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Part #: UM200 PM001

2020 KIA FULL LINE

GIVE IT EVERYTHING



**NO ONE EVER SAID,
GIVE IT A BIT.**





Stinger GT's 365-hp[†] 3.3L V6 does 0–60 in 4.7 seconds,¹ with a Launch Control System that maximizes off-the-line acceleration — making it quicker than the 2019 Audi A7 Sportback AWD, 2020 BMW 840i Gran Coupe, and 2019 Porsche Panamera V6 RWD.[‡]

¹ See last page for endnote. [†]With premium gasoline. [‡]Based on published manufacturer specifications as of June 2019. Always drive safely and use caution. Do not attempt. Professional stunt driver used. Smoke added for effect. STINGER GTS D-AWD SHOWN (Stinger GTS available in limited quantities in select markets)



**NO ONE EVER SAID,
GIVE IT LESS.**



Six models† offer advanced all-wheel drive (AWD) systems, engineered with available enhanced features such as Snow mode* and AWD lock* to help you conquer snow, mud, slick roads, and other challenging conditions that dare to stand between you and your destination‡

†AWD systems available on certain trims of 2020 Telluride, Sorento, Sportage, Seltos, Stinger, and K900. *No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. Snow powder added for effect. Aftermarket snow tires (sold separately) are recommended for snowy or icy conditions. ***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.** TELLURIDE SX WITH PRESTIGE PACKAGE SHOWN (limited availability)



THE WORLD WAS NOT BUILT BY HALF-MEASURES OR THE HALF-HEARTED.

Our engineers go to extraordinary lengths and extreme destinations to ensure each model performs as it should — from testing Stinger's high-speed mettle on Germany's grueling Nürburgring track; to Telluride's extreme winter-weather testing in Arctic Arjeplog, Sweden; to putting every model through its paces at our punishing high-desert proving grounds in California.

Image shown for illustration only. STINGER GT2 SHOWN



HIGHEST RANKED MASS MARKET BRAND
IN INITIAL QUALITY, 5 YEARS IN A ROW²



WE SAY GIVE IT EVERYTHING.

² See last page for endnote. TELLURIDE SX WITH PRESTIGE PACKAGE SHOWN (limited availability)



**WHETHER YOU'RE
BUILDING A CAR,**

OR BUILDING A LIFE.

The people of West Point, Georgia, know a lot about both. Which is why we chose this amazing town as the ideal location to build our 2,200-acre state-of-the-art U.S. manufacturing facility. With a legacy of craftsmanship dating back 150 years, our talented, dedicated West Point team channel their unstoppable spirit into every Kia that rolls off the assembly line — over 2.6 million vehicles since 2009[†]

[†]Kia Telluride, Sorento, and Optima (not including Hybrid and Plug-In Hybrid) are assembled in the United States from U.S. and foreign parts.



IN ALL ITS GLORY AND WONDER.

Stinger GTS[†], Forte GT[†], and Stinger GT are first up in our high-performance GT lineup, made for decisive acceleration, seamless shifting, and ultra-responsive handling — along with race-inspired features that make them look as good as they drive.

[†]Stinger GTS and Forte GT available in limited quantities in select markets. Dust added for effect. STINGER GTS D-AWD, FORTE GT WITH GT2 PACKAGE, & STINGER GT2 SHOWN



2019 IIHS TOP SAFETY PICK+

FOR 2019 SORENTO, STINGER, OPTIMA, FORTE, NIRO HEV, NIRO PHEV, AND 2020 SOUL WHEN EQUIPPED WITH OPTIONAL FRONT CRASH PREVENTION AND SPECIFIC HEADLIGHTS



2019 IIHS TOP SAFETY PICK

FOR 2019 CADENZA, RIO, AND RIO 5-DOOR, AND 2020 TELLURIDE WHEN EQUIPPED WITH OPTIONAL FRONT CRASH PREVENTION AND SPECIFIC HEADLIGHTS

HERE'S TO GOING ALL IN.

We never stop working to make safety our highest priority. So we're honored that the Insurance Institute for Highway Safety has awarded 11 Kia models with their Top Safety Pick (TSP) and Top Safety Pick Plus (TSP+) ratings.

