

SOUL 2013



A passion for excellence.

Whether it's a watch, a suit, a dress, a smartphone or an automobile, design is what grabs your attention and distinguishes one brand from another.

Since 2006, when celebrated European automotive designer Peter Schreyer joined Kia as its Chief Design Officer, the look of Kia has taken on a whole new, dynamic dimension that has garnered over 30 design awards in competitions around the world. Honoured by Automobile Magazine with its prestigious "2012 Man of the Year" award, Schreyer says, "A car is a dynamic object. And I think it needs to show that it is a dynamically moving object."

Peter Schreyer,
Chief Design Officer



Evolution by revolution.

Forget about trying to define the 2013 Kia Soul. It's a leap ahead. All-modern styling with a wide, confident stance and available front LED accent lights and LED taillights that set it apart from the rest. Simply put, in a world where one car looks exactly like another, there's no comparison to Soul.

Soul is about being unique, expressing your personality and never surrendering to Bland. Soul is different, looks different and is backed by a worry-free 5-year/100,000 km comprehensive warranty.¹



**TOP
SAFETY²
PICK 2012**
INSURANCE INSTITUTE
FOR HIGHWAY SAFETY



QUICK OFF THE LINE

Soul 2u and 4u models all come with a responsive 2.0-litre, 164-horsepower engine that jumps when you say "Jump!" and still delivers exceptional fuel economy.



SOLID FOUNDATION

Soul features unibody construction, which provides the solid foundation that allows its independent MacPherson strut front suspension system and rear torsion beam axle to deliver an optimized blend of ride quality and handling agility.



EASY ON GAS

Fuel economy and confident performance come together in the standard 1.6-litre, 138-horsepower gasoline direct injection (GDI) four-cylinder engine on the Soul 1.6L, with its impressive 6.5L/100 km highway and 8.1L/100 km city fuel economy rating.¹⁵



CITY SMART

Soul 2u ECO features Idle Stop & Go (ISG) technology⁴ that saves fuel in city driving by automatically shutting off the engine when the car comes to a complete stop and then restarting it when you take your foot off the brake pedal.



PEACE OF MIND

All Soul models come with a full complement of standard safety systems, including six airbags, four-wheel anti-lock disc brakes, a Traction Control System (TCS), Electronic Stability Control (ESC) and Vehicle Stability Management (VSM).

Free-thinking interior design.

Choose a Soul and you can look forward to some pleasing interior looks in cloth and leather trim - whatever suits your taste and personality. With finely detailed finishes, Soul becomes your very own fashion statement.



60/40 SPLIT FOLDING REAR SEATS. Split-folding rear seats give you the flexibility to conveniently carry passengers or cargo - or both! - depending on your needs.



POWER SUNROOF. Soul 4u models come with a standard power sunroof that lets you enjoy the pleasure of open-air driving and adds to the sense of roominess inside the cabin.



HEATED FRONT SEATS. All Soul models are equipped with heated front seats to provide ultimate comfort in cold Canadian winters.



REAR STORAGE TRAY. A hidden tray under the cargo floor helps keep loose items neatly organized and out of sight.





Soul is loaded with standard comfort and convenience features, including Bluetooth® hands-free cell phone connectivity,⁵ a power one-touch express down driver's window and steering wheel-mounted audio controls.

Tons of space and features.

Soul's ergonomic controls and easy-to-read gauges are the picture smart design, leaving you free to focus on the road and enjoy your drive.



PUSH-BUTTON START. There's no need to fumble for your keys when you have the luxury of a keyless push-button ignition switch - standard on the Soul 4u Luxury model.



MOOD LAMP SPEAKERS. Soul 4u models come with unique LED mood lamp speakers that let you match the brightness and sensitivity of the lights to your mood and music.



AUXILIARY AND USB PORTS. For your listening enjoyment, all Soul models come with standard AUX and USB audio ports that let you connect a USB drive, iPod® or other digital music player directly to the audio system.



PREMIUM AUDIO. Soul 4u models feature the bold sound of an eight-speaker AM/FM/CD/MP3 Infinity® audio system.¹⁴ SiriusXM™ Satellite Radio⁷ is standard on 2u and 4u trim levels.



KEEP IT COOL. Air conditioning is standard on Soul 2u and 4u models and available on the Soul 1.6L. Enjoy the set-and-forget comfort of automatic climate control as a standard Soul 4u Luxury model feature.



