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\$3,000 - \$31,450 The 2018 Kia Optima is available in several trims: LX, S, LX Turbo, EX, and SX Turbo. The hybrid edition is available in Premium and EX trims, while the plug-in hybrid (PHEV) comes only in an EX variant. The 2018 Kia Optima price starts at \$3,000 and goes up to \$31,450, depending on trim, condition, and mileage. The 2018 Kia Optima makes a strong case for itself thanks to a potent blend of style, comfort, and value. This model year brings several notable updates, including a standard 7-inch touchscreen infotainment system across all trims. Safety features like blind-spot detection, rear cross-traffic alert, and rear parking assist are now standard equipment. The Optima also introduces a new S trim, offering sporty styling cues (like a rear spoiler) at a more accessible price point. With its range of powertrains, including efficient hybrid options, the Optima caters to various drivers seeking a well-rounded midsize sedan. Key Details Midsize sedan body style Five-passenger seating Multiple engine options: 2.4-liter, 1.6-liter turbo, 2.0-liter turbo, hybrid, and plug-in hybrid Six-speed automatic or seven-speed dual-clutch automatic transmission Front-wheel drive Benefits Sleek exterior design Spacious and well-appointed interior User-friendly infotainment system with standard Apple CarPlay and Android Auto A comprehensive suite of standard safety features Available hybrid and plug-in hybrid powertrains Competitive pricing and strong value proposition Learn More: How Long Do Kia Optimas Last? The Scoop On Its Longevity Fuel Economy Drivetrain Front Wheel Drive The 2018 Kia Optima offers a range of powertrain options to suit different driving preferences. The LX, S, and EX trims feature a 2.4-liter four-cylinder engine producing 185 horsepower and 178 lb-ft of torque, paired with a six-speed automatic transmission. This engine provides acceptable power for daily driving and offers a good balance of performance and fuel efficiency. The LX Turbo edition has a turbocharged 1.6-liter four-cylinder engine for those seeking improved fuel economy without sacrificing performance. This powerplant generates 178 horsepower and 195 lb-ft of torque and is mated to a seven-speed dual-clutch automatic transmission. The performance-oriented SX Turbo grade boasts a turbocharged 2.0-liter four-cylinder engine, producing a robust 245 horsepower and 260 lb-ft of torque. This engine is paired with a six-speed automatic transmission, delivering spirited acceleration and enhanced passing capability. For the efficiency-minded, the Optima Hybrid combines a 2.0-liter four-cylinder engine with an electric motor for a total system output of 192 horsepower. The Plug-in Hybrid variant offers the same powertrain with a larger battery, allowing for up to 29 miles of all-electric driving. All Optima models have front-wheel drive, which balances traction and fuel efficiency for most driving conditions. Safety The National Highway Traffic Safety Administration (NHTSA) awarded the 2018 Optima a top five-star overall safety rating. In addition, the Insurance Institute for Highway Safety (IIHS) named the 2018 Optima a "Top Safety Pick+" when equipped with upgraded headlights. This is the group's highest designation. Standard safety features across all 2018 Optima models include: Seven airbags, including a driver's knee airbag Electronic stability control (ESC) Vehicle stability management (VSM) Hill-start assist control (HAC) Tire pressure monitoring system (TPMS) Rear parking sensors The Optima also offers a comprehensive suite of advanced driver-assistance technologies, with many features now standard across all trims: Forward collision warning Automatic emergency braking Blind-spot monitoring with rear cross-traffic alert Adaptive cruise control Driving The 2018 Kia Optima offers a driving experience built around comfort and engagement. Its suspension balances comfort and sportiness, effectively absorbing road imperfections while maintaining good body control through corners. Ride quality is another Optima advantage. Road and wind noise are well-controlled, contributing to a quiet cabin environment, especially at highway speeds. With its sport-tuned suspension, the SX trim offers a slightly firmer ride without sacrificing comfort. The hybrid and plug-in hybrid models provide a smooth and quiet driving experience, with seamless transitions between electric and gasoline power. These variants offer an eco-focused driving mode that optimizes efficiency without significantly compromising performance. Interior The 2018 Kia Optima interior is well-designed and spacious, easily taking on other midsize competitors. Both rows feature welcoming headroom and legroom, while the driver's seat provides a commanding view of the road and easy access to all the controls. 