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Personal Vehicle Report

Thanks for your interest in the Kia Optima. Make sure you visit Autoweb.com often during your car shopping process to get the latest reviews, articles and rebate information on the cars you're interested in. When you're ready to buy, join the millions who have used Autoweb to get up-front pricing and delivery information from a local dealer and a friendly, no-hassle buying experience. Once you use our service, you'll never buy the old fashioned way again.

Inside This Report

- Price, Key Features and Description
- Similar Vehicles
- Available Trims and Standard Features
- Reliability and Satisfaction ratings
- Customer Comments

2007 Kia Optima



Consumer Rating:

Est. Market Price: \$15,711 – \$19,053

Invoice Price Range: \$15,435 – \$18,890

List Price Range: \$16,355 – \$20,400

Key Features:

- Air Conditioning (available as a standard feature)
- CD Player (available as a standard feature)
- Gets 24 MPG in the city.
- Gets 34 MPG on the highway.
- Power Windows/Locks (available as a standard feature)
- Sunroof or Moonroof (available as a standard feature)
- Basic Manufacturer Warranty of 5 years 60,000 miles.
- Rebates may be available

Vehicle Information:

The 2007 Kia Optima is a 4-door, 5-passenger family sedan, available in 4 trims, ranging from the LX to the EX V6. Upon introduction, the LX is equipped with a standard 2.4-liter, I4, 162-horsepower engine that achieves 24-mpg in the city and 34-mpg on the highway. A 5-speed manual transmission with overdrive is standard, and a 5-speed automatic transmission with overdrive is optional. The EX V6 is equipped with a standard 2.7-liter, V6, 185-horsepower engine that achieves 22-mpg in the city and 30-mpg on the highway. A 5-speed automatic transmission with overdrive is standard. The 2007 Kia Optima is a carryover from 2006.

The Estimated Market Price is a national average of base model prices paid by consumers. Actual prices will vary by region, dealer, and options selected. Picture(s) for general illustration only. Actual vehicle(s) may vary depending upon level of features you choose. Photos Copyright 2003 Automotive Information Center The estimates shown above are based on information provided to Autoweb.com Inc. by independent sources. They are for U.S. vehicle configurations and are shown in U.S. dollars. Please keep in mind that prices can change without notice and there are many factors that affect vehicle pricing. **There are additional costs not shown here** which vary from state to state and even region-to-region. These include taxes, title, registration, and emission fees. Specific vehicles may have dealer- or manufacturer-added options not shown here that also affect price. In addition, there may be regional marketing and advertising fees or other costs that are beyond a dealer's control. Your Autoweb.com Accredited Dealer will help you understand how a vehicle's price is calculated and would be happy to answer your questions on specific vehicle configurations.



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Similar Vehicles

The following chart contains other manufacturer's vehicles that are similar to the Optima.

Trim	List Price	Engine	MPG City	MPG hwy	ABS Brakes	Airbags
<u>Chevrolet Malibu</u>	\$19,200	2.2L 4Cyl. 145hp Gas	24	34		Std
<u>Honda Civic Sedan LX 4-Spd AT</u>	\$16,410	1.7L 4Cyl. 115hp Gas	29	38		Std
<u>Hyundai Sonata GLS</u>	\$19,395	2.4L 4Cyl. 162hp Gas	24	33	Std	Std
<u>Mazda MAZDA6 i 5-Door Value Edition</u>	\$20,395	2.3L 4Cyl. 156hp Gas	24	32	Std	Std
<u>Mazda MAZDA6 i 5-Door Value Edition</u>	\$20,395	2.3L 4Cyl. 156hp Gas	24	32	Std	Std
<u>Mazda MAZDA6 i Sports Sedan Value Edition</u>	\$19,395	2.3L 4Cyl. 156hp Gas	24	32	Std	Std
<u>Mazda MAZDA6 i Sports Sedan</u>	\$19,110	2.3L 4Cyl. 160hp Gas	23	32	Std	Std
<u>Mitsubishi Galant DE</u>	\$19,399	2.4L 4Cyl. 160hp Gas	23	30		Std
<u>Nissan Sentra SE-R</u>	\$19,400	2.5L 4Cyl. 177hp Gas	NA	NA	Std	Std
<u>Pontiac G6 1SV</u>	\$16,365	2.4L 4Cyl. 167hp Gas	23	34		Std



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Available Trims

Manufacturers often sell the same vehicle with varying levels of equipment. These are called "trim levels." The trim levels for the Optima are shown below.

