

BUYER'S GUIDE TO THE 2018 KIA OPTIMA



10611 Boney Avenue, D'Iberville, MS 39540
888-924-1257 | PeckKia.com

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No car is more classic than a comfortable and practical midsize sedan. If you're in the market for a new one to bring along with you on your daily commute, you'll want to consider the Kia Optima. This vehicle from Kia delivers on power, fuel efficiency, and plenty of modern tech features to keep your ride comfortable and convenient. Our team has created this eBook, *Buyer's Guide to the 2018 Kia Optima*, to give you an incredibly in-depth look at all that the Optima has to offer. Read on, and you'll have all the information you need to determine if the 2018 Optima is the right fit for your lifestyle.

Engine Power & Performance

Standard performance features in the Optima sedan include front-wheel drive and Drive Mode Select, which offers three drive settings for you to choose from based on your preferences: Normal, Sport, and Eco. These modes adjust throttle response and steering weight to change the car's performance and driving feel.

The Kia Optima also offers three different engines for drives to choose from, so you can get the exact amount of power that you need for your drives.

- The base engine is a 2.4L 4-cylinder that produces 185 horsepower. This engine is paired with a 6-speed automatic transmission, and gets an EPA-estimated fuel efficiency rating of 25 city/36 highway MPG.*
- The next option in the engine lineup is a 1.6L 4-cylinder that generates 178 horsepower and comes with a 7-speed dual clutch automatic transmission for even smoother shifts. This engine is extremely fuel efficient, delivering 28 city/37 highway MPG.*
- Finally, the most powerful engine you can choose is a 2.0L 4-cylinder that delivers 245 horsepower. This engine comes with the 6-speed automatic transmission, and delivers an EPA-estimated fuel economy of 22 city/31 highway MPG.*



Interior Features

Inside the cabin of the 2018 Optima, you'll find comfortable, roomy seating for five occupants on standard cloth upholstery. For extra comfort and luxury, you can add available options, including genuine leather upholstery, heated and ventilated front seats, heated rear seats, special sport seats, 10-way power-adjustable front seats, and even a heated steering wheel.

In the front seats of the sedan, there's 39.8 inches of headroom and 45.5 inches of legroom. There's 56 inches of hip room, along with 58.1 inches of shoulder room in the front row. The rear seats are roomy enough to comfortably accommodate three adults, with 37.8 inches of headroom and 35.6 inches of legroom. Hip room is 56 inches and shoulder room measures at 56.4 inches for the second row, too.

The Optima also comes with a trunk that delivers 15.9 cubic feet of cargo capacity, which is one of the largest cargo areas in the midsize class. The rear seats also fold 60/40 to create additional space, which is especially helpful for hauling longer cargo items.

Technology Features

The Kia Optima comes standard with a 7-inch touchscreen infotainment display. The Kia UVO infotainment system is standard, and it comes with a variety of connectivity features. Fully integrate your smartphone with the vehicle using Android Auto™ and Apple CarPlay™. These systems allow you to access your phone's music, contacts, and even use some of your favorite apps right on your car's screen.

Access more than 100 channels of music, talk, and entertainment with standard satellite radio, which sounds great on the 6-speaker audio system. Bluetooth® connectivity gives you another way to access your phone's music and contacts, and you can keep your phone or other device charged up with the standard USB port.



Safety Features

Safety features in the Optima include both passive and active systems to help protect you and your passengers both before and after a collision on the road.

Passive safety systems are designed to react in the event of a crash, making sure that passengers are properly cushioned from harm. These systems all come standard on the 2018 Optima, and include:

- **Dual front advanced airbags**
- **Dual front seat-mounted side airbags**
- **Full-length side curtain airbags**
- **Driver's side knee airbag**
- **Front seatbelt pretensioners**

A set of stability and control features help to keep your vehicle in your control at all times, using a series of electronic sensors. These include:

- **Vehicle Stability Management:** Helps you to regain control of steering and direct the car back to its intended path.
- **Electronic Stability Control:** Monitors and assists in keeping control of the car by applying brakes to individual wheels and reducing engine power when needed.
- **Anti-Lock Braking System:** Uses electronic sensors on each wheel hub to detect when they begin to skid, so brake force can be modulated, which allows for reduced braking distance.
- **Hill Start Assist Control:** Prevents the vehicle from rolling backward when starting from a stop on a steep grade. It functions by gently applying the brake as you move your foot to the accelerator.
- **Tire Pressure Monitoring System:** Constantly monitors tire inflation pressure, and can warn you with an indicator light if pressure drops below the correct range.