2018 Kia Optima interior features available on various Optima trims include: Leather-appointed seating surfaces Panoramic sunroof Heated and ventilated front seats Heated steering wheel 12-way power-adjustable driver's seat with memory function Dual-zone automatic climate control Cargo space is noteworthy for a midsize sedan, with 15.9 cubic feet of trunk capacity. The 60/40 split-folding rear seats add versatility for carrying longer items. Technology The 2018 Kia Optima comes well-equipped with modern technology features. The standard 7-inch touchscreen UVO infotainment system includes Apple CarPlay and Android Auto integration. Key technology features, varying by trim, include: UVO connected services with navigation Harman Kardon premium surround sound system Wireless phone charging pad Proximity keyless entry with push-button start Surround-view monitor Head-up display (HUD) Fuel Economy The EPA fuel economy ratings for the 2018 Kia Optima vary depending on the powertrain and trim level. EPA estimates reflect: 2.4-liter four-cylinder / LX, S, EX FWD (mpg): 24 city / 34 highway / 28 combined 1.6-liter turbocharged four-cylinder / LX FWD (mpg): 28 city / 37 highway / 31 combined 2.0-liter turbocharged four-cylinder / SX FWD (mpg): 22 city / 31 highway / 25 combined 2.0-liter four-cylinder hybrid / EX, Premium FWD (mpg): 39 city / 46 highway / 42 combined 2.0-liter four-cylinder plug-in hybrid / EX FWD (mpg): 40 combined / 103 MPGe (miles per gallon equivalent) 2018 Kia Optima LX listings: 388 2018 Kia Optima EX listings: 149 2018 Kia Optima SX listings: 111 2018 Kia Optima LX 1.6T listings: 1120 2018 Kia Optima Premium listings: 0 Consumer reviews on Kelley Blue Book are generally positive for the 2018 Kia Optima, with an average rating of 4.1 out of 5 stars. The 2018 Optima gets particularly good grades for reliability, comfort, and styling. Reasons to Buy It Upscale exterior and interior design Premium cabin with ample room in both rows A long list of standard and available features Option for hybrid or plug-in hybrid powertrain Problems Base engine performance can feel lackluster compared to some rivals Fuel economy for non-hybrid models is good but not class-leading Some advanced features are reserved for higher trims Ride quality in SX models may be too firm for some drivers Resale value, while improving, may not match some competitors Explore: Kia Optima trim levels CoPilot's Take The midsize sedan market has narrowed to a handful of highly competitive players. Besides the Kia Optima, buyers can also consider the Toyota Camry, Honda Accord, Nissan Altima, and Hyundai Sonata. For the 2018 model year, the Ford Fusion and Chevrolet Malibu are also in the mix. The 2018 Kia Optima presents a compelling package in the midsize sedan segment, offering a blend of style, comfort, and value. Its standout features include a spacious and well-designed interior, numerous standard safety features, and various powertrain options to suit different preferences. The Optima holds its own by combining sharp looks, technology, and much value. For those looking for more engaging driving, a pair of turbocharged engine options will surely attract attention, as most competitors don't offer this. Add a hybrid and plug-in hybrid, and there's a Kia Optima for everyone. However, the Optima does have some drawbacks to consider. The base engine, while adequate, may feel underpowered compared to some rivals. Fuel economy in non-hybrid models, while competitive, isn't class-leading. Additionally, while the SX models offer engaging performance, their firmer ride may not appeal to every driver. 2018 Kia Optima 2.4L I4 Engine \$3,000 2018 Kia Optima 2.0L I4 Engine \$4,950 2018 Kia Optima 2.4L I4 Engine \$5,995 Yes, the Kia Optima is generally considered a good car, especially the 2018 model. It offers a compelling blend of style, comfort, and value. The Optima provides a spacious interior, good fuel economy (particularly in hybrid models), and a comprehensive list of standard features, including advanced safety technologies. However, like any car, it has pros and cons, and potential buyers should consider their specific needs and preferences when deciding. What engine is in the Kia Optima 2018? The 2018 Kia Optima offers several engine options, which can vary by trim: 2.4-liter four-cylinder (185 horsepower, 178 lb-ft of torque) 1.6-liter turbocharged four-cylinder (178 horsepower, 195 lb-ft of torque) 2.0-liter turbocharged four-cylinder (245 horsepower, 260 lb-ft of torque) Hybrid: 2.0-liter four-cylinder + electric motor (192 horsepower combined) Plug-in Hybrid: 2.0-liter four-cylinder + electric motor (202 horsepower combined) How long will a 2018 Kia Optima last? Depending on driving conditions, maintenance history, and individual vehicle usage, a 2018 Kia Optima can last 150,000 to 200,000 miles. Regular oil changes, following the recommended maintenance schedule, and addressing any issues promptly can help maximize the vehicle's lifespan. Is the 2018 Kia Optima fuel efficient? Yes, the 2018 Kia Optima is generally considered fuel-efficient, especially in its hybrid variants. The standard 2.4-liter engine achieves an EPA-estimated 28 mpg combined, while the 1.6-liter turbo improves this to 31 mpg combined. The hybrid model is especially efficient, with an EPA rating of 42 mpg combined. The plug-in hybrid variant offers even better efficiency, with an MPG rating of 103 in combined electric and gasoline operation. Check Out: Kia Optima Remote Start: The Full Rundown How Long Do Kia Optimas Last? The Scoop On Its Longevity Read More Kia Optima trim levels Read More Kia Optima Remote Start: The Full Rundown Read More The Kia Optima is one of Kia's most popular and most rewarded models available. Drivers admire the Optima for its impressive and innovative safety technology, upscale looks and efficient, yet powerful, engine options. New 2018 Kia Optima models have rolled into the showroom at Concord Kia, so now is the perfect time to take a closer look at everything a new Optima can offer! Check Out Our Inventory of New Kia Optima Models! 