



2013.KIA.SOUL



NHTSA FIVE-STAR
SIDE-IMPACT CRASH RATING¹
FOR THE 2012 SOUL

The Soul. A new way to roll.[®]

¹ See Specifications page for endnote. Cover & this page: Soul I (exclaim) shown.

Out with the old, in with the new.

These days, you don't have to look far to find that one car looks exactly like another. Whatever happened to being unique? To having some personality? Because no matter where you're going, there's always a better way to get there. The 2013 Kia Soul looks different because it is different. With its unique styling inside and out, impressive features and an industry-leading 10-year/100,000-mile warranty program,² it's a new way to roll.





Evolution by revolution.

Forget about trying to define the Soul. It's a leap ahead. Modern styling is highlighted by a wide stance. Soul ! (*exclaim*) models have distinctive front LED accent lights and LED taillights to stand apart from the rest. Simply put, there's no comparison to the Soul.



Express yourself.

Think of the Soul as your personal canvas. It's ready for custom touches. Unique colors inside and out for you to choose from. Plenty of optional accessories, like aluminum sill plates for the doors, all-weather floormats and bumper appliqué. For the finishing touch — a sunshade* with the name Soul on it. It's your masterpiece.

*Optional accessory. Soul + (plus) w/optional equipment shown.



ONE OF THE CLEANEST AND
MOST FUEL-EFFICIENT VEHICLES ON THE ROAD
FOR THE 2012 SOUL

The first rule about the Soul...

...have fun. Jump into the Soul and, with its 4-wheel disc brakes and Anti-lock Braking System (ABS), you can take on the road with confidence. Enjoy the 138-hp 1.6L GDI engine that delivers up to 35 highway mpg³ or Soul+ *(plus)* and *! (exclaim)* models' 164-hp 2.0L MPI engine and 6-speed automatic transmission.* An available Eco Package on Soul+ *(plus)* includes Idle Stop & Go (ISG) to help maximize fuel efficiency.³ It automatically turns off the engine when you come to a complete stop and then seamlessly restarts the engine when you release the brake pedal.





With so many possibilities, which way will you roll?



The Soul *plus*.

With the standard equipment you're looking for, the Soul and Soul+ (*plus*) are ready to roll. Both come with an AM/FM/CD/MP3/SiriusXM⁴ audio system, air conditioning and power windows/locks. In addition, the Soul+ has a 2.0L 4-cylinder engine, leather-wrapped steering wheel/gearshift knob, steering-wheel-mounted audio controls, *Bluetooth*[®] wireless technology,⁵ 16-inch alloy wheels and remote keyless entry. Soul+ also has unique black interior seating you have to see for yourself.



The Soul *exclaim*.

Soul *! (exclaim)* takes style to a new level with its sand-black interior, houndstooth design of its seating, or the available leather seat trim with heated front seats. You get all the standard features found on the Soul+ along with larger 18-inch alloy wheels, Infinity^{®6} audio, UVO⁷ in-vehicle infotainment w/HD Radio™ Technology,⁸ power sunroof and fog lights. For a touch of luxury, add the available *! Premium Package*. Pure style.





Surprise! Tons of space and features.

Tons of gear? No problem. Flip down the 60/40 split-folding rear seats. And there's more. 1) While you can't see the hidden tray in the cargo floor, it's there.* 2) Check out the sunroof.* 3) Push-button start.* 4) Pulsating speaker lights.* 5) Heated front seats.* 6) Dual-level glove box. 7) Power-folding mirrors.* 8) Voice-command navigation system and automatic climate control.* 9) USB/aux for your MP3. An accessory cable lets you control your iPod®⁹ mobile digital device with the stereo controls.



It's called "Soul" for a reason.

