



**Kia Motors Corporation**

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**www.kia.com**

1401-JS-SW/GE-RHD

## 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 quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.7 million Kia vehicles a year are produced in 10 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 150 countries. Kia today has around 48,000 employees worldwide and annual revenues of over US\$43 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. 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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The Power to Surprise

ALL-NEW  
**soul**



## More stylish than ever

We took a groundbreaking, award-winning design rooted in funky urban DNA and drove it into the future. The all-new Kia Soul has been invigorated and refined – inside and out – with sporty, SUV-like styling, a host of cutting-edge technologies, and upgraded performance for an engaging ride.



soul





## The pulse of the urban jungle

Soul is the perfect partner for navigating your way through the fun and excitement of the metropolitan playground. Stand out from the crowd and see for yourself why the truly iconic never goes out of style.







## A refreshing blast of design inspiration

Robust wheel arches, wraparound greenhouse and Soul's instantly recognizable high squared shoulders combine to create an aggressive, head-turning on-road presence.





## Futuristic and funky meet chic sophistication

Striking two-tone exterior color options, distinctively designed headlamps with front LED positioning lights, and cutting-edge high-mounted rear combination lamps are just some of the modern design cues that come together to express fun fantasy from every angle.



**LED daytime running lights + HID headlamps** Self-leveling high-intensity discharge headlights provide bright, crisp lighting for enhanced safety at night while LED DRLs mark your presence on the road during the day.  
**LED rear combination lamps** Soul's signature LED rear combination lamps boast outstanding visibility along with a serious dose of ultramodern style. **Outside mirror** Electrically folding, adjustable and heated side mirrors are available in black, body color or high-gloss black finishes depending on trim level. **Tailgate** Soul's funky and distinctive backpack-styled tailgate conveys an innovative and wide rear mage for a truly unique on-road presence.





# More than meets the eye

All-new Soul's distinctive styling doesn't run just skin-deep. On the inside, Kia designers have achieved a flawless synchronization of refinement and functionality that will impress even the most discerning drivers.



## Convenience at your fingertips

An ergonomically designed leather-wrapped steering wheel enables intuitive command of audio, cruise control, Bluetooth, Flex Steer and trip computer functions.



## It's all in the details

Front and center is the high-tech instrument cluster with deeply recessed gauges that provides a vast array of logically displayed vehicle information.



## Premium touches throughout

Liberal use of soft-touch materials and exacting attention paid to details such as finely stitched leather upholstery take Soul to new levels of sophistication.



## A revolutionary interpretation of your point of view

Like droplets falling into a still pond, Soul's round gear shift knob, circular groupings of steering-wheel mounted controls, and spherical, high-mounted "floating" tweeters create an organic, circular-themed cabin that will appeal to drivers and passengers alike.

### Push button start

The unique position of the engine start/stop button at the front of the floor console next to the great shift lever offers both convenience and a sporty touch.







## High-tech audio system

A 4.3-inch color touchscreen provides excellent visibility and operability while also including a rearview camera display and high-end radio and MP3 controls for enhanced convenience.

### 1. Integrated air vents and tweeters

The front side air vents are seamlessly integrated with the spherical, high-mounted “floating” tweeter speakers as a stylish extension of the circular theme found throughout the interior.

### 2. Aux, iPod®, USB connectivity

Plug in and play your favorite music from a variety of mobile storage devices such as iPod®, iPhone® or iPad®.

### 3. Standard audio system

With a mono-TFT LCD for excellent visibility, this advanced audio system features radio and MP3 audio file playback.

## Not just for the tech savvy

While all-new Soul is packed with the latest high-tech on-board amenities, including a tantalizing optional premium sound system, our design and engineering teams have ensured ease-of-use and practicality so that you can concentrate on enjoying the ride.

### Sound mood lamp

In music mode, the front door speaker trim lights pulsate in red to the beat of the music, while in mood mode the lights change colors automatically at regular intervals.



## Supervision cluster with 4.3" TFT- LCD

Taking center stage is a high-tech supervision cluster with 4.3" TFT-LCD that displays a comprehensive range of vehicle information.







# A place you'll soon be calling home

Our packaging engineers have maximized Soul's interior use of space so that all occupants can enjoy the level of spaciousness and flexibility normally found in mid-size sedans and SUVs.

