**2014 KIA OPTIMA HYBRID UNVEILED AT CHICAGO AUTO SHOW**

***Kia’s Stylish Hybrid Mid-size Sedan Returns with Improved***

***Aerodynamic Design and Technological Enhancements***

* Efficiency-focused design updated with restyled front and rear fascias
* Hybrid version of Kia’s best-selling Optima now offers more uplevel features and options to enhance comfort and value

**CHICAGO, Feb. 6, 2014** – Kia Motors America (KMA) today unveiled the 2014 Optima Hybrid mid-size sedan as one of three eco-friendly Kia vehicles introduced at the Chicago Auto Show. The 2014 Optima Hybrid builds upon the advancements of its award-winning gas-powered sibling, which went on sale in late-fall of last year. Debuting with its own exclusive enhancements, including front and rear fascia updates designed to increase aerodynamic efficiency, new wheel designs, and unique grille and lighting elements, the 2014 Optima Hybrid improves upon its predecessor, which was named one of the “Top 11 Most Fuel-Efficient Sedans for 2013” by Edmunds.com.

“The Optima Hybrid is an important and integral component of Kia’s advanced propulsion story,” said Orth Hedrick, vice president of product planning, KMA. “It’s unique in its segment because it not only gives owners savings at the gas pump and a smaller carbon footprint, but it also delivers world-class design, robust performance and an upscale personality, making it a truly attractive and well-rounded hybrid offer.”

Available in LX and EX trims, the 2014 Optima Hybrid features carryover refinements for smoothness and drivability, including a robust 47 HP electric traction motor, a strong Hybrid Starter Generator (HSG) and a powerful 47 kW lithium polymer battery.  The combined gas-electric 199 horsepower rating and combined 235 lb.-ft. of torque remain, resulting in a responsive and enjoyable driving experience. The LX model achieves an EPA estimated 36 mpg city, 40 mpg highway and 38 mpg combined[[1]](#endnote-1), while the EX model delivers an EPA estimated 35/39/371.

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**Design Enhancements for Better Fuel Efficiency**

The dynamic and sporty design upgrades on the gasoline-powered 2014 Optima are retooled for the Hybrid to increase fuel efficiency. Contributing to improved aerodynamics are a series of additional vents in the Optima Hybrid’s unique front bumper, increasing airflow and reducing drag. Newly designed and more aerodynamic 16- and 17-inch alloy wheels (LX and EX, respectively) reduce weight and drag while superbly integrating with the Optima’s eye-catching new design elements.

In addition to those elements designed with fuel efficiency in mind, the 2014 Optima Hybrid also boasts a unique new front grille design, Hybrid-exclusive front LED lighting, new Hybrid fender badges and an attractive and upscale optional white leather package. Technological improvements to the gasoline-powered 2014 Optima carryover within the cabin of the Optima Hybrid, as drivers are greeted with more upscale and high-tech amenities.  Activating the Optima’s push button ignition brings two displays to life: a 4.3-inch TFT LCD instrument cluster and optional high-resolution 8-inch navigation and telematics screen, featuring UVO eServices, an 8-speaker Infinity®[[2]](#endnote-2) sound system, HD Radio™®[[3]](#endnote-3), SiriusXM™ Satellite Radio[[4]](#endnote-4) and SiriusXM Traffic™4.

**Advanced Safety Features[[5]](#endnote-5)**

The 2014 Optima Hybrid is equipped with an impressive array of standard safety equipment. All trims come standard with driver and passenger advanced front airbags, front seat-mounted side airbags, full-length side curtain airbags, four-wheel Antilock Brake System (ABS), Vehicle Stability Management (VSM) and Electronic Stability Control (ESC).  Traction Control System (TCS) and Hill Start Assist Control (HAC) also come standard on all models.

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**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea.  KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles.   KMA offers a complete line of vehicles, including the flagship K900[[6]](#endnote-6) rear-drive sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com/).  To receive custom email notifications for press releases the moment they are published, subscribe at<http://www.kiamedia.com/us/en/newsalert>.

1. **\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

   Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle’s condition. [↑](#endnote-ref-1)
2. Infinity is a registered trademark of Harman International Industries, Incorporated. [↑](#endnote-ref-2)
3. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation. [↑](#endnote-ref-3)
4. Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease.  Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com© 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. [↑](#endnote-ref-4)
5. No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly. [↑](#endnote-ref-5)
6. 2015 K900 V8 expected Spring 2014. K900 V6 expected Summer 2014. Initially available in certain markets with limited availability. [↑](#endnote-ref-6)