Ask your way to earn Reward Points and save on future purchases

- Email notification of exclusive Kia specials and events – a great way to stay on top of the latest offers.
- Preferential rates on car rentals, nationwide – great for business trips or vacations.
- Windshield wiper installation with wiper purchase – save time and hassle.
- Windshield washer fill-up with every paid service – keep your vehicle looking good.
- Multi-point vehicle inspection with every service visit – catch issues before they become major.
- Fuel fill-up with the delivery of your new Kia vehicle – a convenient and easy option.

Kia Member Rewards No-Charge Benefits include:

- $10 oil change, free with purchase.*
- Free tire rotation with purchase.
- 15% off parts purchase with service.*
- $30 off windshield repair and replacement.*

Kia Member Rewards is an exclusive rewards program for Kia vehicle owners. Become a Kia Rewards Member and receive these benefits plus much more – including the purchase of new Kia Member Rewards original parts and accessories at a discounted rate for future purchases – including the purchaser of new Kia Member Rewards original parts and accessories located within Service.

Becoming a Kia Rewards Member is easy. Ask your Kia Dealer today to join. Visit rewards.kia.ca for full terms and conditions.

WE’VE GOT YOU COVERED.

Powertrain warranty covering the engine, transmission, and drive axles for 5 years or 100,000 km, whichever comes first.

ALL-NEW OPTIMA

WE’VE GOT YOU COVERED.
The 2.0-litre turbocharged GDI engine in the Optima SX delivers a class-leading 200 horsepower and best-in-class fuel economy. For stirring V6-calibre performance with 4-cylinder fuel efficiency, look to the exciting 274-horsepower, 2.0-litre turbocharged GDI engine in the Optima SX.

Kia is known for pushing the envelope with its design, engineering, and technology. The 2011 Optima is no exception, with a host of features designed to make your driving experience more enjoyable and safer.

### Features

**Engine**
- 2.0-litre turbocharged GDI engine
- 274-horsepower

**Performance**
- Sport mode
- Paddle shifters

**Comfort & Convenience**
- Heated front seats
- Automatic climate control
- Rear climate vent
- Dual zone fully automatic climate control

**Safety**
- Dual curtain airbags
- Dual side airbags
- Dual advanced front airbags
- 4-wheel anti-lock braking system (ABS)
- Electronic Stability Control (ESC)
- Brake Assist System (BAS)
- Vehicle Stability Management (VSM)
- Hill assist system (HAC)

**Interior Colours**
- Black
- Ebony Black
- Dark Cherry
- Metal Bronze
- Satin Metal

**Exterior Colours**
- Snow White (M)
- Cosmos Black (M)
- Radiant Red (M)
- Deep Blue (M)

**Technology**
- Bluetooth®-enabled cell phone
- Voice-activated control
- SiriusXM® Satellite Radio
- Kia UVO Entertainment & Information System

The 2011 Optima is equipped with standard Bluetooth® technology to provide hands-free calling capability with your mobile phone. It also features Kia's exclusive UVO System, which allows you to control your vehicle's entertainment, safety, and information systems using voice commands. SiriusXM® Satellite Radio offers a wide range of entertainment, traffic, weather, and data, making it the best radio on the road.

For maximum protection, always wear your seat belt. The 2011 Optima has been designed with advanced safety features, including front passenger airbags, side impact airbags, curtain airbags, and stability control systems, to provide optimal protection in the event of a crash. The vehicle is also equipped with a blind spot detection system and a rearview camera to help ensure safe driving.

The 2011 Optima is a great choice for those who want a comfortable, reliable, and safe vehicle with advanced technology features. Contact your local Kia dealer for more information or to schedule a test drive.