## Expansive 2<sup>nd</sup> row roominess

Class-leading rear seat legroom and shoulder room will ensure your passengers enjoy the ride in comfort and style.







## Panoramic sunroof

With one simple touch, you can add to Soul's feeling of interior spaciousness while letting in light for you and your entourage. (Not available for two-tone body color models).

# Immerse yourself in a world of comfort

We know that you'll want to spend as much time as possible in your new Soul. That's precisely why we've gone the extra mile to ensure you and your passengers can relax and enjoy the ride.



### Improved ingress and egress

Seat cushion height and the distance between the cushion and roof line have been optimized to make getting in and out of all-new Soul a breeze for people of all heights.



### Ventilated front seats

Both the driver and front passenger seats are ventilated for enhanced comfort. Warm or cool air is blown through the seat and backrest cushions, preventing perspiration build up on hot days and keeping you cozy in the winter.



### 2nd row seat warmers

Rear seat passengers can also stay cozy and warm on cold winter days thanks to two-step heated seats.



### 8-way power driver's seat / Lumbar support

Conveniently located controls allow you to electronically dial in your ideal seating position while 2-way adjustable lumbar support lessens fatigue during long drives or when you are stuck in traffic.





## Engineered for exhilaration

Whether hard at work or hard at play, you'll take notice of Soul's impressive blend of performance, safety and vehicle dynamics that put the fun back into driving.

### Flex Steer

Choose from three driving modes – Normal, Comfort and Sport – to fine tune the steering feel depending on conditions and preference.





Smart technologies for ultimate assurance



**Auto cruise control**

Conveniently adjust cruise control settings without removing your hands from the wheel with ergonomically designed buttons on the steering wheel.







## Front and rear parking sensors

Obstacles at the front and rear of the vehicle are automatically detected and an audible alert sounds with increasing intensity as the car approaches closer to the impediment.



## 15-inch disc brakes

Robust 15-inch disc brakes provide powerful braking performance as well as a sporty touch to Soul's profile image.



## VSM (Vehicle Stability Management)

VSM helps ensure the car stays stable when accelerating or braking suddenly – especially on wet, slippery and rough roads.



## HAC (Hill-start Assist Control)

HAC prevents the vehicle from rolling backward when at standstill on an upward incline by gently applying the brakes for up to two seconds while moving your foot from the brake pedal to the accelerator.



## BAS (Brake Assist System)

BAS greatly reduces the stopping distance during sudden braking situations by applying maximum brake force when needed.

# Unsurpassed safety in any situation

Like all of Kia's new generation of passenger vehicles, all-new Soul is available with host of advanced active and passive safety technologies that give you ultimate peace of mind under all driving conditions.



## Driver, passenger, side and curtain airbags

A 6-airbag system offers protection for all occupants and can be effective at reducing injuries from certain collisions.





## Excitement and efficiency on the go

All-new Soul is available with a wide range of responsive yet efficient engines coupled with advanced 6-speed transmissions. Whichever combination you choose, you'll add spice to your commute while spending less time at the gas pump.

### Organ-type accelerator pedal

The organ-type accelerator pedal moves along the same natural plane as your foot for more comfortable operation, especially on extended journeys.



### 6-speed manual transmission

Featuring enhanced shifting performance, fuel efficiency and durability, this gearbox also provides a more sporty and engaging drive.



### 6-speed automatic transmission

This compact, lightweight unit offers durability and smooth shifting while manual mode is positioned next to the driver for ease of operation.



### U2 1.6 VGT Engine

Displacement \_ 1,582 cc  
Max. Power \_ 128 ps @ 4,000 rpm  
Max. Torque \_ 26.5 kg-m @ 1,900 ~ 2,750 rpm



### Gamma 1.6 MPI Engine

Displacement \_ 1,591 cc  
Max. Power \_ 124 ps @ 6,300 rpm  
Max. Torque \_ 15.5 kg-m @ 4850 rpm



### Nu 2.0 MPI Engine

Displacement \_ 1,999 cc  
Max. Power \_ 154 ps @ 6,200 rpm  
Max. Torque \_ 19.5 kg-m @ 4,700 rpm



## Show off your individual style

Get ready to explore the exciting opportunities that the city has to offer while leaving your own personal imprint on the urban landscape.