SIX-SPEED TRANSMISSIONS. Soul is available with two fuel-efficient transmissions - a smooth-shifting, six-speed manual with a reverse gear lockout mechanism and six-speed Steptronic® automatic with manual shift mode.

It's called "Soul" for a reason.

Think of the Soul as your personal canvas with unique colours to choose from, and plenty of optional accessories - like aluminum door sill plates, all-weather floor mats and roof-top ski, snowboard and bike carriers. It's your masterpiece.



PROJECTION HEADLIGHTS
These bright headlights - standard on the Soul Luxury model - include integrated light-emitting diode (LED) daytime running lights and turn signals.



LED COMBINATION TAILLIGHTS
Soul 4u Luxury is distinguished by its LED lighting that encircles the centre light cluster for a standout nighttime appearance.



SIGNATURE GRILLE
Kia's signature grille blends seamlessly with Soul's distinctive front-end styling for a luxurious yet no-nonsense look.

Your wish is UVO's command.

UVO Powered by Microsoft® is a voice-activated infotainment system that puts you in command of all your onboard media – radio, CD, digital jukebox, USB drive and MP3 player – and your Bluetooth®-enabled cell phone. Developed on the Windows® Embedded Automotive platform, UVO also features an intuitive touch screen and Microsoft's advanced voice activation technology that actually recognizes individual speech patterns and voice inflections for greater accuracy.

“what’s playing?”

“browse podcasts”

UVO
Powered by Microsoft®



COLOUR TOUCH SCREEN

A vivid 4.3-inch colour LCD touch screen delivers direct access to radio stations, music on your MP3 player or USB media drive as well as your phonebook from a compatible cell phone.



ADVANCED VOICE CONTROL

Microsoft's speech technology responds quickly to your voice and can learn multiple users' accents. So even with Soul's multiple music-source options, finding a song is as easy as saying its title.



DIGITAL JUKEBOX

UVO itself holds up to 700 megabytes of your favourite music. The system lets you load your tunes into personal MyMusic folders and sort them by either title or artist.



REAR CAMERA DISPLAY¹⁰

Whenever you shift into reverse, an image from an integrated rear-facing camera is displayed on the UVO screen. It lets you see things behind your vehicle that you might not see by looking over your shoulder.

“Sirius channel 22”

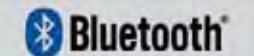
“call Jason”

“play alt-rock from jukebox”

“add to favourites”



Delivering 120 channels of some of the best programming available, SIRIUSXM⁷ is The Best Radio on Radio. Home of 100% commercial free music, news, talk, entertainment, traffic, weather and data, SIRIUSXM also broadcasts live play-by-play as the Official Satellite Radio Partner of the NFL, NASCAR, NBA and NHL. To find out more about SIRIUSXM Satellite Radio, speak to your Kia dealer or visit www.siriusxm.ca



The 2013 Soul is equipped with standard Bluetooth^{®5} wireless technology to provide hands-free calling connectivity with Bluetooth-enabled cell phones.

With confidence comes understanding.

Soul's active safety systems are engineered to help you avoid collisions and its occupant protection technologies are designed to help minimize injuries when a collision is unavoidable. Dual front airbags, front seat-mounted side airbags and side curtain airbags for both front and rear seating positions are managed by an advanced sensor system.¹¹ Standard active front headrests help protect against whiplash injuries in certain collisions. Soul wraps all of this – and you – in a protective, high-strength, steel-reinforced body.



AIRBAG & SEAT-BELT SENSORS. Special onboard sensors measure the severity of a crash impact and determine whether the front seat occupants are wearing their seat belts. Within milliseconds, this information is used to determine and trigger an optimal level of airbag inflation.¹¹



ELECTRONIC STABILITY CONTROL
ESC monitors Soul's response to your throttle and steering inputs in tight corners and evasive-manoeuve situations. If and when input and response are out of sync, ESC briefly takes over to restore stability through precise brake and engine-control interventions.



VEHICLE STABILITY MANAGEMENT
VSM adds steering direction control capability, assisting when appropriate to further stabilize the vehicle. It helps you regain control and return the vehicle to its intended path.



HILL-START ASSIST CONTROL
To help keep you from rolling backward when starting off on a steep hill, HAC automatically maintains braking pressure for up to two seconds after you take your foot off the brake pedal – enough time for engine power to move you forward.



