



The Power to Surprise

All-new

SOUL



THE CITY COMES ALIVE

With a sleeker shape and cutting-edge technology, the all-new Kia Soul is designed to help you explore urban living with confidence and creativity. It greets the day with energetic poise, funky style, and a focused intensity that comes across from the get-go.

All-new **soul**

A PROFILE WITH A PURPOSE

With its long hood, raked windshield pillars and back-sloping roof, the shapely new Soul offers improved aerodynamics outside and ample roominess inside.



URBAN MOBILITY. AMPLIFIED.

Vertically oriented rear lights give the Soul an exciting, space-age look, while the broader lower structure emphasizes the Soul's agile and balanced character.



INVENTIVE FROM EVERY ANGLE

With its dynamic stance, the Soul is ready for fun, poised for action, and extremely stable. It looks exactly like what it is: A reliable source of inspiration that is up for whatever challenge the day throws its way.



Engaging front styling Expressing focused attention, the front styling combines slim, high-mounted daytime running lamps, broadly spaced headlights, a compact signature grille, and pleasingly utilitarian fog lamps and air intakes.



Smooth rear contours Vertical rear lamps flank the tailgate, covering a wide area for maximum visibility and a futuristic look, while the broad bumper gives the Soul a stable stance.



Futuristic headlamps With high-positioned headlamps that wrap around to each side, the front of the Soul appears alert and energetic, while narrow DRLs convey sleek precision.



True design character The larger, uniquely shaped quarter windows behind the rear doors are framed by pillars resembling airplane wings and offer a broader view along with intriguing style.

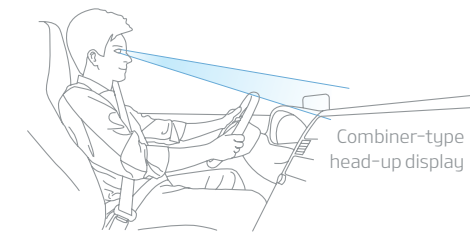


VERY EASY ON THE EYES

The gracefully rounded dashboard and console present what you need to know with savvy simplicity. A glance here. A finger tap there. Your eyes stay on the road. The Soul is smart about keeping you clued in, without clutter.

WHERE SOUND MEETS VISION

The dashboard contours are inspired by sound waves, while there's also new heads-up display technology. And the audio and visual worlds combine with built-in, colored mood lighting synced to the music.



8-inch HUD The head-up display projects an image equivalent to an 8" screen onto the windshield. Your eyes stay on the road as you monitor speed, remaining distance to empty, cruise control, and DRIVE WISE technology data.

7-inch display audio The 7" touchscreen audio system combines rearview camera display, USB connectivity, phone compatibility, and Radio Data System (RDS) capability.

4.2-inch supervision cluster Get crucial vehicle and driving information from this multi-tasking, multi-language LCD screen between the tachometer and the speedometer, just below your line of sight.

Wireless smartphone charger Charge a compatible mobile phone wirelessly on the pad at the front of the center console. An orange light indicates charging in progress while green indicates a full charge.

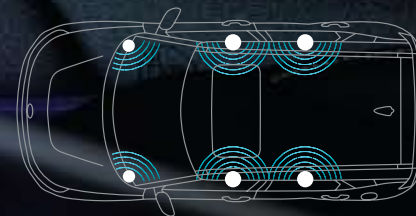
Sound mood lighting system

Your Soul can feel like a mobile music festival with the Sound Mood Lighting system. In mood mode, surfaces on the doors and dashboard glow in colors that change at regular intervals. In music mode, they pulsate, synced in time to the music, to add visual warmth to the listening experience.

Using the LCD touchscreen, you can choose from up to 8 glow-only modes and 6 theme modes as well as adjust the intensity of the lighting.

6 theme choices

- Party time
- Traveling
- Café
- Romance
- Horror movie
- Hey! Yo!



Dynamic sound system Featuring four door-mounted speakers and two dash-mounted tweeters, the audio system is designed to deliver rich, high-fidelity sound to all occupants, with special attention paid to high-end frequencies for the driver and front passenger. Cabin contours and materials help to preserve sound quality.





YOUR VERY OWN BUBBLE OF COMFORT

Step inside the Soul and you'll immediately sense the spaciousness. There's room to stretch and ample space for cargo thanks to more rear seat legroom, supportive seats for everyone, and doors and dashboard that are designed to stay out of the way.

Single sunroof A sturdy single-panel power sunroof tilts and slides out of the way with one simple touch, bringing a refreshing breeze and an open sky to the Soul's roomy interior.

Easier in and out A new seat cushion height and a greater distance between the cushion and the top of the door opening make it easier than ever to get in and out of the Soul.