2018 Kia Optima Trim Levels and Features The 2018 Kia Optima is available in five trim levels. Each trim level features a unique set of standard and available features, as well as engine options. For more information regarding a specific trim level's standard and available features, contact a member of our knowledgeable team. With the 2018 Optima from Kia, you can choose up to 245 horsepower or up to 31 combined mpg, depending on your trim's engine option. Optima LX: 185-hp, 2.4-liter I4 - Starting MSRP: \$22,500 The LX features Blind-Spot Detection, Rear Cross-Traffic Alert, and Rear Parking Assist System, as well UVO with 7-inch touchscreen display compatible with Android Auto and Apple CarPlay. Optima S: 185-hp, 2.4-liter I4 - Starting MSRP: \$23,500 The S features LED Front Fog Lights, LED Sport Rear Combination Lamps, 17-inch alloy wheels and 10-way power-adjustable driver's seat. Optima LX 1.6T: 178-hp, 1.6-liter Turbocharged I4 - Starting MSRP: \$24,300 The LX 1.6T features a 7-speed Dual-Clutch Transmission (DCT), leather-wrapped steering wheel and gear shift knob, Rear-Camera Display and Rear Parking Assist System. Optima EX: 185-hp, 2.4-liter I4 - Starting MSRP: \$25,600 The EX features leather seat trim, Smart Key with Push-Button Start and Immobilizer, 12-way power-adjustable driver's seat with Integrated Memory System, Drive Mode Select, and Active Eco System. Optima SX: 245-hp, 2.0-liter Turbocharged I4 - Starting MSRP: \$30,500 The turbocharged SX features LED headlights with Dynamic Bending Light, LED interior lighting, panoramic sunroof, optional Autonomous Emergency Braking (AEB), Advanced Smart Cruise Control and Lane Departure Warning System. There's so much more the 2018 Kia Optima can offer drivers, but you'll have to get behind the wheel to experience it, yourself. At Concord Kia, you'll find an impressive inventory of 2018 models! Schedule a test drive of the 2018 Kia Optima at Concord Kia today! Home Kia Kia Optima 2018 Kia Optima Here's everything you need to know about each trim in the 2018 Kia Optima lineup. Compare pricing, specs, key features and more. See Pricing See Pricing See Pricing See Pricing See Pricing Fair Market Price Fuel Economy City 24/Hwy 34/Comb 28 MPG City 28/Hwy 37/Comb 31 MPG City 24/Hwy 34/Comb 28 MPG City 24/Hwy 34/Comb 28 MPG City 22/Hwy 31/Comb 25 MPG Fuel Type Horsepower Engine Cargo Volume Cylinders 44444 Torque Turning Circle Curb Weight Blind-Spot Alert Collision Warning System Child Seat Anchors Child Door Locks Traction Control Surround View Camera Bluetooth Wireless Technology Cruise Control Remote Keyless Entry Remote Engine Start Smartphone Interface Proximity Sensing Keyless Entry Push-Button Engine Start Hands Free Phone Bluetooth Wireless Technology Satellite Radio Remote Control Liftgate/Trunk Release Remote Keyless Entry Cruise Control Heated Mirrors Heated Steering Wheel Integrated Garage Door Opener Torque Leather Seats Folding Rear Seat Dual Power Front Seats Power Driver's Seat Leather-Wrapped Steering Wheel Power Outlet Power Windows Rear Window Defroster Steering Wheel Controls Tilt Steering Wheel Cup Holder Count Alloy Wheels Fog Lights Panorama Moon Roof Power Folding Exterior Mirrors Rear Spoiler Alarm System Drivetrain Dual-Clutch Automatic Transmission Hill Start Assist Recommended Fuel Stability Control Transmission Type Dimensions, Weights & Capacities Curb Weight EPA Total Interior Fuel Capacity Front Head Room Front Leg Room Minimum Ground Clearance Overall Length Front Shoulder Room Turning Diameter Wheel Base Width with mirrors It depends on your definition of powerful. The 2018 Optima ranges in power from the LX Turbo Sedan 4D with 178 horsepower to the SX Turbo Sedan 4D with 245 horsepower. For a more detailed look at the 2018 Optima specs, features and options check out Kelley Blue Book's 2018 Kia Optima specs page. The 2018 Optima ranges in power from the LX Turbo Sedan 4D with 178 horsepower to the SX Turbo Sedan 4D with 245 horsepower. For a more detailed look at the 2018 Optima specs, features and options check out Kelley Blue Book's 2018 Kia Optima specs page. The 2018 Kia Optima comes in 5 different trims, ranging from the LX Sedan 4D with a base MSRP of \$9,855.00 to the SX Turbo Sedan 4D with a base MSRP of \$14,516.00. For an in-depth side-by-side breakdown of all the 2018 Optima specs, features and options by trim level, check out Kelley Blue Book's 2018 Kia Optima specs page. 2018 Kia Optima features include AM/FM Radio, Bluetooth Wireless Technology, and Child Door Locks. For a full list of All 2018 Optima trims and their respective features and specs compared side-by-side, check out Kelley Blue Book's 2018 Kia Optima specs page.