ANTI-LOCK BRAKING SYSTEM
ABS provides the foundation for Soul's active safety systems. It helps provide greater vehicle control when stopping in difficult conditions, such as wet, slippery or snow-covered roads.



FRONT ACTIVE HEADRESTS
In the event of certain rear collisions, Soul's active front headrests move forward, helping to reduce the likelihood of whiplash injuries.



LATCH SYSTEM
Soul is equipped with an industry-standard LATCH (Lower Anchors and Tethers for Children) safety system that makes it easier to securely install a compatible child safety seat in either of the rear outboard seating positions.

REINFORCED BODY STRUCTURE
Soul's side doors are reinforced with steel beams to help absorb impact energy and deflect it away from passengers. The A and B pillars (front and middle support pillars) are also reinforced to help strengthen the body structure.

2, 11. See endnotes for details.

FEATURES

Exterior	1.6L	2.0L 2u	2.0L 4u	2.0L 4u Luxury
15" steel wheels with full covers	●	–	–	–
16" alloy wheels	–	●	–	–
18" machined finish alloy wheels	–	–	●	●
15" tires P195/65R15	●	–	–	–
16" tires P205/55R16	–	●	–	–
18" tires P235/45R18	–	–	●	●
Tire mobility kit	●	ECO	–	–
Temporary spare tire	–	●	●	●
Sport-tuned suspension	–	–	●	●
Power tilt and sliding sunroof	–	–	●	●
Roof rails	–	●	●	–
Rear spoiler	–	–	–	●
Fog lights	●	●	●	●
Projection headlights	–	–	–	●
LED daytime running lights	–	–	–	●
LED taillights	–	–	–	●
Dual power, heated, body-coloured side mirrors	●	●	●	●
Dual power folding side mirrors	–	–	–	●
Side mirror integrated turn signal	–	●	●	●
Body-coloured outside door handles	●	●	●	●
Deep tint privacy glass	●	●	●	●
Body coloured bumpers	–	–	●	●
Front & rear mud guards	●	●	●	●

Safety

Dual front impact advanced airbags	●	●	●	●
Dual front seat-mounted side impact airbags	●	●	●	●
Dual curtain airbags	●	●	●	●
Anti-whiplash active front headrests	●	●	●	●
4-wheel disc brakes with anti-lock braking system (ABS)	●	●	●	●
Electronic stability control (ESC)	●	●	●	●
Traction control system (TCS)	●	●	●	●
Hill assist control (HAC)	●	●	●	●
Vehicle stability management (VSM)	●	●	●	●
Rear window defroster	●	●	●	●
Variable intermittant front wipers	●	●	●	●
Rear wiper and washer	●	●	●	●
Rear child safety door locks	●	●	●	●
Rear seat lower anchors and tethers for children (LATCH)	●	●	●	●
Rear seat height adjustable headrests	●	●	●	●
Impact-sensing auto door unlock	●	●	●	●

● = Standard ○ = Available – = Not Available AT = With automatic transmission ECO = 2u ECO trim.

Comfort & Convenience	1.6L	2.0L 2u	2.0L 4u	2.0L 4u Luxury
Air conditioning	○	●	●	●
Automatic climate control	–	–	–	●
External temperature gauge	●	●	●	●
Idle Stop and Go technology ⁴	–	ECO	–	–
Power door locks	●	●	●	●
Smart Key with push button start	–	–	–	●
Remote keyless entry system with panic function	–	●	●	●
Rearview back-up camera ¹⁰	–	–	●	●
AM/FM/CD/MP3 stereo with 4 speakers	●	●	●	●
Premium Infinity™ audio (including centre dash-mounted speaker, cargo-mounted subwoofer and external amplifier) ¹⁴	–	–	●	●
Dash-mounted tweeter speakers	–	●	●	●
Steering wheel mounted audio controls	●	●	●	●
SIRIUSXM satellite radio (includes three trial months) ⁷	–	●	●	●
Audio input jacks – AUX & USB	●	●	●	●
Bluetooth® hands-free cell phone connectivity ⁵	●	●	●	●
Soul speaker LED mood lamps	–	–	●	●
In-dash navigation system ¹²	–	–	–	●
UVO infotainment system ⁸	–	–	●	–
iPod® cable ⁶	–	–	–	●
Power windows with one-touch driver's express down	●	●	●	●
Dual front cupholders	●	●	●	●
Steering wheel mounted cruise control	–	●	●	●
Active ECO system	AT	AT	●	●
Remote fuel door release	●	●	●	●
Low washer fluid warning indicator	●	●	●	●
Rear cargo under-floor storage tray	●	●	●	●
Luggage screen cover	–	–	–	●
Cargo tie-down anchors/cargo net hooks	●	●	●	●
Trip computer	●	●	●	●
Cargo area net	–	●	●	●