COMFORT IS PARAMOUNT

The Soul offers remarkable cargo flexibility, and appealing seating choices too. If you plan to spend a significant amount of time in your Soul, why not choose seats and features that take the ordeal out of the drive?



Air-ventilated front seats & seat warmers Subtle perforations in both the cushion and the seatback of the front seats promote cool, soothing airflow. On cold days, find comfort from the front seat warmers, which begin heating as soon as the ignition is turned on and reduce their intensity over time.

8-way driver's & front passenger power seat / Driver's lumbar support Electrically adjustable power front seats give you more ways to find a perfect fit, and to easily readjust when necessary. Lumbar support offers the driver relief throughout the journey.



60:40 split folding rear seats



Dual-level luggage board

66.4^{cu} luggage capacity
(with board lowered)

The cargo space features an easy lift over opening, and the floorboard can be set higher to conceal items, or lower to offer more cargo volume. The rear seat backs split 60/40 and fold forward to expand the cargo area into the cabin.

HIGH-TECH ON THE LOOKOUT

DRIVE WISE is Kia's ADAS (Advanced Driver Assistance System) sub-brand that's all about improving driving pleasure and safety. Using advanced sensor and processing technology to reduce tedium and stress, DRIVE WISE features let you focus on enjoying the drive.



Safety

DRIVE WISE recognizes surrounding risk factors at an early stage. Its intrinsic alarm system is designed to improve safety by pre-emptively reducing the risk of accidents through timely interventions.



Convenience

DRIVE WISE provides customized information based on analysis of surroundings and the driver's actions. The goal is to prevent undesirable operation, guarantee the driver's autonomy and maximize convenience.



Efficiency

DRIVE WISE is dedicated to supporting more efficient driving in ways that respect the driver's time and economic interests.

**DRIVE
WISE**

Blind-Spot Collision Warning (BCW) Using radar technology, BCW monitors your sides and rear and warns you if it detects a vehicle approaching into your blind spot from behind or adjacent lanes of travel. The system issues visual alerts on the side mirror and an audible alert.

Rear Cross-Traffic Collision Warning (RCCW) As you reverse out into a traffic lane, RCCW (manual transmission-equipped models only) scans the area using radar, and warns you with an audible alert signal if it senses a vehicle approaching. On automatic transmission-equipped models, Rear Cross-Traffic Collision-Avoidance Assist (RCCA) also uses ESC to brake, help avoid a collision or reduce damage.

Parking Distance Warning-Forward (PDW-F) To help you park safely and confidently, PDW-F uses ultrasonic sensors mounted on the front bumpers and uses visual alerts on the side mirrors as well as audible alerts to warn you of any vehicles or obstacles ahead that may be getting too close.

Rear View Monitor (RVM) : Rear top view Dynamic parking guidance adjusts its guide lines as you turn in reverse for precise parking, and now features a top view option on the center screen.





TORQUE AND TECH VIRTUOSO

The Soul is designed around the theme of music, including the hum of a smooth-revving engine that takes advantage of efficient, engaging technology to inspire confidence as you zip around town.



Ride & handling An electric motor on the steering column results in more responsive steering, while numerous chassis and body upgrades make the ride even smoother.

6-speed manual transmission Enjoy dynamic shifting, quicker reverse-gear engagement, and better fuel efficiency with the durable 6-speed manual transmission.

6-speed automatic transmission Enjoy smooth precision, conveniently spaced shift points, and helpful drive mode choices with the 6-speed automatic transmission.



Drive Mode Select (DMS)
DMS lets you choose from Sport, Normal or Eco mode to suit your driving preferences or the demands of a particular trip. Eco mode favors efficiency over performance for long trips, while Sport summons additional torque to make driving more invigorating when desired.

Engine	Gasoline 1.6 MPI	Gasoline 2.0 MPI
Displacement	1,591 cc	1,999 cc
Max. power	123 ps / 6,300 rpm	152 ps / 6,200 rpm
Max. torque	15.4 kg-m / 4,850 rpm	19.6 kg-m / 4,000 rpm
Mated transmission	6-speed MT / 6-speed AT	6-speed AT

STRONGER. SMARTER. SAFER.

The new Soul packs plenty of safety technology into its appealing design. Its safety systems help keep collision forces under control in ways that protect people, while maximizing the driver's ability to avoid trouble.



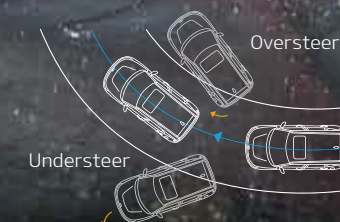
- A** Strut mounting structure in close contact with the entire surface
- B** Integrated design of dash and upper cowl
- C** Added a link between front side member and apron member
- D** Increased rigidity of cowl connection
- E** Added rear floor lateral stiffness member
- F** The tailgate opening now features an annular structure



Phenomenal rigidity Better protection comes from new applications of advanced high-strength steel and structural adhesives, stiffer body elements, and design enhancements that better distribute collision forces.

