



The 2012 Optima. Not your average midsize sedan.



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Dick Hannah Kia
3400 NE Auto Mall Drive
Vancouver, WA 98662

Model Year

Standard Engine

Hybrid

Horsepower

EPA-Estimated MPG

Steering-Wheel-Mounted Paddle Shifters

Leather-Trimmed Seats

Heated and Cooled Front Seats

Driver's Seat Memory Settings

Dual-Zone Automatic Temperature Control

Power-Folding Mirrors

Panoramic Sunroof

Push-Button Start w/Smart Key

Bluetooth® Wireless Technology

SiriusXM Satellite Radio

UVO Infotainment System
w/Rear-Camera Display

Navigation System w/SiriusXM Traffic™

NHTSA 5-Star Crash Safety Rating

2011 IIHS Top Safety Pick

Limited Powertrain Warranty

	KIA	TOYOTA	HONDA	NISSAN	FORD	VW
OPTIMA SX	CAMRY SE V6	ACCORD EX-L V6	ALTIMA 3.5SR	FUSION SPORT	PASSAT SE V6	
2012	2012	2012	2012	2012	2012	2012
2.0L I-4 GDI Turbo	3.5L V6	3.5L V6	3.5L V6	3.5L V6	3.6L VR6	
Available	Available	N/A	N/A	Available	N/A	
274¹	268	271	270	263	280	
22/34²	21/30	20/30	20/27	18/27	20/28	
Standard	Standard	N/A	N/A	N/A	Standard	
Standard	Available	Standard	Available	Standard	Standard	
Available	Heated Available	Heated Standard	Heated Available	Heated Standard	Heated Standard	
Available	N/A	Standard	N/A	N/A	N/A	
Standard	N/A	Standard	Available	Available	Standard	
Available	N/A	N/A	N/A	N/A	N/A	
Standard	Moonroof Available	Moonroof Standard	Moonroof Available	Moonroof Available	Moonroof Standard	
Standard	Available	N/A	Standard	N/A	N/A	
Standard³	Standard	Standard	Available	Standard	Standard	
Standard⁴	Standard	Standard	Available	Standard	Standard	
Available⁵	Entune Available	N/A	N/A	SYNC® Available	N/A	
Available⁴	Available	Available (no Traffic)	Available	Available	Available	
YES⁶	Not Rated	YES	NO	NO	Not Rated	
YES⁷	Not Rated	NO	NO	YES	YES	
10 yr* 100,000	5 yr 60,000	5 yr 60,000	5 yr 60,000	5 yr 60,000	5 yr 60,000	5 yr 60,000

*Assembled in the United States from U.S. and globally sourced parts. ¹Class-leading claims based on comparison to 2011 and available 2012 midsize sedans with standard and available 4-cylinder engines as of September 2011. Max HP for 2.0L GDI Turbo engine is 274 hp. Turbo engine available only on EX Turbo and SX. ²Class-leading claims based on comparison to 2011 and available 2012 midsize sedans with standard and available 4-cylinder engines as of September 2011. EPA fuel economy estimates are 22 mpg/city and 34 mpg/hwy on the Optima 2.0L I-4 GDI Turbo. Actual mileage may vary. ³ASIG Inc., and any use of such marks by Kia is pursuant to license. ⁴Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase. See our Customer Agreement for complete terms at www.siriusxm.com. If you decide to continue your Sirius services at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. Programming subject to change. Sirius satellite service available only to those at least 18 and older in the 48 contiguous USA, D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁵The rear-camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up. The rear-camera display may not display every object behind the vehicle. See retailer for details or go to kia.com. ⁶Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). ⁷2011 Top Safety Pick—Insurance Institute for Highway Safety for 2012 Optima. Toyota Camry specifications based on preliminary 2012 new model information and are subject to change. *The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com.