# Two-tone colors

A choice of four two-tone exterior color schemes takes Soul's sporty and distinctive styling to an even higher level. There's a color combination that's a perfect reflection of your personality.

Inferno Red + Black (AH4)

New Vanilla Shake + Black (AH2)

Clear White + Inferno Red (AH1)

Newport Blue + Clear White (AH3)

Clear White + Inferno Red (AH1)

New Vanilla Shake + Black (AH2)

Newport Blue + Clear White (AH3)

Inferno Red + Black (AH4)

# Use your imagination

Express your individuality every day. A choice of sporty and distinctive two-tone exterior options and a wide range of wheel styles allow you to create the ideal soul mate that will help you stand out from the crowd.



235/45R 18" Alloy Wheel  
A type (Black insert)



235/45R 18" Alloy Wheel  
B type (Silver insert)



215/55R 17" Alloy Wheel  
(Machine finished)



235/45R 18" Alloy Wheel  
C type (Dark metallic gray insert)



235/45R 18" Alloy Wheel  
D type (Red insert)



205/60R 16" Steel Wheel



205/60R 16" Alloy Wheel  
(Silver painted)



235/45R 18" Alloy Wheel  
E type (Metallic alloy)

18" D type alloy wheel is available only for Clear White, Bright Silver, Titanium Gray, Black and Inferno Red exterior colors.

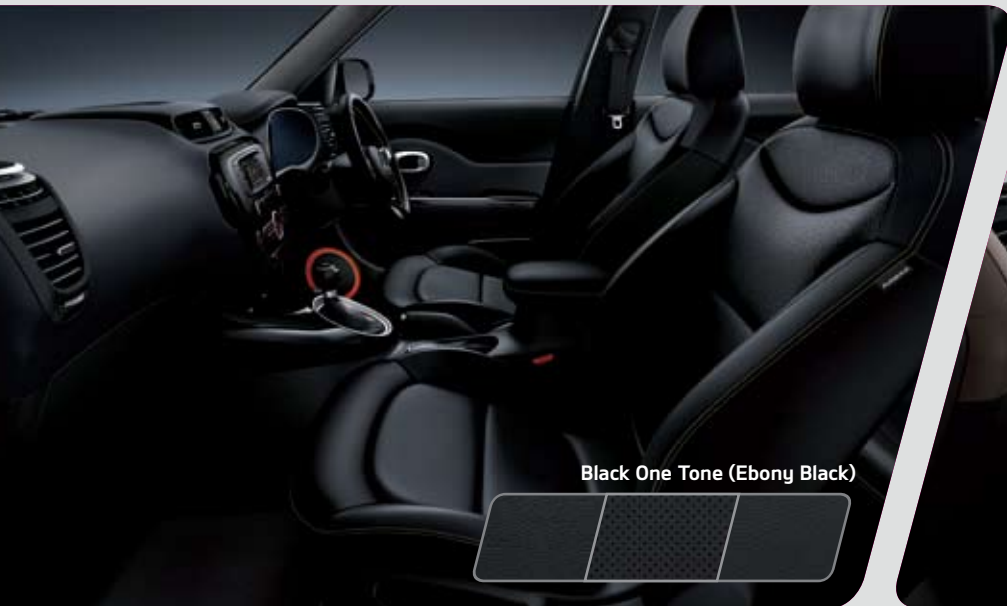
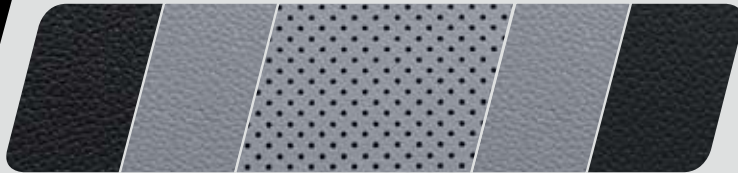