Hill-start Assist Control (HAC) HAC prevents the vehicle from rolling backward when you are at a standstill on an upward incline by gently applying the brakes for up to two extra seconds while you move your foot from the brake pedal to the accelerator.

6 airbags To help protect occupants and potentially reduce injuries in the event of a collision, the Soul offers driver and front passenger airbags, two front side airbags, and available side-curtain airbags running the length of the interior on each side of the vehicle.



Electronic Stability Control (ESC)

ESC ensures optimal braking performance and directional control by automatically delivering the right amount of braking force to each wheel based on individual wheel speed, steering angle and skidding.





THE FUTURE IS LOOKING FUN

The new look and technology of the Soul will inspire drivers to express themselves creatively with a wide range of choices, from appearance packages to interior and exterior personalization, including audio systems and wheels.

FOR THE PROUD ENTHUSIAST

The badge, seats, and red trim of the GT Line package make this special edition a celebration of the performance potential of the Soul, a vehicle designed to deliver zestful driving fun whenever the mood strikes.



Red stitch interior For a sporty touch, red contrast stitching adorns the seats, trim, and steering wheel cover.

Exclusive red door garnish Red upper door garnish surrounding the latch is available exclusively with the GT Line model. It contrasts smartly with the black upholstery, adding a performance flair.

D-cut steering wheel The steering wheel is flat across the bottom for easier driver entry while also adding a racing-inspired touch to the driver's space.



Side sill and molding

18-inch wheel

Front bumper

Rear bumper



COLORS THAT POP

The Soul is available in eleven iconic solid colors and seven intriguing two-tone combinations. Pick something unexpected and set yourself apart.



One-tone body colors

Mars Orange (M3R)



Snow White Pearl (SWP)



Cherry Black (9H)



Sparkling Silver (KCS)



Inferno Red (AJR)



Space Cadet Green (CEJ)



Gravity Gray (KDG)



Undercover Green (GEA)



Neptune Blue (B3A)



Solar Yellow (ASY)



Platinum Gold (G3Y)



Two-tone body colors

Cherry Black + Mars Orange (SE3)



Inferno Red + Clear White (AH1)



Inferno Red + Cherry Black (AH5)



Cherry Black + Inferno Red (AH4)



Platinum Gold + Gravity Gray (SE1)



Cherry Black + Neptune Blue (SE2)



Clear White + Platinum Gold (SE4)



ALLURING TEXTURES AND A DASH OF COLOR

Surround yourself in durable cloth, soft leather, or a combination of cloth and faux leather, in one- or two-tone color schemes.