STINGER GT2 SHOWN



A dark-colored Ford Telluride SUV is shown from a side-front perspective, driving rapidly on a dirt road. The vehicle is kicking up a massive cloud of golden-brown dust and dirt, which fills the air around it and creates deep tracks in the ground. The scene is backlit by a bright, low sun, creating a dramatic silhouette effect and highlighting the texture of the dust. The SUV's headlights and fog lights are on, and its distinctive grille and alloy wheels are visible.

TO GOING ALL OUT.

Dust added for effect. TELLURIDE SX WITH PRESTIGE PACKAGE SHOWN (limited availability)

EMBRACING ALL
THAT'S POSSIBLE,
NOW AND TOMORROW.



DRIVE
WISE

The Kia Drive Wise* suite of cutting-edge driver-assistance technologies are designed to help keep you alert, aware of surrounding traffic, and even intervene in certain situations to help you avoid collisions.³

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS. 3 See last page for endnote. Simulated screen shown.



WITH MORE HEART.

Creating with consciousness is a priority at every stage in the design of our vehicles. One example is our commitment to assessing the environmental impact of materials we use to determine if our designs should be modified, or if parts with lower recyclability can be replaced with better alternatives.



SOUL EV SHOWN (limited availability at select retailers in certain markets starting summer 2020)

WITH MORE VISION.

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.** 3, 4 See last page for endnotes. Simulated screen shown. TELLURIDE SX WITH PRESTIGE PACKAGE SHOWN (limited availability)



The better you see, the better you drive. So we empower drivers with advanced visibility technologies. Available features include a Head-Up Display^{4*} that projects a readout of key info on the windshield, to help keep your eyes forward; a Surround View Monitor,^{3*} which uses four cameras designed to provide a view around the vehicle; and Low Beam Assist — Dynamic headlights,* designed to track with your steering angle and vehicle speed to help enhance directional lighting.



AND MORE CONNECTION.

Our UVO* smart telematics system helps keep you connected to your Kia, with available remote functions that let you locate your parked vehicle,^{5*} pre-heat or pre-cool the cabin,^{5*} and even lock or unlock your Kia's doors from afar.^{5*} All you need is your compatible smartphone and the Kia Access with UVO link app.



UVO[®] | link

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS OR MYUVO.COM TO SEE WHICH UVO SYSTEM AND SERVICE PERIOD COME WITH EACH MODEL. 5 See last page for endnote.



**SO YOU CAN PURSUE WHAT
THRILLS YOU WITH CONFIDENCE.**

Go where you want to do what you love, and worry less on the road to get there. The Kia Drive Wise* suite of advanced driver-assistance technologies are designed to help you negotiate traffic and avoid collisions with available features like Blind-Spot Collision Warning,^{3*} Lane Departure Warning,^{3*} Lane Keeping Assist,^{3*} Forward Collision-Avoidance Assist w/Pedestrian Detection,^{3*} and Smart Cruise Control.^{3*}

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**

³ See last page for endnote, SOUL X-LINE, SOUL GT-LINE TURBO, & SOUL EV SHOWN (Soul EV limited availability at select retailers in certain markets starting summer 2020)

A wide-angle landscape photograph featuring a two-lane asphalt road that curves from the bottom left towards the center of the frame. The road is flanked by dark, flat, scrubby terrain. In the distance, a small cluster of trees and a few buildings are visible on the horizon. The sky is filled with a massive, dark, and textured cloud formation that dominates the upper half of the image, with some lighter clouds visible on the left and right sides. The overall mood is dramatic and atmospheric.

**DOWN ANY ROAD
YOU CHOOSE.**



THE VEHICLES TO TAKE YOU THERE.

Big, rugged, luxury, sporty, eco — we designed 19 unique models so you can find exactly what you want, with the features you want. Learn about each one on the following pages.

Charging stations shown are not included; see last page for endnote 6 for more details. Optional features shown. Some models shown may have limited availability. See your Kia retailer for availability.