You'll also get a set of standard driver-assisting safety technologies, which are designed to help you avoid common causes of collisions. These systems include:

- **Rearview Camera:** Gives you a view of what's behind your vehicle as you reverse, which is helpful for navigating tight spaces and crowded parking lots.
- **Blind-Spot Detection:** Indicates when a vehicle is traveling in your car's blind spot, so you know when it's safe to change lanes.
- **Rear Cross-Traffic Alert:** Monitors the lane behind you as you slowly reverse out of a parking space or driveway, letting you know if a car is coming, so you can stop.
- **Rear Parking Sensors:** Detect objects in the way of your vehicle as you reverse, which is especially helpful for parallel parking.

In addition to those standard driver-assisting safety systems, there's also a selection that can be added for extra protection, if you choose. These include:

- **Autonomous Emergency Braking:** Can automatically apply the brakes for you to avoid or reduce the impact of an imminent forward collision.
- **Forward Collision Warning System:** Gives you an alert when you are approaching a forward obstacle too quickly, so you can react accordingly.
- **Lane Departure Warning System:** Warns you of unintentional drifting from your designated lane, so you can direct the car back toward the center of the lane.
- **Advanced Smart Cruise Control:** Set a desired speed and following distance, and the car can automatically maintain them for you to keep up with traffic.
- **High Beam Assist:** When the high beams are turned on, this system can detect oncoming vehicles and automatically switch to low beams to avoid impairing another driver's vision.
- **Surround View Monitor:** Provides a 360-degree view of the area surrounding your vehicle for safe and simple reversing.

Trim Levels

The 2018 Optima is available in five different trim levels, each delivering a unique set of features, so you can get the option that best meets your wants and needs.

- **LX:** This is the base option, and it comes with all the standard features outlined above, including the 2.4L engine.
- **LX 1.6T:** This trim adds the 1.6L turbocharged engine and 7-speed dual clutch transmission. You'll also get noise-reducing front window glass and a 10-way power-adjustable driver's seat, as well as unique wheels and a leather-wrapped steering wheel and shift knob.
- **S:** This option combines the engine of the LX with the features of the LX 1.6T. It also adds fog lights, LED taillights, a rear spoiler, and upscale cloth and leather upholstery.
- **EX:** This option removes fog lights and the spoiler, and replaces them with a variety of other features. These include LED daytime running lights, power-folding mirrors, illuminated door handles, keyless entry and ignition, and a hands-free unlocking trunk. Inside the cabin, you'll add Dual-Zone Automatic Temperature Control, rear air vents, heated front seats, driver's seat memory settings, leather upholstery, and two rear USB ports.
- **SX:** This sporty, luxurious option is powered by a 2.0L turbocharged engine, and adds an auto-dimming rearview mirror, 10-way passenger seat, ventilated front seats, and a panoramic sunroof. You'll also get adaptive LED headlights, LED fog lights, a rear spoiler, dual exhaust tips, a sport-tuned suspension, a sporty flat-bottom steering wheel with wheel-mounted shift paddles, and a larger driver information display. It also comes with a spare tire, while other trims come with a tire repair kit.

Each of these trim levels also has an extra package or two that is available, so you can add even more capability and luxury to your vehicle.

Test Drive the 2018 Kia Optima

Now that you have all the information you could ever need about the 2018 Kia Optima, you're ready to decide which trim level and features are the right fit for your unique lifestyle needs. Before you buy, contact your local Kia dealer to schedule a test drive, and you can slide into the driver's seat and take the wheel for yourself to see how this Kia sedan performs with you in control. They'll also be able to answer any questions you may still have about the car.

\$500 OFF MSRP of Select New Kia Vehicles
or \$250 Off Pre-owned Purchase

Present this coupon upon arrival before negotiating your best deal. Limit one coupon per household, per transaction.
Prior sales excluded. Valid only at Pat Peck Kia. See dealer for details. Offer expires 12/31/2018.



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

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