Trim	List Price	Engine	MPG City	MPG hwy	ABS Brakes	Airbags
<u>Optima EX</u>	\$19,395	2.4L 4Cyl. 162hp Gas	24	34		Std
<u>Optima EX V6</u>	\$20,400	2.7L 6Cyl. 185hp Gas	22	30		Std
<u>Optima LX</u>	\$16,355	2.4L 4Cyl. 162hp Gas	24	34		Std
<u>Optima LX V6</u>	\$19,345	2.7L 6Cyl. 185hp Gas	22	30		Std

Major standard features available for the Optima:



Optima EX

Air Conditioning, Cruise Control, Tachometer, Power Windows, Power Seats, Bench Seating, Rear Defroster, Power Locks, Bucket Seating, Sunroof,



Optima EX V6

Cruise Control, Tachometer, Air Conditioning, Power Windows, Power Locks, Power Seats, Bench Seating, Rear Defroster, Bucket Seating, Sunroof,



Optima LX

Tachometer, Air Conditioning, Power Windows, Power Locks, Bench Seating, Rear Defroster, Bucket Seating, CD Player,



Optima LX V6

Air Conditioning, Cruise Control, Tachometer, Power Windows, Power Locks, Bench Seating, Rear Defroster, Bucket Seating, CD Player,



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Reliability and Satisfaction Ratings

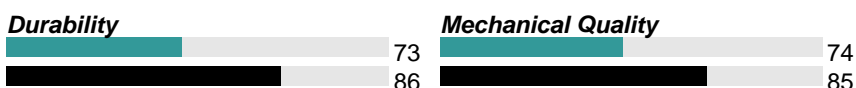
The Autoweb Reliability Ratings are collected from visitors and past customers of Autobytel Inc's websites (Autobytel.com, Autoweb.com and CarSmart.com) via online survey conducted by an independent third party. Reliability and Satisfaction Ratings are out of a possible 100 points.

Kia Optima ■ **All Vehicles** ■

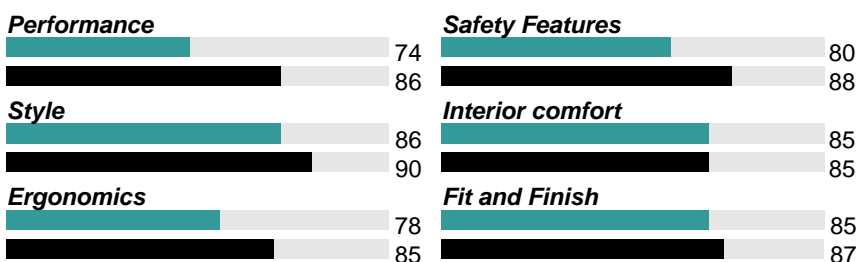
Overall Satisfaction With Vehicle



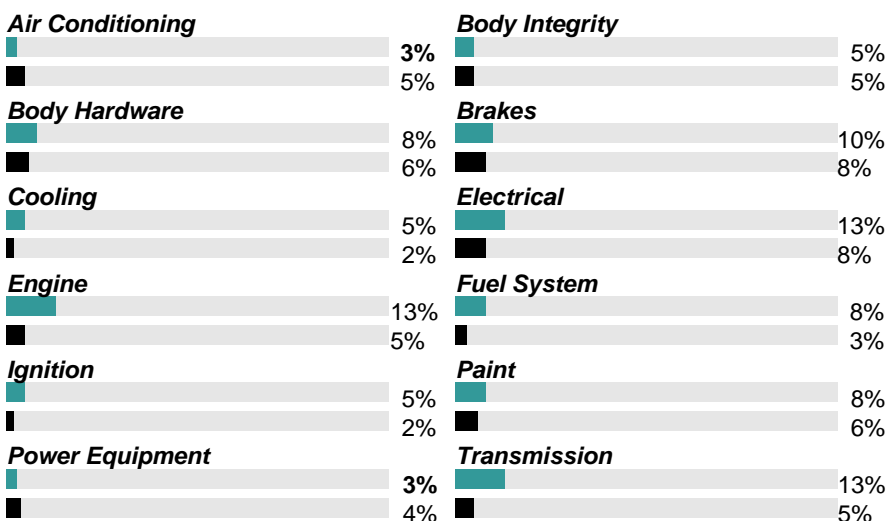
Vehicle Reliability



Other Vehicle Qualities



Percentage Of People Reporting Problems With:



Other



Ratings for this vehicle should be considered preliminary due to the low number of responses.