2020 | MIDSIZE SUV

TELLURIDE



BUILT FOR BOLD ENDEAVORS, DEMANDING CONDITIONS, AND AN INNATE PULL TOWARDS THE EXCITING, WITH:

• 291-HP, 3.8L V6 ENGINE • ACTIVE ON-DEMAND AWD*[†] • TORQUE VECTORING CORNER CONTROL • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • 7- OR 8-PASSENGER SEATING* • NAPPA LEATHER-TRIMMED SEATS* • HEATED/VENTILATED 1ST- & 2ND-ROW SEATS* • SURROUND VIEW MONITOR^{3*} • 10.25" TOUCH SCREEN^{7*} • HEAD-UP DISPLAY^{4*} • SMART POWER LIFTGATE^{TM*} • SELF-LEVELING REAR SUSPENSION*

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.** [†]No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. 3, 4, 7 See last page for endnotes. SX WITH PRESTIGE PACKAGE SHOWN (limited availability)



2020 | MIDSIZE SUV

SORENTO

DESIGNED TO TAKE YOU INTO THE THICK OF IT AND BACK AGAIN, COMPLETE WITH AMAZING STORIES TO TELL, PLUS: • 290-HP, 3.3L V6 ENGINE* • 8-SPEED AUTOMATIC TRANSMISSION* • UP TO 5,000-LB. TOWING CAPACITY⁹* • DYNAMAX^{TM9} FULLY ACTIVE AWD*[†] • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES³* • SEATING FOR 7 W/STANDARD 3RD-ROW SEATS • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • WIRELESS SMARTPHONE CHARGER¹¹* • PANORAMIC SUNROOF W/POWER SUNSHADE* • SMART POWER LIFTGATE^{TM*}

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**

[†]No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. 3, 8-11 See last page for endnotes. SX AWD SHOWN



2020 | SUBCOMPACT SUV

SPORTAGE

FROM SNOW-COVERED ROADS TO MUDDY TRAILS TO MANEUVERING AROUND TOWN, THE RUGGED, READY-FOR-ANYTHING SPORTAGE HAS WHAT IT TAKES TO TACKLE IT: • 240-HP, 2.0L TURBO ENGINE* • PADDLE SHIFTERS^{7*} • DYNAMAX^{TM9} FULLY ACTIVE AWD^{*†} • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • PANORAMIC SUNROOF* • HEATED/VENTILATED FRONT SEATS* • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • WIRELESS SMARTPHONE CHARGER^{11*} • SMART POWER LIFTGATE^{TM*}

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.** [†]No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. Snow powder added for effect. Aftermarket snow tires (sold separately) are recommended for snowy or icy conditions. 3, 7, 9–11 See last page for endnotes. SX TURBO AWD SHOWN



2021 | ENTRY CUV

SELTOS

WITH A DYNAMIC DESIGN, CONFIDENT CAPABILITY, AND A MODERN, TECHNOLOGY-PACKED CABIN, THE ALL-NEW SELTOS DOESN'T ASK QUESTIONS. IT JUST SAYS, "LET'S DO THIS": • 1.6L TURBO ENGINE* • AWD W/LOCK MODE** • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • BOSE^{®12} PREMIUM SOUND SYSTEM* • 10.25" TOUCH SCREEN^{7*} • WIRELESS SMARTPHONE CHARGER^{11*} • ROOF RAILS*

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**

†No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. 3, 7, 11, 12 See last page for endnotes. SX AWD SHOWN (Seltos available February 2020)



2020 | ENTRY CUV

SOUL

IT STANDS OUT EVERYWHERE, YET FITS IN ANYWHERE — SOUL IS A MARVEL OF ADAPTABILITY, WITH: • 201-HP, 1.6L TURBO ENGINE* • 18" ALLOY WHEELS* • CHROME-TIPPED CENTER EXHAUST* • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • SPEAKER LIGHTS W/COLOR THEMES* • NAVIGATION W/10.25" TOUCH SCREEN^{7*} • HEAD-UP DISPLAY^{4*} • WIRELESS SMARTPHONE CHARGER^{11*}