Because it's got soul. And it's got music. And life is good when you have music. It has standard USB/auxiliary input jacks that let you plug in practically any kind of MP3 player. A complimentary trial subscription to over 130 channels of SiriusXM Satellite Radio⁴ with commercial-free music, plus sports and entertainment. For serious sound quality, an Audio Upgrade Package* includes UVO⁷ in-vehicle infotainment w/HD Radio™ Technology system and an Infinity® audio system with a center speaker, subwoofer and external amplifier. Streaming audio lets you play music from your compatible *Bluetooth*^{®*5} wireless technology-enabled cell phone through the audio system.



4, 5, 7, * See Features and Specifications pages for availability and endnotes. **Not all optional features are available on all trims. Soul + (plus) shown.





Kia UVO*7 Powered by Microsoft.®10

Technology keeps giving us new ways to be entertained, stay in touch and access information. Getting to enjoy this, however, used to be complicated, especially while driving. UVO, short for “your voice,” is an available infotainment system that uses advanced voice-recognition technology to simplify the use of your cell phone⁵ and MP3 player. Instead of memorizing difficult voice commands and menus, UVO lets you use your compatible cell phone⁵ to make hands-free calls, receive and respond to text messages, listen to streaming audio, enjoy your personal music, and play your favorite song, artist or genre of music — all by giving a single, intuitive voice command. With its innovative technology, UVO makes infotainment remarkably easy to enjoy.



COLOR TOUCH SCREEN

A vivid 4.3-inch LCD touch screen delivers access to your phonebook from your compatible cell phone.⁵



VOICE CONTROL

UVO can learn multiple users' speaking patterns. Finding a song is as easy as saying its title.



DIGITAL JUKEBOX

An in-dash hard drive can hold up to 700MB of music. You can load tunes into personal folders.



HD RADIO™

UVO offers available HD Radio™ Technology — 100% subscription free.



REAR-CAMERA DISPLAY†

Whenever you shift into reverse, an image from an integrated rear camera is displayed on the screen.¹¹



