**KIA MOTORS AMERICA ANNOUNCEs PRICING OF ALL-NEW 2016 OPtima**

*Starting MSRP of $21,840[[1]](#endnote-1) makes the all-new 2016 Optima*

*midsize sedan a compelling offer*

* All-new Optima remains a strong value in the midsize segment, combining more standard features with a low starting price
* Optima matures into an expertly crafted sedan with two turbo engine choices and five trims, including the U.S.-exclusive SXL

**Irvine, Calif., Oct. 13, 2015** – Kia Motors America (KMA) announced pricing today of the newest version of its hugely popular midsize sedan, the Optima. Offered in five trim levels – LX, LX 1.6T, EX, SX and SXL, the all-new 2016 Optima is priced aggressively with a starting MSRP of just $21,840 for the LX with a 2.4-liter engine. An instant hit with consumers looking for a fresh alternative to an otherwise staid segment, the Optima has been KMA’s top-selling vehicle for three consecutive years, and the all-new model is poised to continue that success.

“The outgoing Optima was a game changer for Kia and a wake-up call to the midsize sedan segment. As KMA’s top-selling vehicle for three consecutive years, and the first model to sell more than 150,000 units annually, its importance to the brand can’t be overstated. Bringing the all-new 2016 Optima to market at a highly competitive price was paramount to continuing our success,” said Michael Sprague, chief operating officer & EVP, KMA. “With a starting MSRP of $21,840, the all-new Optima offers more standard features than before yet holds the line on pricing from the outgoing model, which underscores Kia’s commitment to offering tremendous value.”

The 2016 Optima comes well equipped with a generous roster of standard features including, six-way adjustable driver’s seat with power lumbar, six-way adjustable front passenger’s seat with height adjuster, a Rear Camera Display[[2]](#endnote-2) viewed through the standard five-inch touchscreen on LX, LX 1.6T, and EX, and an eight-inch touchscreen premium navigation[[3]](#endnote-3) system on SX and SXL, *Bluetooth®*[[4]](#endnote-4) hands-free operation, driver’s knee airbag, keyless entry system and a standard pushbutton start on LX1.6T, EX, SX and SXL. The Optima is offered with standard YES Essentials™[[5]](#endnote-5) fabric technology to provide anti-microbial protection from spills, anti-static protection from irritating electrical shocks, as well as stain-repelling and stain-releasing fabric characteristics. For those searching for a fun-to-drive sedan with optimum fuel economy, the LX 1.6T, starting at $23,990, is offered with a new 1.6-liter turbocharged four-cylinder that’s mated to a seven-speed Dual Clutch Transmission (DCT), which is a first for the Kia brand. The LX Convenience Package ($1,850) includes Blind Spot Detection (BSD) with Lane Change Assist, Rear Cross Traffic Alert (RCTA) and Rear Parking Assist System (RPAS)2. Among other features, the LX Turbo Technology Package ($2,600) includes navigation, Sirius® XM Traffic[[6]](#endnote-6) and rear LED taillights, USB chargers for both front and rear seat passengers.

The Optima EX, starting at $24,890, is offered exclusively with the 2.4-liter engine and includes dual projection headlights with LED positioning lights, LED tail lights and power folding heated outside mirrors. Premium standard EX features include a 12-way adjustable driver’s seat with power lumbar support and two-position integrated memory system, heated steering wheel and leather-trimmed heated front seats. The EX Premium Audio Package ($1,200) includes a Kia first-ever available Harman/Kardon QuantumLogic™[[7]](#endnote-7) Premium Surround Sound Audio System7, which includes 10 speakers, Clari-Fi™7 technology and an upgraded 630-watt digital amplifier.

Adding to the EX trim, the Optima SX priced at $29,690 and Optima SXL priced at $35,790 both come standard with a powerful 2.0-liter turbocharged GDI 4-cylinder engine. Available for the first time on any Kia vehicle are Bi-Xenon HID headlights with Dynamic Bending Lamps (DBL) and SXL adds intuitive High Beam Assist (HBA), which recognizes oncoming traffic and automatically switches the lights to low beam until the opposing vehicle has passed. The SX Launch Edition package ($2,700) includes exclusive features such as unique18-inch alloy wheels, merlot leather seating and premium tricot black headliner and roof pillars, and popular features such as Panoramic Sunroof, and the Harman/ Kardon QuantumLogicTM Premium Surround Sound Audio System. The SX Technology Package ($4,800) includes Advanced Smart Cruise Control (ASCC), Front Collision Warning System (FCWS), Electronic Parking Brake (EPB) Lane Departure Warning System (LDWS) and Autonomous Emergency Braking (AEB)2 – which, under appropriate conditions, will bring the vehicle to a complete stop to potentially avoid a collision or reduce damage. In addition to the advanced driver assistance features, the SXL adds as standard equipment quilted Nappa leather-trimmed seats, a wireless charging system for devices such as smartphones, and silver perforated stitching on the instrument panel and front door trim.

**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 set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900[[8]](#endnote-8) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[9]](#endnote-9), Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona midsize multi-purpose vehicle, 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 15,000 plant and supplier jobs.  
  
 Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

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1. [↑](#endnote-ref-1)
2. **\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts**

   1 MSRP $21,840 for base model. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary.

   These features are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution. [↑](#endnote-ref-2)
3. Distracted driving can result in a loss of vehicle control. Never use a handheld device or 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. [↑](#endnote-ref-3)
4. 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 compatible Bluetooth® wireless technology enabled cell phone is required to use Bluetooth® wireless technology [↑](#endnote-ref-4)
5. YES Essentials is a registered trademark of Sage Automotive Interiors. [↑](#endnote-ref-5)
6. SiriusXM service requires a subscription, sold separately, after 3-month trial included with vehicle purchase. If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call Sirius XM at 1-866-635-2349 to cancel. See our Customer Agreement for complete terms at www.siriusxm.com. Programming subject to change. Sirius satellite service is 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. [↑](#endnote-ref-6)
7. Clari-Fi™ and QuantumLogicTM are trademarks of Harman International Industries, Inc. [↑](#endnote-ref-7)
8. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-8)
9. Soul EV in select markets with limited availability. [↑](#endnote-ref-9)