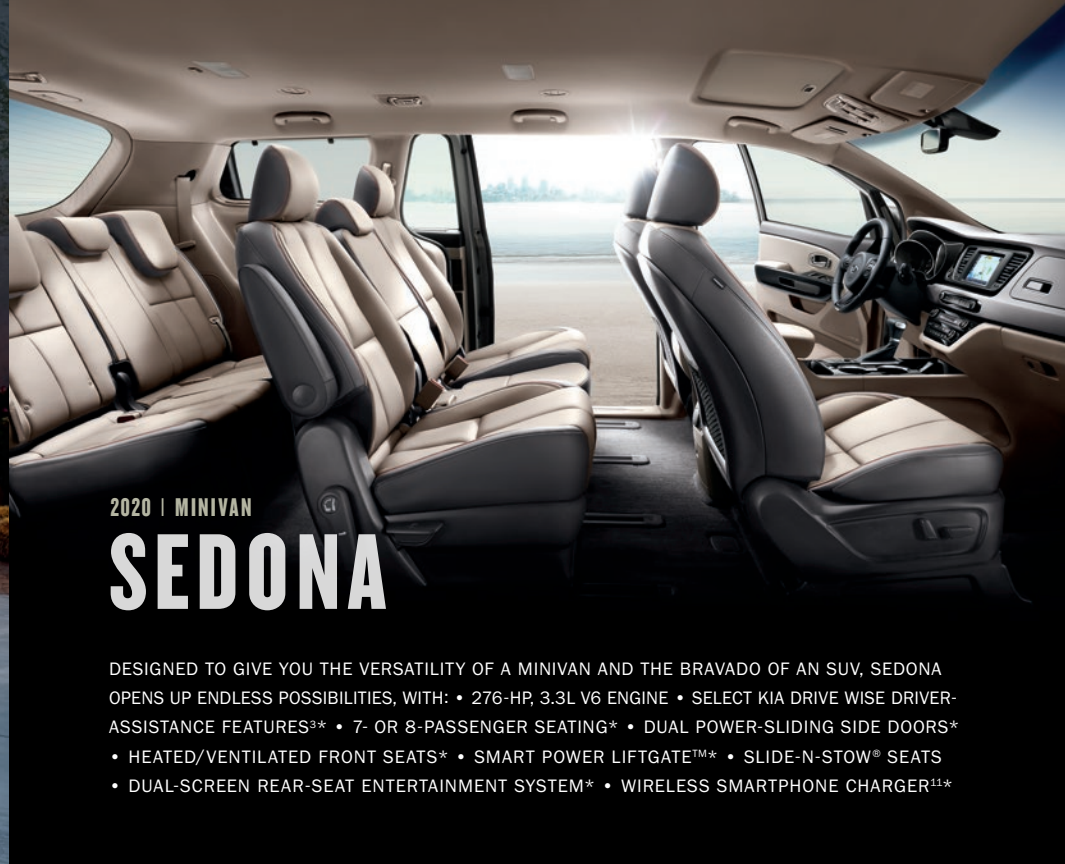
This page: GT-LINE TURBO SHOWN



***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**
3, 4, 7, 10, 11 See last page for endnotes. Simulated screen shown. This page: X-LINE SHOWN



***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**
3, 11 See last page for endnotes. Simulated screen shown. SX SHOWN



2020 | MINIVAN

SEDONA

DESIGNED TO GIVE YOU THE VERSATILITY OF A MINIVAN AND THE BRAVADO OF AN SUV, SEDONA OPENS UP ENDLESS POSSIBILITIES, WITH: • 276-HP, 3.3L V6 ENGINE • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • 7- OR 8-PASSENGER SEATING* • DUAL POWER-SLIDING SIDE DOORS* • HEATED/VENTILATED FRONT SEATS* • SMART POWER LIFTGATE™* • SLIDE-N-STOW® SEATS • DUAL-SCREEN REAR-SEAT ENTERTAINMENT SYSTEM* • WIRELESS SMARTPHONE CHARGER^{11*}

2020 | GRAND TOURING SPORT SEDAN

STINGER

WITH A 0-60 TIME OF 4.7 SECONDS AND A TOP SPEED OF 167 MPH,[†]* THE STINGER GT V6 IS DESIGNED WITH ONE PURPOSE IN MIND: TO MAKE YOU FEEL SOMETHING AGAIN, WITH: • 365-HP,[†] 3.3L TWIN TURBO V6 ENGINE W/TORQUE VECTORING AWD* • 8-SPEED AUTOMATIC TRANSMISSION W/PADDLE SHIFTERS⁷ • LAUNCH CONTROL* • ELECTRONICALLY CONTROLLED SUSPENSION* • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • BREMBO[®] BRAKES* • NAPPA LEATHER-TRIMMED SEATS* • WIRELESS SMARTPHONE CHARGER^{11*}

