-year/60,000-mile	3-year/36,000-mile

Safety Information and Legal Disclaimers

911 Connect: 911 Connect must be enabled on headunit, and activates after air bag deployment. Requires cellular coverage.

Advanced Driver Assistance Systems (ADAS): Advanced Driver Assistance Systems are not a substitute for safe driving, and may not detect all objects around the vehicle. Always drive safely and use caution.

Airbags: For maximum protection, always wear your seat belt.

Android™: Android™ is a registered trademark of Google, LLC.

Android Auto™: Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android compatible smartphone running Android™ 5.0 Lollipop or higher. Data plan rates apply. Android Auto is a trademark of Google LLC.

Anti-lock Brake System (ABS): No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive safely.

Apple®: Apple® is a registered trademark of Apple, Inc.

Apple App Store™: Apple and the Apple logo are trademark of Apple, Inc., registered in the U.S. and other countries. App Store is a service mark of Apple, Inc. App runs on your smartphone cellular data service. Normal data rates will apply.

Apple CarPlay®: Apple® and Apple CarPlay® are trademark of Apple, Inc., registered in the U.S. and other countries. CarPlay® runs on your smartphone cellular data service. Normal data rates will apply.

Blind-Spot Collision-Avoidance Assist (BCA): Blind-Spot Collision-Avoidance Assist is not a substitute for safe driving, and may not detect all objects around vehicle. Always drive safely and use caution.

Blind-Spot Collision Warning (BCW): Blind-Spot Collision Warning is not a substitute for safe driving, and may not detect all objects around vehicle. Always drive safely and use caution.

Blind-Spot Collision Warning (BCW) with Rear Cross-Traffic Collision Warning (RCCW): Blind-Spot Collision Warning and Rear Cross-Traffic Collision Warning are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution.

Blind-Spot View Monitor (BVM): Blind-Spot View Monitor is not a substitute for safe driving and may not display all objects around vehicle. Always drive safely and use caution.

Bluetooth®: 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 *Bluetooth®* enabled cell phone is required to use *Bluetooth®* wireless technology.

Cargo: All cargo should be evenly distributed, properly secured, and never piled higher than the seatback.

Clari-Fi™: Clari-Fi™ is a trademark of Harman International Industries, Inc.

Compact spare tire: Replaces Tire Mobility Kit (TMK).

Competitive Comparison: Competitive vehicle data gathered from manufacturers’ websites March 2019.

Driver Attention Warning (DAW): Driver Attention Warning is not a substitute for safe driving and may not detect all instances of inattentive driving practices. Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution.

Electronic Brake-force Distribution (EBD): No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive safely.

Electronic Stability Control (ESC): No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive safely.

EPA: Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's maintenance.

Find My Car: Find My Car requires cellular coverage and a compatible smartphone with UVO link app. Cellular service rates apply.

Forward Collision-Avoidance Assist (FCA): Forward Collision-Avoidance Assist is not a substitute for safe driving, and may not detect all objects in front of vehicle. Always drive safely and use caution.

Forward Collision-Avoidance Assist-Ped (FCA-Ped): Forward Collision-Avoidance Assist is not a substitute for safe driving, and may not detect all objects in front of vehicle. Always drive safely and use caution.

Forward Collision Warning (FCW): Forward Collision Warning is not a substitute for safe driving, and may not detect all objects in front of vehicle. Always drive safely and use caution.

Google Play™ Store: Google Play Store is a trademark of Google, LLC. © 2019 Google LLC. All rights reserved. Google and the Google Logo are registered trademarks of Google LLC.

harman/kardon®: harman/kardon® is a registered trademark of Harman International Industries, Inc.

HD Radio™: HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation.

High Beam Assist (HBA): High Beam Assist is not a substitute for safe driving practices. Always check road conditions and use caution.

Highway Driving Assist (HDA): Highway Driving Assist is not a substitute for safe driving, may not detect all objects surrounding the vehicle, and only functions on certain federal highways. Always drive safely and use caution.