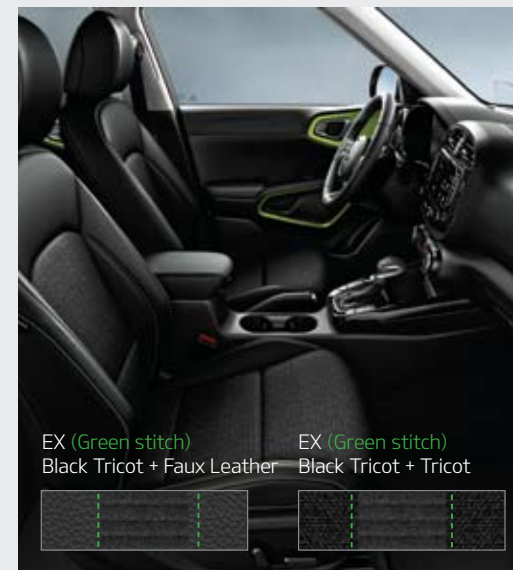
Black One-tone Interior



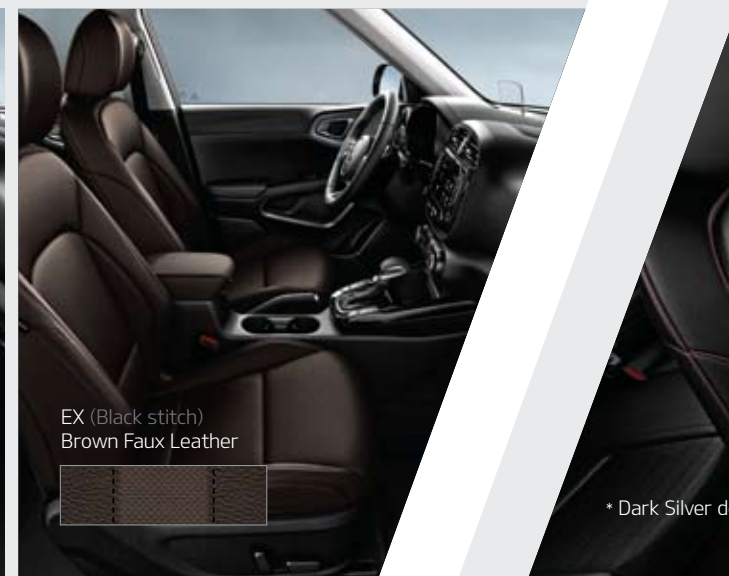
Gray Two-tone Interior



Black One-tone Color Package



GT-LINE / Black One-tone Interior



LET'S MAKE IT PERSONAL

Do you prefer simplicity or detail? With choices like voice recognition, upgraded audio, dual climate control, performance lights, and bold wheel designs, the Soul lets you choose exactly how you roll.



- A 7-inch audio display
- B 3.8-inch compact audio display
- C Dual-zone full auto temperature control
- D Manual temperature control
- E 3.5-inch mono cluster
- F Smart button
- G Auto light control
- H Heated steering wheel
- I Bluetooth with voice recognition

- J Console outer USB charger
- K Front tray USB charger
- L LED overhead console lamp
- M LED rear room lamp
- N Aero blade wipers
- O Roof rack
- P High-mounted LED stop lamp
- Q Electric folding outside mirror

Illumination



Full LED headlamps Bi-function projection headlamps Bulb headlamps LED rear lamps Bulb rear lamps

Wheels

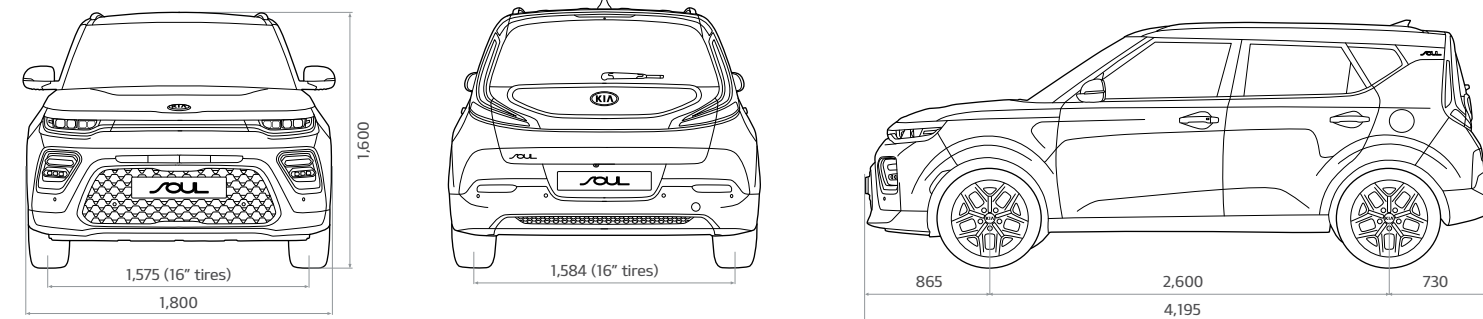


16-inch 205/60R Steel wheel (wheel cover) 16-inch 205/60R Dark metal gray alloy wheel 17-inch 215/55R Dark metal gray alloy wheel 18-inch 235/45R Alloy wheel (for GT Line only) 18-inch 235/45R Alloy Wheel (color trim change)

Wheel cap color Exterior color code

	All
	All
	SWP, KCS, KDG, 9H, AJR AH1, AH4, AH5
	SWP, KCS, KDG, 9H, B3A, SE2
	SWP, KCS, KDG, 9H, G3Y, SE1, SE4

Dimensions (mm)



Overall length	4,195
Overall width	1,800
Overall height	1,600
Wheelbase	2,600
Wheel tread (F/R)	1,575 / 1,584
Overhang (F/R)	865 / 730
Head room (F/R) (without sunroof)	1,013 / 1,003
Leg room (F/R)	1,044 / 985
Fuel tank (ℓ)	54

※ All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors Corporation makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors Corporation may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown include optional equipment that may not be available in some regions. All video and camera screens shown are simulated. Kia Motors Corporation, by the publication and dissemination of this material, does not create any warranties, either express or implied, to any Kia products. Contact your local Kia dealer for the most current information.
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The Power to Surprise

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful and dynamic styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical and stylish but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) - a maker of world-class quality vehicles for the young-at-heart - was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. About 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US\$47 billion. It is the major sponsor of the Australian Open, official automotive partner of FIFA - the governing body of the FIFA World Cup™ - and official partner of the UEFA Europa League - the world's largest professional club football competition. Kia Motors Corporation's brand slogan - "The Power to Surprise" - represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.



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