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**

[†]With premium gasoline. *No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. 1, 3, 7, 10, 11 See last page for endnotes. GT2 SHOWN





***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**

†With premium gasoline. *No system, no matter how advanced, can compensate for all driver errors, accidents, and/or injury. Always drive safely. 3, 4, 10 See last page for endnotes. Simulated screen shown. LIMITED SHOWN



2020 | FULL-SIZE LUXURY SEDAN

K900

DESIGNED TO BREATHE NEW LIFE INTO OLD CONVENTIONS, THE ELEGANT, FULL-SIZE K900 WILL CHALLENGE THE LUXURY YOU KNOW, WITH: • 365-HP,† 3.3L TWIN TURBO V6 ENGINE W/TORQUE VECTORING AWD† • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • QUILTED NAPPA LEATHER-TRIMMED SEATS* • EXECUTIVE REAR SEATING W/POWER RECLINING SEATS & CLIMATE CONTROLS* • HEAD-UP DISPLAY⁴ • LEXICON^{®10} PREMIUM AUDIO SYSTEM W/17 SPEAKERS • MAURICE LACROIX-DESIGNED DASHBOARD CLOCK



2019 | LARGE SEDAN

CADENZA



FINELY CRAFTED TO THE LAST DETAIL AND POISED FOR THE ROAD, CADENZA IS IMPOSSIBLE TO IGNORE, WITH: • 290-HP, 3.3L V6 ENGINE • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • QUILTED NAPPA LEATHER-TRIMMED SEATS* • DRIVER'S SEAT CUSHION EXTENSION* • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • PANORAMIC SUNROOF W/POWER SUNSHADE* • HEAD-UP DISPLAY^{4*} • SMART POWER TRUNK^{TM*}

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**
3, 4, 10 See last page for endnotes. LIMITED SHOWN

2020 | MIDSIZED SEDAN

OPTIMA

STREET STYLE MEETS SUBSTANCE — OPTIMA GOES BOLD IN EVERY DIRECTION, WITH:

- 245-HP, 2.0L TURBO ENGINE*
- SPORT-TUNED SUSPENSION*
- SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} INCLUDING STANDARD BLIND-SPOT COLLISION WARNING,³ REAR CROSS-TRAFFIC COLLISION WARNING,³ PARKING DISTANCE WARNING — REVERSE,³ & FORWARD COLLISION-AVOIDANCE ASSIST W/PEDESTRIAN DETECTION³
- HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM*
- WIRELESS SMARTPHONE CHARGER^{11*}



***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**

3, 10, 11 See last page for endnotes. SX SHOWN

2020 | COMPACT SEDAN

FORTE

WITH TWO NEW RACE-INSPIRED GT TRIMS, THE SPORTY, TECHNOLOGY-INFUSED 2020 FORTE LETS YOU OWN THE FAST LANE, WITH: • 201-HP, 1.6L TURBOCHARGED ENGINE* • SPORT-TUNED INDEPENDENT REAR SUSPENSION* • PADDLE SHIFTERS^{7*} • SPORT-TUNED DUAL EXHAUST* • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • 8" TOUCH SCREEN^{7*} • WIRELESS SMARTPHONE CHARGER^{11*} • REAR SPOILER*



***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**
3, 7, 10, 11 See last page for endnotes. GT WITH GT2 PACKAGE SHOWN (available in limited quantities in select markets)



2020 | SUBCOMPACT SEDAN & HATCHBACK

RIO & RIO 5-DOOR

THEY'RE MODERN, ROOMY, POWERFULLY EFFICIENT, AND FLAT-OUT FUN TO DRIVE — KIA'S MOST COMPACT SEDANS ARE MADE TO DO BIG THINGS, WITH:

- 120-HP, 1.6L ENGINE
- LED HEADLIGHTS*
- SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*}
- APPLE CarPlay^{®13} & ANDROID AUTO^{™14}
- USB CHARGE PORTS
- BLUETOOTH[®] WIRELESS TECHNOLOGY¹⁵
- 60/40 SPLIT-FOLDING REAR SEATS

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.
3, 13-15 See last page for endnotes. S WITH TECH PACKAGE SHOWN



ECO dynamics

WE BELIEVE IN THE BIG PICTURE.