2012 TOP SAFETY PICK
INSURANCE INSTITUTE FOR HIGHWAY SAFETY

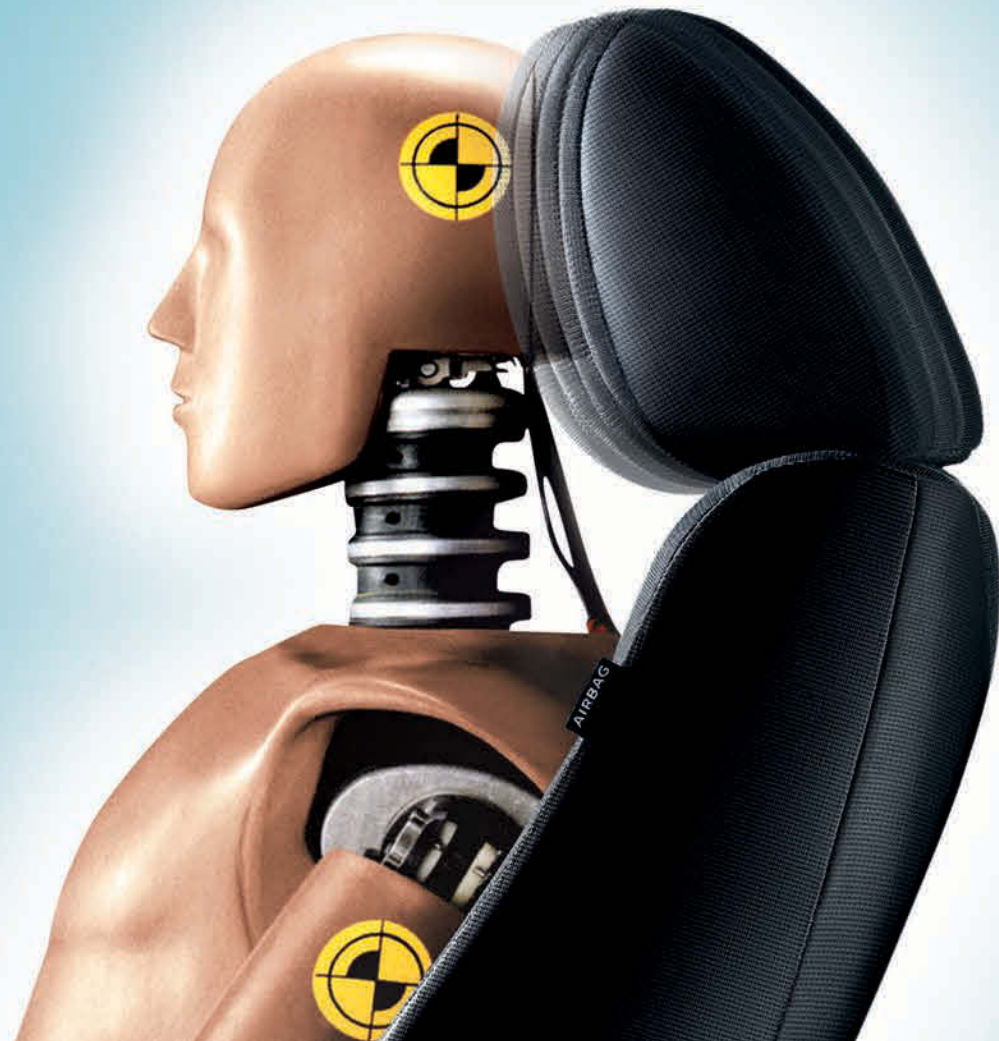
FOR THE 2013 SOUL



NHTSA FIVE-STAR
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FOR THE 2012 SOUL

- Dual front advanced airbags¹²
- Front seat-mounted side airbags¹²
- Full-length side curtain airbags¹²
- Front active headrests
- Front & rear 3-point seat belts
- Height-adjustable front seat-belt anchors
- Lower Anchors & Tethers for Children (LATCH)
- Side-impact door beams
- Tire-Pressure Monitoring System (TPMS)¹³
- 4-wheel disc brakes
- Anti-lock Braking System (ABS)
- Electronic Stability Control (ESC)
- Vehicle Stability Management (VSM)
- Hill-start Assist Control (HAC)





Advanced safety systems designed to expect the unexpected.*

Soul's active safety systems are engineered to help you avoid accidents, and its passive systems are designed to help minimize injuries when they are unavoidable. This means that front to back and top to bottom, Soul is engineered to help enhance everyone's well-being. Six airbags placed throughout the cabin are designed to help protect occupants. The advanced front airbag system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.¹² Front seat-belt pretensioners have been designed to tighten the seat belts in the event of certain collisions, helping to reduce the likelihood of injuries. The result? Safety awards from IIHS and NHTSA for added peace of mind.

*No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed. Inflated airbags are shown for illustration only.

A passion for excellence.

For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized,¹⁴ and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹⁵

Industry-leading warranty program.

At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with an industry-leading warranty program.²

- 10-year/100,000-mile limited powertrain warranty
 - 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance¹⁶

Commitment to America.

Kia Motors has invested over \$1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant is capable of producing 360,000 vehicles a year. The Sorento crossover and Optima midsize sedans are currently being built at this plant.[†] In addition to producing high-quality vehicles, more than 3,000 new jobs were created at the facility plus 7,500 additional jobs in the surrounding area. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA
¹⁷



OFFICIAL
AUTOMOTIVE
PARTNER OF
THE LPGA
¹⁸

Exterior Features

	SOUL	+	!
15" tires w/steel wheel covers	●	—	—
16" tires w/alloy wheels	○	●	—
18" tires w/alloy wheels	—	—	●
6-speed manual transmission	●	●	—
6-speed automatic transmission	○ [†]	○	●
Body-color fascia accents	—	—	●
Body-color, power adjustable outside mirrors	○	●	●
Heated outside mirrors w/turn-signal indicators	—	●	●
Power-folding outside mirrors	—	—	●
Rear wiper/washer/defroster	●	●	●
Privacy glass (rear doors and rear glass)	○ [†]	●	●
Power sunroof w/tilt	—	○ [^]	●
Front fog lights	—	○ [^]	●
Projection headlights	—	—	●
Front LED accent lights	—	—	●
LED taillights	—	—	●
Auto on/off headlights	—	○	●