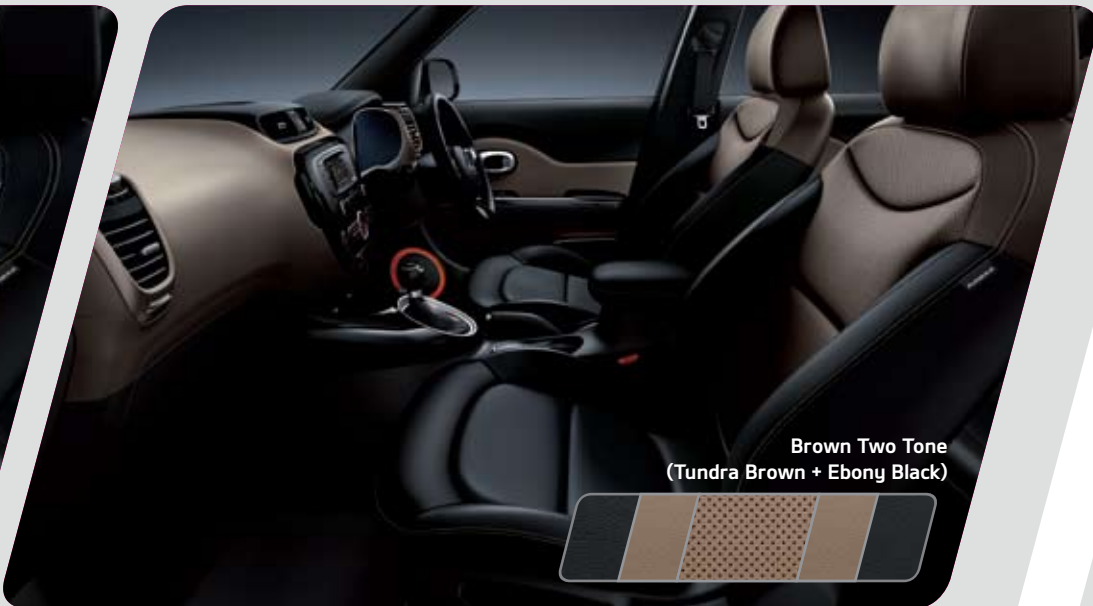
## Seat colors

The EX trim offers a choice of three earthy interior seat color schemes in high-quality woven or knit cloth, or optional leather, that create a soothing and refined cabin ambience.

Gray Two Tone (Lime Gray + Ebony Black)



Black One Tone (Ebony Black)



Brown Two Tone  
(Tundra Brown + Ebony Black)



## Spice up your Soul

Inside and out, all-new Soul is meant to be a clear expression of your individuality. From traditional, understated palettes to vibrant hues that reflect your youthful spirit, there's an interior seat color scheme that's just right for you.

### Premium quality upholstery

Careful attention was paid to the selection of top-quality seat materials that provide a level of chic sophistication rarely seen in same-segment cars.



**UMBER PACKAGE** For an added touch of class, this soothing natural brown color package features Nappa leather seats and color accents on the door armrests.







#### Portable flashlight

This handy detachable flashlight automatically recharges when mounted on the wall socket while also serving as an interior lamp for the rear cargo area.

#### Spacious cargo room

All-new Soul offers class-leading luggage capacity of 686ℓ (SAE), enlarged rear hatch opening width and height, and rear seat full-folding and 60:40 folding for ultimate convenience when transporting items of almost any shape or size.



#### Covering shelf trim

A separate, partitioned-off space can be created to store away valuable items out of sight from prying eyes.



#### Cargo under storage compartment

A handy partitioned tray located under the floor at rear of the vehicle is the perfect place to store emergency safety and car cleaning supplies.



#### Cooling glove box

Cold air from the air conditioning unit can be vented into the glove box, creating a mini-cooler for drinks or snacks.



#### Seat side tray

A nifty bin located on the side of the front passenger seat provides an additional space for storing away small items.



#### Center console

Dual cup holders, a 4.5-liter storage bin under the armrest and a 1.1-liter front tray for small items provide added convenience.



#### Cargo net

Easily affixed using a conveniently located hook, this practical net prevents items from rolling around in the boot space.



#### Audio remote control

Intuitively mounted controls on the steering wheel allow you easily adjust audio volume and change stations without taking your hands from the wheel.



#### ECM mirror

The rear view mirror automatically dims the harsh glare of reflecting lights to ensure maximum visibility and safety during nighttime driving.



#### Full-auto air conditioner

Featuring set-and-forget functionality, the system automatically turns on and off to maintain the desired temperature while a cluster ionizer eliminates unwanted odors.



#### Heated steering wheel

A built-in heating device quickly warms your hands at the touch of a button to ensure comfortable driving during colder months.