Seating & Trim

Black cloth seats	●	–	–	–
Black cloth seats with "Soul" pattern inserts	–	●	●	–
Leather seats	–	–	–	●
Soul pattern door trim	–	●	●	–
Heated front seats	●	●	●	●
6-way adjustable driver's seat including height adjuster	●	●	●	●
60:40 split folding rear seat	●	●	●	●
Driver's seat armrest ¹³	AT	AT	●	●
Leather-wrapped steering wheel & gear shift knob	–	–	●	●
Manual tilt and telescopic steering column	●	●	●	●

SPECIFICATIONS

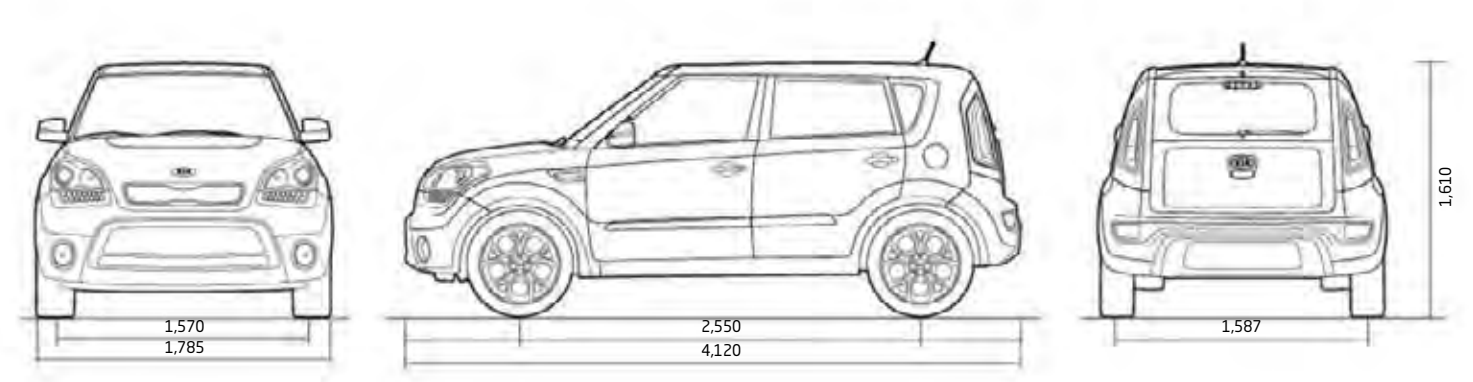
Engine	1.6L	2.0L
Type	1.6L, GDI (Gamma) 4-cylinder, aluminum block and head	2.0L, MPI (Nu) 4-cylinder, aluminum block and head
Valve train	DOHC, 16 valve, Dual-cam Variable Valve Timing (CVVT)	DOHC, 16 valve, Dual-cam Variable Valve Timing (CVVT)
Horsepower	138 hp @ 6,300 rpm	164 hp @ 6,500 rpm
Torque	123 lb.-ft. @ 4,850 rpm	148 lb.-ft. @ 4,800 rpm
Compression ratio	11.0:1	10.3:1
Fuel management	Active ECO system ³	Active ECO system ³
Emission rating	Ultra Low Emission Vehicle (ULEV-II)	Ultra Low Emission Vehicle (ULEV-II)
Transmission	6-speed manual; Available 6-speed Steptronic automatic	6-speed manual; Available 6-speed Steptronic automatic

Dimensions, mm (in.)