● STANDARD ○ OPTIONAL — NOT AVAILABLE

[†] ALL FEATURES GROUPED AS A PACKAGE ON SOUL W/AUTOMATIC TRANSMISSION

[^] SUNROOF PACKAGED W/FOG LIGHTS (N/A ON MANUAL TRANSMISSION)

Interior Features

	SOUL	+	!
Air conditioning	●	●	●
AM/FM/CD+MP3+SiriusXM ⁴ Satellite Radio	●	●	●
Tweeter speakers	○	●	●
USB/auxiliary input jacks	●	●	●
UVO ⁷ Powered by Microsoft infotainment system w/HD Radio [™] Technology, ⁸ rear-camera display ¹¹	—	○	●
Voice-command navigation w/SiriusXM Traffic, ⁴ rear-camera display ¹¹ (replaces UVO w/HD Radio & upper I/P storage bin w/cover)	—	—	○
Audio Upgrade Package: Infinity ^{®6} audio w/center speaker, subwoofer, external amplifier, speaker lights	—	○	●
Steering-wheel-mounted audio and cruise controls	○ [†]	●	●
Automatic climate control	—	—	○
Push-button start w/Smart Key	—	—	○
Tilt & telescoping steering column	●	●	●
<i>Bluetooth</i> [®] wireless technology ⁵	●	●	●
Power door locks	●	●	●
Power windows w/driver's auto down	●	●	●
Remote keyless entry	○ [†]	●	●
Center console armrest/storage	—	●	●
Active Eco System	○ [†]	○	●
Auto-dimming rear-view mirror	—	—	●
One 12V power outlet (3 on +/!)	●	●	●

Seating and Trim

	SOUL	+	!
Black cloth seats	●	—	—
Black cloth seats w/Soul logo inserts	—	●	—
Unique sand-black interior trim	—	—	●
Sand-black cloth seats w/houndstooth inserts	—	—	●
Sand-black leather seat trim	—	—	○
Leather-wrapped steering wheel and gearshift knob	—	●	●
60/40 split-folding rear seats	●	●	●
Driver's 6-way adjustable seat	○ [†]	●	●
Metal-finish trim on instrument panel and inside door handles	—	●	●
Floor mats	○	○	●
Upper I/P storage bin w/cover	○	●	●
Dual-level glove box	●	●	●
Dual front cup holders	●	●	●
Front-door map pockets w/bottle holders	●	●	●
Rear-door bottle holders	●	●	●
Dual visor illumination vanity mirrors w/covers	○	●	●
Cargo-area light	●	●	●
Luggage under-floor tray	○	●	●

Restraint and Safety Systems

	SOUL	+	!
Dual front advanced airbags ¹²	●	●	●
Dual front seat-mounted side airbags ¹²	●	●	●
Full-length side curtain airbags ¹²	●	●	●
Front active headrests	●	●	●
3-point seat belts for all seating positions	●	●	●
Front seat-belt pretensioners	●	●	●
Height-adjustable front seat-belt anchors	●	●	●
4-wheel disc brakes w/anti-lock brakes (ABS)	●	●	●
Electronic Stability Control (ESC)	●	●	●
Vehicle Stability Management (VSM)	●	●	●
Hill-start Assist Control (HAC)	●	●	●
Tire-Pressure Monitoring System (TPMS) ¹³	●	●	●
Side-impact door beams	●	●	●
Front and rear crumple zones	●	●	●
Impact-absorbing steering column	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●
Rear child-safety door locks	●	●	●

Packages

AUDIO UPGRADE PACKAGE (available on Soul + only, N/A on manual transmission)

1. UVO⁷ Powered by Microsoft infotainment system w/HD Radio™ Technology⁸
2. Rear-camera display¹¹
3. Infinity[®] audio system w/center speaker, subwoofer, external amplifier & speaker lights
4. Auto on/off headlights



