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2013 Kia Optima LX



Exterior Color: Remington Red Metallic
Mileage: 26,586



Stock #: 3869
VIN: 5XXGM4A78DG165353

Engine: 4 Cylinder Engine
Transmission: Automatic
Drive Train: FWD

Equipment:

- | | | |
|-----------------------------------|--------------------------------|---------------------------|
| • CD Player | • iPod/MP3 Input | • Bluetooth |
| • Satellite Radio | • Aluminum Wheels | • MP3 Player |
| • Keyless Entry | • Child Safety Locks | • Steering Wheel Controls |
| • Heated Mirrors | • Electronic Stability Control | • Alarm |
| • Bucket Seats | • 4-Wheel ABS | • 4-Wheel Disc Brakes |
| • Tire Pressure Monitoring System | • Trip Computer | • Side Head Air Bag |
| • Rear Head Air Bag | • 6-Speed A/T | • A/C |
| • Passenger Air Bag | • Driver Air Bag | • Fog Lamps |

JDPower.com Ratings:

- | | |
|---|---|
| • Initial Quality Survey (IQS) Overall Rating  | • Automotive Performance, Execution and Layout (APEAL) Overall Rating  |
|---|---|

Expert Reviews:

Edmunds.com: The 2013 Kia Optima is one of our top picks for a midsize sedan. With evocative styling, strong engine choices and a long list of features, it's easy to see why.

newCarTestDrive.com: Interior appointments and materials in all Optima models are handsome, generous, and of high quality for the class. Beautiful leather adorns the dashboard and seating, comfortable with firm support, including the rear.

KBB.com: Costing no more than a comparably-equipped Toyota Camry or Honda Accord, the Optima for 2013 outshines its competition with stunning good looks, compact car-like fuel economy, a great warranty and ever-improving resale figures.

CarAndDriver.com: Classy styling, spacious interior, excellent ergonomics, good base powerplant, quick turbo engine, good fuel economy.

Ad Preview:

LX trim. JUST REPRICED FROM \$16,477, FUEL EFFICIENT 35 MPG Hwy/24 MPG City! iPod/MP3 Input, Bluetooth, Satellite Radio, CD Player, Alloy Wheels, Overhead Airbag, NO ACCIDENTS - Clean AutoCheck / CarFax Report. CLICK ME!=====KEY FEATURES INCLUDE: CD ...

Your Price \$16,077

360° Pricing Analysis

(AS OF 2/11/2015)

YOUR PRICE IS:



NADA Retail Value

\$17,225

\$1,148

Below NADA Retail Value



Market Average Internet Price

\$16,103

\$26

Below Market Average Internet Price

Comparison Cars in Market:

Vehicle	Color	Mileage	Certified?	Internet Price	Your Price Savings:
2013 Kia Optima Sedan LX	White	36,327	✓	\$18,995	You save \$2,918
Every Rosen vehicle comes with car washes for life! For as long as you own your car you can bring it to us once a week for a complimentary car wash. A					
2013 Kia Optima Sedan LX	Red	17,097		\$18,950	You save \$2,873
No ad preview found.					
2013 Kia Optima Sedan LX	Silver	15,770	✓	\$18,590	You save \$2,513
Kia Certified Pre-owned vehicle. Rigorous 150 point inspection conducted by a Kia factory trained technician. Certified Limited warranty 10 years /100					
2013 Kia Optima Sedan LX	Black	39,146		\$18,465	You save \$2,388
DynamicComments]					
2013 Kia Optima Sedan LX	Silver	18,738	✓	\$18,297	You save \$2,220
Carfax One Owner! OIL CHANGED, AND MULTI-POINT INSPECTED! Bluetooth, and Keyless Entry. Looks Fantastic! Certified! Low miles with only 18,738 miles!					
2013 Kia Optima Sedan LX	Gray	10,940		\$17,999	You save \$1,922
No ad preview found.					
2013 Kia Optima Sedan LX	Gray	12,178	✓	\$17,995	You save \$1,918
Calling all enthusiasts for this sleek and powerful certified 2013 Kia Optima LX. Savor quick shifting from the Automatic transmission paired with thi					
2013 Kia Optima Sedan LX	Gray	38,172	✓	\$17,794	You save \$1,717
This one is KIA Factory Certified giving you the balance of a 10 year/100,000 mile powertrain warranty, 10 years UNLIMITED mileage Roadside assistance					
2013 Kia Optima Sedan LX	Silver	25,455		\$17,592	You save \$1,515
I'm what you call a smooth operator and you'll love every minute with me! I promise to show you off everywhere we go* Ready for anything!!! CARFAX 1 o					
2013 Kia Optima Sedan LX	Gold	39,155		\$17,545	You save \$1,468
Beige w/Cloth Seat Trim. Reset your outlook from the comfy seats. Unparalleled sightlines. Your quest for a gently used car is over. This great-lookin					