Hill-start Assist Control (HAC): No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive safely.

HomeLink®: HomeLink® is a registered trademark of Gentex Corporation.

Images: Vehicles shown may include optional features. Some features may vary.

iPhone®: iPhone® is a registered trademark of Apple, Inc.

Kumho®: Kumho is a registered trademark of Kumho Industrial Co., LTD.

Lane Change Assist (LCA): The Lane Change Assist is not a substitute for safe driving, and may not detect all objects around the vehicle. Always drive safely and use caution.

Lane Departure Warning (LDW): Lane Departure Warning is not a substitute for safe driving, and may not detect all objects around the vehicle. Always drive safely and use caution.

Lane Following Assist (LFA): Lane Following Assist (LFA) is not a substitute for safe driving and may not detect all objects around the vehicle. Always drive safely and use caution.

Lane Keeping Assist (LKA): The Lane Keeping Assist is not a substitute for safe driving, and may not detect all objects around the vehicle. Always drive safely and use caution.

Lane Keeping Assist-Line (LKA-L): Lane Keeping Assist-Line is not a substitute for safe driving and may not detect all objects around the vehicle. Always drive safely and use caution.

Low Beam Assist-Dynamic (LBA-D): Low Beam Assist-Dynamic is not a substitute for safe driving practices. Always check road conditions and use caution.

MPG (Miles Per Gallon): Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition.

MSRP: MSRP \$XX,XXX for base model. MSRP excludes destination and handling, taxes, title, license fees, options, and retailer charges. Actual prices set by retailer and may vary.

My Car Zone: My Car Zone requires cellular coverage. Cellular service rates apply.

Navigation: Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a 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.

Parking Distance Warning-Forward (PDW-F): Parking Collision Warning – Forward is not a substitute for proper and safe parking procedures. The system may not detect every object in front of the vehicle. Always drive safely and use caution when parking.

Parking Distance Warning-Reverse (PDW-R): Parking Collision Warning – Reverse is not a substitute for proper and safe parking procedures. The system may not detect every object behind the vehicle. Always drive safely and use caution when parking.

QuantumLogic™ : QuantumLogic Surround 3D are trademarks of Harman International Industries, Incorporated.

Rear Cross-Traffic Collision-Avoidance Assist (RCCA): Rear Cross-Traffic Collision-Avoidance Assist is not a substitute for safe driving, and may not detect all objects behind vehicle. Always drive safely and use caution.

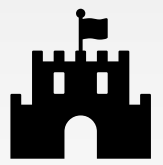
Rear Cross-Traffic Collision Warning (RCCW): Rear Cross-Traffic Collision Warning is not a substitute for safe driving, and may not detect all objects behind vehicle. Always drive safely and use caution.

Rear Occupant Alert (ROA): Rear Occupant Alert is not a substitute for one's attention and may not detect all movement within the vehicle. Always check the vehicle interior when exiting the vehicle. ROA notifications requires a UVO subscription, a compatible smartphone, and a wireless signal with good coverage to function. Normal cellular service rates may apply.

Rear View Monitor (RVM): The Rear View Monitor is not a substitute for safe driving and may not display all objects behind vehicle. Always drive safely and use caution.

Rear View Monitor w/ Parking Guidance (RVM w/ PG): The Rear View Monitor with Parking Guidance is not a substitute for safe driving and may not display all objects behind vehicle. Always drive safely and use caution.

Remote Features: Remote features require a UVO subscription, a compatible smartphone, and a wireless signal with good coverage. Normal cellular service rates may apply. Do not use remote climate control or remote start if vehicle is in an enclosed area (e.g., closed garage) or a partially enclosed area without ventilation. Close all doors leading from adjacent living areas to the vehicle area before executing a remote climate control or remote start command.



Roadside Assistance: 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires cellular coverage.