PREMIUM PACKAGE (available on Soul ! only)

1. Leather seat trim
2. Heated front seats
3. Automatic climate control
4. Navigation system w/SiriusXM Traffic⁴ & rear-camera display¹¹ (replaces UVO w/HD Radio & upper I/P storage bin w/cover)
5. Push-button start w/Smart Key



ECO PACKAGE* (available on Soul + only, N/A on manual transmission)

1. Idle Stop & Go (ISG)
2. Low-rolling-resistance tires



*ECO PACKAGE EXPECTED TO BE AVAILABLE STARTING FALL OF 2012.



Exteriors



SHADOW (M)



ALIEN (M)



MOSS (M)



BRIGHT SILVER (M)



DUNE



TITANIUM (M)



MOLTEN



CLEAR WHITE

Interiors



SOUL

+

!

! leather trim

Color Combinations



SOUL + !

SHADOW (M)	●	●	●
ALIEN (M)	●	●	●
MOSS (M)	●	●	●
BRIGHT SILVER (M)	●	●	●
DUNE	●	●	●
TITANIUM (M)	●	●	●
MOLTEN	●	●	●
CLEAR WHITE	●	●	●

(M) = METALLIC PAINT

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.

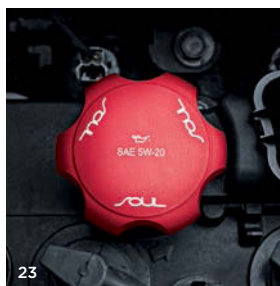
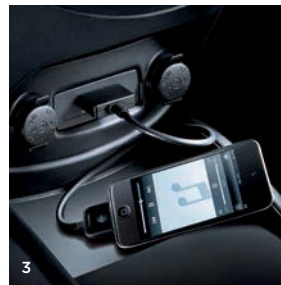


kia.com

Our website lets you check out specifications, videos, packages, accessories and more. You can experience 360-degree interior and exterior views, see available colors, get price quotes — even calculate your monthly payment and find out which of our over 740 retailers is nearest to you. If you prefer, call us at 1-800-333-4KIA.

Make it personal. We're constantly adding new optional accessories. Stay up to date on kia.com.

1. Splash guards
2. Front mask
3. USB/aux iPod® cable
4. Auto-dimming rear-view mirror w/HomeLink®¹⁹ and compass
5. UV sunshade
6. All-weather floor mats
7. License plate frames
8. Cargo liner
9. Center console armrest w/storage
10. Alloy fuel door
11. Universal electronics holder
12. Sport visors



13. Door sill plates, illuminated
14. Door sill plates, aluminum
15. Splined lug nuts
16. Rear spoiler
17. Wheel locks
18. Cargo net
19. Sunroof deflector
20. Rear bumper appliqué
21. Cargo Logic® tray
22. Hood deflector
23. Billet oil cap
24. Valve stem caps

Specifications

	SOUL	+	!
ENGINE	1.6L I4	2.0L I4	2.0L I4
Type	4-cylinder, aluminum block & head	4-cylinder, aluminum block & head	4-cylinder, aluminum block & head
Valve gear	Dual Continuously Variable Valve Timing (CVVT)	Dual Continuously Variable Valve Timing (CVVT)	Dual Continuously Variable Valve Timing (CVVT)
Displacement	1,591 cc	1,999 cc	1,999 cc
Compression ratio	11.0:1	10.3:1	10.3:1
Horsepower (SAE net)	138 hp @ 6,300 rpm	164 hp @ 6,500 rpm	164 hp @ 6,500 rpm
Torque (SAE net)	123 lb.-ft. @ 4,850 rpm	148 lb.-ft. @ 4,800 rpm	148 lb.-ft. @ 4,800 rpm
Fuel system	Gasoline Direct Injection	Multi-Point Injection	Multi-Point Injection
Transmission	6-speed manual Electronically controlled, 6-speed automatic, overdrive	6-speed manual Electronically controlled, 6-speed automatic, overdrive	— Electronically controlled, 6-speed automatic, overdrive

CURB WEIGHT	1.6L I4	2.0L I4
6-speed manual	2,615 lbs.	2,707 lbs.
6-speed automatic	2,690 lbs.	2,778 lbs.