Customer Comments

The following comments come directly from visitors to our websites.

Things they liked...

"Roominess"

"Looks"

"Styling and the solid feel and the Infinity sound system is awesome!"

"Heated seats,tape player,styling,acceleration."

...and things they didn't

"No compass"

"Road noise on rough surfaces"

"It could get better gas milleage (I have gotten around 33 mpg)."

"The incomplete trip computer,the hard ride."

General comments

"I purchased the 4-cylinder EX after test driving all of the competition. The sport-shift transmission was the selling point as was the unexpected level of equipment and amenities for this price point. There is a niggling bug in the passenger air bag sensor but otherwise the car has been flawless. After 5K miles I'm averaging just over 24 MPG combined. I had the dealer switch out the chrome grille for the black version from the LX and now it looks like an Infinity G24 from the front (LOL). See February Car &Driver for a similar viewpoint."

Robert P. (Blue Ridge , Georgia – February, 2007)

"After researching mid-sized cars to death, sitting in every one of them at the Seattle International Auto Show, and test-driving the top competitors, I finally bought the best mid-sized car for the money out there. Yep, this is an amazing car. People in parking lots gather, point and look. I overheard one conversation where a lady said, 'Who's got the Beemer?' A guy replied, 'That looks more like an Audi,' and another said, 'No, that looks like an Acura TL.' Whatever, it's my KIA Optima, and it's a dream. It's bigger and better equipped than comparable Accords and Camry's, and for a whole lot less. Positive surprises were the tight turning radius, nice radio, ease of use, and sporty feel. Negative ones are the road noise on rough surfaces, and a tardy transmission when driving sporty, using the automatic transmission and not the 'tap-shifting.' The car overall is fantastic. It looks good, handles very well, and has an excellent build quality. People that drive much more expensive vehicles keep talking about how nice my car is. One cool thing is that I hardly see others on the road – ever. For now, it's a unique automobile, too. Check out Motor Trend's recent review where it shocked their writers, too. It appears that if they compared 4 cylinder Camry's and Accords with a 4 cylinder Optima, the KIA may have won 'Car of the Year.' At least in overall comparisons, it was in the top of the heap. I opted for the 6 cylinder, but most people would be just fine with the 4. I

even had a guy who worked for the local Toyota dealership (who drives Camry's and Avalons all the time) stay in the passenger seat and say, 'Man I don't want to get out of this thing. 'Nice ride.' Anyone who buys a mid-sized sedan and doesn't check out the Optima is making a mistake. I'm very very pleased with mine, and I'm extraordinarily picky."

Jeff A. (Lacey , Washington – February, 2007)

"My first impression after driving this vehicle was 'this is a Kia?' It felt solid and sure footed in any situation. Drives like a dream and is super quiet inside the cabin. It has good road feel and takes bumps and imperfections in the road with ease. Great fit and finish and the paint job is perfect. The 4-cyc. has plenty of power and good low-end torque for pulling into traffic. Cruises at high speeds with ease with very little engine noise. All-in-all, a very pleasant vehicle to drive."

Washington , District of Columbia – November, 2006

"I bought this 2006.5 Optima EX after owning(leasing)a 2006 Sonata LX.In all honesty,the Hyundai was a better car,but we wanted leather and a 4 Cyl.engine,and the Sonata didnt come that way. After much ado over a balky passenger seat air bag issue was resolved,the car seems to be pretty good.The engine sounds smooth and refined.The pick-up is excellent for that 4 cylinder engine.The gas meilage...well,the jury is still out.We have gotten anywhere from 20 to 29 MPG, and thats a bit of a disappointment.Ive been told that it will improve with more miles.We'll see. I do have an issue with some of the instruments.The trip computer doesn't have a MPG,which is really stupid.Isn't that the feature of most interest for most people?There is an outside temp.but no compass.It just lacks some features which could have easily been included.Having said all that,I hope to learn to appreciate the good points of the car,and ignore what I dont like,as it will be with me for a long,long time."

Allan B. (Kewanee , Illinois – December, 2006)