Safe Exit Assist (SEA): Safe Exit Assist is not a substitute for one’s attention and may not detect all objects surrounding the vehicle. Always pay attention to traffic and to the area around your vehicle when exiting the vehicle.

SiriusXM®: SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc., after 3-month trial included with vehicle purchase. **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. Please see the SiriusXM Customer Agreement at www.siriusxm.com for complete terms and how to cancel, which includes calling SiriusXM at 1-866-635-2349. All fees and programming are subject to change. Traffic information not available in all markets.** SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc.

Smart Cruise Control (SCC): The Smart Cruise Control system is not a substitute for safe driving and cruise-control procedures. This is not an auto-pilot feature. Always drive safely and use caution. The Smart Cruise Control system may not detect every object in front of the vehicle.

Smart Cruise Control with Stop & Go (SCC w/ S&G): Smart Cruise Control with Stop & Go is not a substitute for safe driving and cruise-control procedures. This is not an auto-pilot feature. Always drive safely and use caution. The Smart Cruise Control system may not detect every object in front of the vehicle.

Smart Trunk™: Driving with the trunk open may be unlawful and can draw dangerous exhaust fumes into your vehicle; if you choose to do so, keep air vents and all windows open for proper ventilation.

Sportmatic®: Sportmatic® is a registered trademark of Kia Motors America.

Steering-wheel-mounted controls: Driving while distracted is dangerous and should be avoided. Remain attentive to driving and be cautious when using steering-wheel-mounted controls while driving.

Surround View Monitor: Surround View Monitor is not a substitute for safe driving, and may not display all objects around vehicle. Always drive safely and use caution.

Tire Mobility Kit (TMK): Tire Mobility Kit is a temporary fix and used for one tire only. Have damaged tire inspected as soon as possible. Some damaged tires cannot be sealed; do not use the kit if a tire is damaged beyond repair.

Tire Pressure Monitoring System (TPMS): Even with the Tire-Pressure Monitoring System, check tire pressure on a regular basis.

Traction Control System (TCS): No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly.

UVO link: Purchase/lease of a new 2020 Kia Optima vehicle with UVO link includes a complimentary 1-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 1-year UVO link subscription expires, continued access to UVO link will require a paid subscription at the then current subscription rate or your use of UVO link will immediately terminate. Use of UVO is subject to agreement to the UVO Privacy Policy (available at <https://owners.kia.com/us/en/privacy-policy.html>) and Terms of Service (available at <https://owners.kia.com/us/en/terms-of-service.html>). UVO link is transferable to subsequent owner during the original UVO link service term. Only use UVO link when safe to do so. Kia Access with UVO link App is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO link at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage is required to use most features. UVO link features may vary by model, model year, and trim level. Features, specifications, and fees are subject to change. For more on details and limitations, visit www.kia.com or your authorized Kia dealer. Google and logos are trademarks of Google, LLC. App Store is a service mark of Apple, Inc.

Vehicle Diagnostics: Vehicle Diagnostics are not a substitute for regularly scheduled maintenance. Vehicle Diagnostics checks powertrain, chassis and air bag systems, and requires initial activation. See the UVO Maintenance section or Owner’s Manual for maintenance schedule.

Vehicle Stability Management (VSM): No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive safely.

Warranty: The Kia Basic Limited Warranty program includes various warranties and roadside assistance. Warranties include powertrain and the New Vehicle Limited Warranty (Basic). All warranties and roadside assistance are limited. See retailer for details or go to kia.com.

Wireless Phone Charger: Charging system only works with select devices. Refer to the vehicle’s Owner’s Manual for warnings and instructions.

Wheel Locks: Available as accessory on Kia vehicles with aluminum wheels.

This document is a reference guide and is not intended to substitute, replace, or supersede the vehicle’s Owner’s Manual. In the interest of safety and to help avoid risks that may result in serious bodily injury or death, Kia reminds you to carefully read the vehicle’s Owner’s Manual in order to fully familiarize yourself with important information it contains.

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