Wheelbase	2,550 (100.4)
Length	4,120 (162.2)
Width	1,785 (70.3)
Height	1,610 (63.4)
Height with roof rails	1,660 (65.4)
Head room (front/rear)	1,020/1,005 (40.2/39.6)
Shoulder room (front/rear)	1,403/1,400 (55.2/55.1)
Leg room (front/rear)	1,070/990 (42.1/39.0)
Hip room (front/rear)	1,353/1,339 (53.3/52.7)

Curb Weight, kg (lb.)	1.6L	2.0L
Manual transmission	1,186–1,220 (2,614–2,689)	1,228–1,273 (2,707–2,806)
Automatic transmission	1,220–1,254 (2,689–2,764)	1,260–1,353 (2,777–2,982)

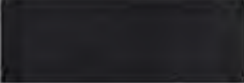
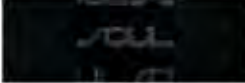
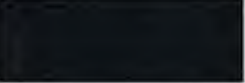
DIMENSIONS, mm



EXTERIOR COLOURS

			
Bright Silver (M) C/S/L	Polar C/S/L	Molten C/S/L	Onyx (P) C/S/L
			
Vanilla Shake S	Mint (P) S	Denim (M) S	Titanium (M) S

INTERIOR COLOURS

		
Black Cloth (C)	Soul Cloth (S)	Leather (L)

M = Metallic, P = Pearl, C = Black Cloth, S = Soul Cloth, L = Leather
The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

WHEELS

	
15" steel wheel with full cover	16" Alloy wheel
	
18" Alloy wheel	

ACCESSORIES

		
Sport Visors	Hood Deflector	Sport Spoiler

Kia Genuine Parts and Accessories are engineered by Kia and installed by professionals at your Kia dealer. For more information on the full line of available Genuine Kia Parts and Accessories, see your local Kia dealer, visit www.kia.ca or call 1-877-542-2886.

GET THE POINTS

Kia Member Rewards is an exclusive rewards program for Kia customers. As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia dealer. Those Reward Points can be redeemed for discounts on future purchases – including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.



- Kia Member Rewards No-Charge Benefits include:**
- Fuel fill-up with the delivery of your new Kia vehicle
 - Local shuttle service
 - Multi-point vehicle inspection with every service visit
 - Windshield washer fill-up with every paid service
 - Windshield wiper installation with wiper purchase
 - Preferential rates on car rentals, nationwide
 - 24/7 Roadside Assistance for your vehicle under Kia's 5-year/100,000 km warranty or Certified Pre-Owned warranty
 - Email notification of exclusive Kia specials and events – a great way to earn Reward Points and save on future purchases

Become a Kia Premium Rewards Member:
Ask your Kia Dealer how you can enjoy even more benefits.

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

ENDNOTES

1. The Kia 5-year/100,000-km warranty includes various warranties and roadside assistance. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to kia.ca.
2. IIHS "Top Safety Pick" rating for 2012 Soul; rating for 2013 model was not available at time of publication.
3. Automatic transmission models only.
4. Available on 2u ECO trim with automatic transmission.
5. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. A compatible Bluetooth wireless technology-enabled cell phone is required to use Bluetooth hands-free wireless technology.
6. iPod® is a registered trademark of Apple Inc. iPod cable not required with UVO. Standard on Soul 2.0L 4u Luxury; available as an accessory for all other Soul models.
7. SIRIUSXM logo and related marks are trademarks of SIRIUSXM Satellite Radio Inc. Service available in the 10 provinces and 3 territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after 3 trial months.
8. Microsoft® is a registered trademark of Microsoft Corporation in Canada and/or other countries. Failure to pay attention to travel conditions and vehicle operation while the vehicle is in motion could result in loss of vehicle control. Operate the UVO system, even with voice commands, only when it is safe to do so.
9. Windows® is a registered trademark of Microsoft Corporation.
10. The rear camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.
11. For maximum protection, always wear your seat belt.
12. When equipped with the navigation system, the vehicle's Bluetooth® and navigation technology only recognizes English voice prompts.
13. Automatic transmission models only.
14. Infinity® is a registered trademark of Harman International Industries, Incorporated.
15. With manual transmission. Actual fuel consumption may vary. This estimate is based on the Government of Canada's approved criteria and testing methods. Refer to the Government of Canada publication EnerGuide Fuel Consumption Guide. See kia.ca for fuel economy estimates.



WE'VE GOT YOU COVERED.

At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with one of the best warranties in the industry.

- Our outstanding warranty coverage includes:**
- 5-year/100,000 km – Worry-free comprehensive warranty covering virtually the entire vehicle¹
 - 5-year/100,000 km – Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts¹
 - 5-year/100,000 km – Roadside assistance covers you in case of mechanical breakdown anywhere in North America¹
 - 5-year/unlimited km – Anti-perforation warranty on body sheet metal defects in material/workmanship¹

For more information visit kia.ca or call 1-877-542-2886



The Power to Surprise



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