OUR GROWING ECODYNAMICS LINE OF HYBRIDS, PLUG-IN HYBRIDS, AND ALL-ELECTRIC VEHICLES PROVES YOU CAN HAVE ALL THE BENEFITS OF ALTERNATIVE-FUEL POWERTRAINS, WITHOUT SACRIFICING THE THINGS YOU LOVE. HAVE A LOOK FOR YOURSELF ON THE FOLLOWING PAGES.

Charging stations shown are not included; see last page for endnote 6 for more details. SOUL EV, OPTIMA PHEV EX, OPTIMA HEV EX, NIRO HEV TOURING, NIRO PHEV EX PREMIUM, & NIRO EV EX PREMIUM SHOWN (2019 Niro EV is a limited production model sold in select states in select Kia retailers. 2020 Soul EV limited availability at select retailers in certain markets starting summer 2020). Optional features shown.

2019 | HYBRID, PLUG-IN HYBRID, & ALL-ELECTRIC CUVs

NIRO PHEV, EV, & HEV

WITH CROSSOVER VERSATILITY, PREMIUM FEATURES, AND THREE DIFFERENT WAYS TO GET ADVANCED EFFICIENCY, NIRO IS THE ULTIMATE NO-COMPROMISE VEHICLE.

HEV & PHEV FEATURES: • HEV COMBINED EPA-ESTIMATED RATING OF 50 MPG (FE TRIM)¹⁶ • PHEV EPA-ESTIMATED ALL-ELECTRIC RANGE OF UP TO 26 MILES ON A FULL CHARGE & 105 MPGe COMBINED¹⁷ (ELECTRIC + GAS)/46 MPG COMBINED (GAS ONLY) • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • 6-SPEED DUAL-CLUTCH AUTOMATIC TRANSMISSION • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • NAVIGATION W/8" TOUCH SCREEN^{7*} • WIRELESS SMARTPHONE CHARGER^{11*}

EV FEATURES: • EPA-ESTIMATED RANGE OF 239 MILES¹⁸ • 201-HP ELECTRIC MOTOR • 291 LB.-FT. TORQUE • LIQUID-COOLED 64 KWH LITHIUM-ION POLYMER BATTERY • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • ADJUSTABLE REGENERATIVE BRAKING W/STEERING WHEEL PADDLE CONTROLS⁷ • DRIVER-ONLY A/C FUNCTION • HEATED/VENTILATED FRONT SEATS* • NAVIGATION W/8" TOUCH SCREEN^{7*}



***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**
3, 7, 10, 11, 16-18 See last page for endnotes. PHEV EX PREMIUM, EV EX PREMIUM, & HEV TOURING SHOWN (Niro EV is a limited production model sold in select states in select Kia retailers)



2020 | ALL-ELECTRIC CUV

SOUL EV

ELECTRIFY YOUR SOUL WITH ICONIC STYLE, INNOVATIVE TECHNOLOGY, AND AN EPA-ESTIMATED ALL-ELECTRIC RANGE OF 243 MILES,¹⁸ PLUS: • 201-HP ELECTRIC MOTOR • LIQUID-COOLED 64 KWH LITHIUM-ION POLYMER BATTERY • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • ADJUSTABLE REGENERATIVE BRAKING W/STEERING WHEEL PADDLE CONTROLS⁷ • DC FAST CHARGE PORT¹⁹ • NAVIGATION W/10.25" TOUCH SCREEN⁷ & EV CHARGER LOCATIONS • HEAD-UP DISPLAY^{4*} • WIRELESS SMARTPHONE CHARGER^{11*}

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.** 3, 4, 7, 11, 18, 19 See last page for endnotes. EV SHOWN (limited availability at select retailers in certain markets starting summer 2020)

2020 | MIDSIZE HYBRID & PLUG-IN HYBRID SEDANS

OPTIMA HEV & PHEV



THE BOLD STYLE OF OPTIMA, COMBINED TWO WAYS TO GET ADVANCED HYBRID TECHNOLOGY. OPTIMA HYBRID (HEV) AND OPTIMA PLUG-IN HYBRID (PHEV) GIVE YOU: • HEV COMBINED EPA-ESTIMATED RATING OF 42 MPG¹⁷ • PHEV EPA-ESTIMATED ALL-ELECTRIC RANGE OF UP TO 28 MILES ON A FULL CHARGE & 101 MPGe COMBINED (ELECTRIC + GAS)/41 MPG COMBINED (GAS ONLY)¹⁷ • LITHIUM-ION POLYMER BATTERY • SELECT KIA DRIVE WISE DRIVER-ASSISTANCE FEATURES^{3*} • HARMAN KARDON^{®10} PREMIUM AUDIO SYSTEM* • WIRELESS SMARTPHONE CHARGER¹¹

***OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN MODELS AND TRIMS. SEE KIA.COM FOR DETAILS.**
3, 10, 11, 17 See last page for endnotes. Charging station shown is not included; see last page for endnote 6 for more details. In select retailers in certain markets with limited availability. HEV EX & PHEV EX SHOWN



BACKING IT ALL UP.

Because we have absolute confidence in the outstanding quality and durability of our vehicles, we back them up with one of the best warranty programs in the industry.

INDUSTRY-LEADING WARRANTY PROGRAM²⁰

10-YEAR/100,000-MILE LIMITED POWERTRAIN WARRANTY

5-YEAR/60,000-MILE LIMITED BASIC WARRANTY

5-YEAR/100,000-MILE LIMITED ANTI-PERFORATION WARRANTY

5-YEAR/60,000-MILE 24-HOUR ROADSIDE ASSISTANCE

²⁰ See last page for endnote.

ENDNOTES

1. 365 HP with premium gasoline. Performance estimates determined by Kia for Stinger GT rear-wheel drive using Launch Control and factory-equipped 19-inch wheels. Actual results may vary depending on options, driving habits, and vehicle condition. Verification of these results should not be attempted. Always drive safely and obey all traffic laws. **2.** For J.D. Power 2019 award information, go to jdpower.com/awards for more details. **3.** These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. **4.** Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution. **5.** Remote features require a UVO subscription, a compatible smartphone, and a wireless signal with good coverage to function. Normal cellular service rates may apply. Remote feature support varies by model, model year, and trim; remote climate control not supported on 2019 Optima LX, 2020 Telluride LX and S trims, and other vehicles not equipped with Full Automatic Temperature Control. Do not use remote climate control 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 command. **6.** 120V charger is included with vehicle. Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. **7.** Distracted driving can result in a loss of vehicle control. When operating a vehicle, 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. **8.** Towing requires additional equipment. See Owner's Manual for towing capacity, additional instructions, and warnings. Always use caution while towing. **9.** Dynamax is a trademark of Magna International, 2019. All rights reserved. **10.** ©2019 Harman International Industries, Inc. All rights reserved. Lexicon is a unit of Harman International Industries, Inc. Lexicon, the Lexicon logo, Logic 7, and the Logic 7 logo are registered trademarks of Lexicon, Inc., a Harman International company. **11.** Charging system only works with select devices. Refer to the vehicle's Owner's Manual for warnings and instructions. **12.** Bose is a registered trademark of Bose Corporation. **13.** Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. **14.** 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. **15.** 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®-enabled cell phone is required to use Bluetooth® wireless technology. **16.** Niro HEV EPA-estimated MPG city/highway/combined: FE 52/49/50; LX and EX 51/46/49; S Touring and Touring 46/40/43. Niro PHEV EPA-estimated MPG 48 city/44 highway/46 combined, 105 MPGe, and 26 miles all-electric range. MPGe is miles per gallon gasoline equivalent. Actual mileage and range will vary with options, driving conditions, driving habits, and your vehicle's condition. **17.** Based on EPA estimates (based on a full battery charge for PHEV). Actual mileage or range will vary with options, driving conditions, driving habits, vehicle maintenance, and your vehicle's condition. For PHEV, it's also based on charging practice, battery age, weather, and temperature. Battery capacity will decrease with time and use. For more information on range, please see www.fueleconomy.gov. **18.** Based on EPA estimates on a full battery charge. Actual range will vary with options, driving conditions, driving habits, vehicle maintenance, charging practice, battery age, weather, temperature, and your vehicle's condition. Battery capacity will decrease with time and use. For more information on range, please see www.fueleconomy.gov. **19.** Frequent use of DC Fast Charging can negatively impact battery performance and durability, and Kia recommends minimizing use of DC Fast Charging. Please check your local building codes and guidelines for installation of a Level 2 charger. **20.** Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.

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