JDPower.com Power Circle Ratings

Power Circle Ratings (the Ratings) are developed by J.D. Power and Associates for JDPower.com. All Ratings are based on the opinions of consumers who have actually used or owned the product or service being rated. Since the Ratings are based on J.D. Power and Associates research studies that survey a representative sample of owners, they are indicative of what typical buyers may experience.

High ratings for a particular product/service/company do not necessarily mean that every customer will have a positive experience. It simply indicates that, on average, consumer perceptions of the product/service/company indicate that it stands out when compared with competitive products/services/companies.

Expert Reviews

Expert Reviews are excerpts from reviews and automotive awards from sites across the internet. The sites include newCarTestDrive.com, Edmunds.com and other similar sites.

The positive Expert Reviews are only excerpts of the full article or review. The full article may contain additional comments, both positive and negative, regarding the vehicle. For a more complete understanding of the scope of the review, you should read the entire review or award, which can be obtained from the referenced site.

NADA Used Car Guide - Retail Value

Actual valuations for 2013 Kia Optima LX with 26,586 miles will vary based upon optional equipment selected by the dealer, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. The specific information required to determine the value for this vehicle is based on your dealer's location, state - WI , for February and NADA Used Car Guide. NADA Used Car Guide vehicle valuations may vary from vehicle to vehicle. While the NADA Used Car Guide does take into account many variables related to the vehicle beyond make, model and geographic location, it does not account for the particular condition or circumstances of this vehicle which could cause the value of the vehicle to vary significantly from the NADA Used Car Guide - Retail Value.

Edmunds True Market Value (TMV)

Actual valuations for 2013 Kia Optima LX with 26,586 miles will vary based upon optional equipment selected by the dealer, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. Edmunds TMV price is an estimate of the current average selling price transactions for 2013 Kia Optima LX with 26,586 miles based on optional equipment and vehicle color based on your dealer's location, zipcode - 53221. Edmunds TMV vehicle valuations may vary from vehicle to vehicle. While the Edmunds TMV does take into account many variables related to the vehicle beyond make, model and geographic location, it does not account for the particular condition or circumstances of this vehicle which could cause the value of the vehicle to vary significantly from the Edmunds True Market Value.

Average Market Price

Average Market Price is calculated based on sampling of listings based on your dealer's zipcode, 53221. The source of the listings is third-party sites and dealer websites containing preowned and new vehicles. Average Market Price values may vary from vehicle to vehicle. Actual valuations for 2013 Kia Optima LX with 26,586 miles will vary based upon selected optional equipment, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. While the average market price is an average of similar 2013 Kia Optima LX and 100 miles radius from dealership, based on your dealer's zipcode (53221), the average can include vehicles with different trims, mileage ranges and dissimilar vehicle equipment. The sample of market listings may not represent all relevant vehicles available in the area searched.

Comparison Cars in Market

Comparison Cars in Market is created based on a select set of dealer classified listings from over forty thousand dealers nationally. The source of the listings is third-party sites and dealer websites containing preowned and new vehicles. While comparison cars are from similar vehicles based on year, manufacturer, model and 100 miles radius from dealership, based on your dealer's zipcode (53221), the comparison can include different trims, mileage ranges and dissimilar vehicle equipment. The dealer has full discretion in selecting the comparison cars, and may choose vehicles with different levels of trim and additional optional equipment. As a consequence, the comparison cars may not be comparable to the vehicle you are considering. The Comparison Cars in Market are based on the sample market listings available from various Internet data sources and may not represent all relevant vehicles available in the area searched.

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