## Setting a new standard of convenience

All-new Soul is equipped with a host of standard and optional amenities that provide an unsurpassed level of flexible storage, cozy comfort and peace-of-mind convenience. We've thought out every last detail so that you can sit back and enjoy the drive.



#### Smart key remote

Even when tucked away in a pocket or purse, you can start and stop the engine or lock and unlock doors at the push of a button.



#### High-mounted stop lamp

Providing trailing drivers with a clear signal of your intent to slow down, Soul's high mounted stop lamp is also available with LEDs for even more visibility and style.



#### Surface-mounted roof rail

The integrated roof rack is designed for maximum luggage carriage support while available accessory cross bars provide more utility.



#### Aeroblade type wipers

Windscreen wipers are aerodynamically designed to ensure perfect wiper action and to prevent them from lifting off the windscreen at high speeds.



#### Black high-gloss rear bumper



#### Body color rear bumper



#### Black high-gloss front bumper



#### Body color front bumper



# Body colors

New chic colors along with time-tested favorites mean a color palette that will bring out the artist in you.



Clear White (1D)



Bright Silver (A3D)



Titanium Gray (IM)



Black (9H)



Toffee (ANB)



New Vanilla Shake (AYB)



Acid Green (AE3)



Mustard (AYE)



Newport Blue (KU9)



Inferno Red (AJT)

# Two tone colors



Clear White + Inferno Red (AH1)



New Vanilla Shake + Black (AH2)



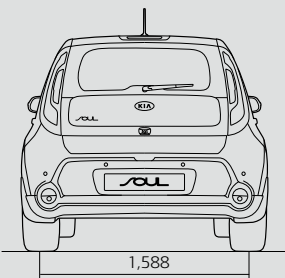
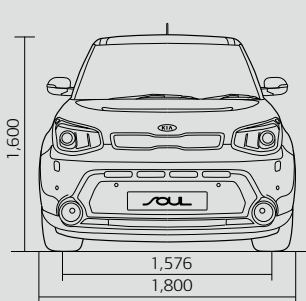
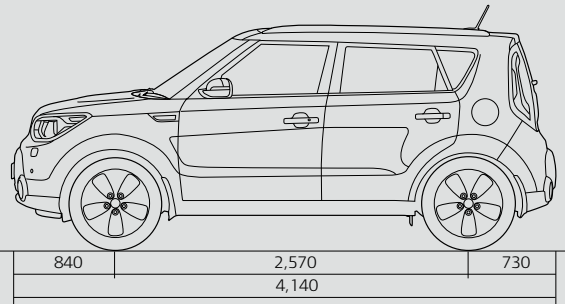
Newport Blue + Clear White (AH3)



Inferno Red + Black (AH4)

# Specifications (mm)

	(16" TIRE)
Overall length	4,140
Overall width	1,800
Overall height	1,600
Wheelbase	2,570
Wheel tread (front)	1,576
Wheel tread (rear)	1,588
Overhang (front)	840
Overhang (rear)	730
Legroom (front)	1,040
Legroom (rear)	994
Headroom (front)	1,006
Headroom (rear)	1,003
Shoulder room (front)	1,410
Shoulder room (rear)	1,390



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# KIA As eco-conscious as you are

So you value sustainable living? We do too. That's why we take pride in rising to meet the expectations and challenges of the 21st century while making tangible contributions to the preservation of the environment and sustainable development of society as a whole.

Kia Motors designated environmental management as one of the core objectives of our socially responsible management initiative launched in 2008 and has put the environment at the forefront of all our business activities. We aim to spearhead efforts to combat the global challenges of natural resource depletion and climate change.

We are applying innovative automotive technologies to dramatically improve energy efficiency and are making consistent investments in technology innovation to commercialize hybrid, electric and fuel cell vehicles. We are also building a clean production system, raising the resource

recovery rate, designing vehicles with the disposal phase in mind, increasing energy efficiency, and adopting low-carbon fuels.

Wherever possible, recycled and recyclable materials are being used in the production of every Kia. Even at the end of your car's life, one of our environmental targets is the eco-friendly return and treatment of end-of-life vehicles. Operating a rigid process, we guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

In short, we are committed to finding fundamental solutions to cut energy consumption and combat climate change. As you see, what you do on a small scale with your household refuse, we at Kia Motors do on a large scale around the world.