BODY AND CHASSIS	1.6L I4 & 2.0L I4
Layout	Front engine, front-wheel drive
Front suspension	Independent, MacPherson struts, stabilizer bar, gas-filled shock absorbers
Rear suspension	Torsion beam, gas-filled shock absorbers
Steering type	Rack & pinion, Electric Power Steering

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 America makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors America may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown may include optional equipment. All video and camera screens shown in brochure are simulated. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia retailer or kia.com for further details concerning Kia's available limited warranties. ©2012 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc., is prohibited.

Kia Motors America, Inc. P.O. Box 52410 Irvine, CA 92619-2410 1-800-333-4KIA

Specifications

DIMENSIONS	1.6L I4 & 2.0L I4
Wheelbase	100.4 in.
Track (front/rear)	61.8 in./62.5 in.
Length	162.2 in.
Width	70.3 in.
Height	63.4 in.
Ground clearance	6.5 in.
Headroom (front/rear)	40.2 in./39.6 in.
Shoulder room (front/rear)	55.2 in./55.1 in.
Legroom (front/rear)	42.1 in./39.0 in.
Hip room (front/rear)	53.3 in./52.7 in.
Passenger volume	102.3 cu. ft.
Cargo volume	19.3 cu. ft. (+/! rear seat up), 23.7 cu. ft. (Soul rear seat up)
	53.4 cu. ft. (rear seat down)
BRAKES	1.6L I4 & 2.0L I4
Type	Hydraulic, power-assisted vacuum, 4-sensor, 4-channel ABS
Front	Disc
Rear	Disc
TIRES	1.6L I4 & 2.0L I4
Size	195/65R15 (Soul)
	205/55R16 (+)
	235/45R18 (!)

2013 EPA-Estimated Fuel Economy²⁰

ESTIMATED CITY/HIGHWAY MPG	1.6L I4	2.0L I4
Manual transmission	27/35	26/34
Automatic transmission	27/35	26/34 (w/ISG: 27/35)
Fuel tank capacity (gallons)	12.7	12.7

Endnotes

- ¹ Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).
- ² The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com.
- ³ Refer to specifications above for 2013 EPA fuel economy estimates. EPA estimated. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition.
- ⁴ SiriusXM service requires a subscription, sold separately, after 3-month trial included with vehicle purchase. **If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel.** See our Customer Agreement for complete terms at www.siriusxm.com. Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA, D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.
- ⁵ A compatible *Bluetooth*[®] wireless technology enabled cell phone is required to use *Bluetooth*[®] wireless technology. The streaming audio function may not be supported in all *Bluetooth*[®] wireless technology enabled cell phones. The *Bluetooth*[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. Other trademarks and trade names are those of their respective owners.
- ⁶ Infinity[®] is a registered trademark of Harman International Industries, Incorporated.
- ⁷ Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. The driver's primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment, or vehicle systems which take the driver's eyes, attention and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. Navigation not available with UVO system. See retailer for details.
- ⁸ HD Radio[™] and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.
- ⁹ Kia accessory cable required for iPod[®] mobile digital device connectivity when using with navigation system. Cable and iPod mobile digital devices sold separately. iPod and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. Apple is not a participant or sponsor of this promotion.
- ¹⁰ Microsoft[®] and Windows[®] are registered trademarks of Microsoft[®] Corporation in the United States and/or other countries.
- ¹¹ The rear-camera display is not a substitute for proper and safe backing-up procedures. The rear-camera display may not display every object behind the vehicle. Always drive safely and use caution when backing up.
- ¹² For maximum protection, always wear your seat belt.
- ¹³ Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.
- ¹⁴ Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book's kbb.com. 2012 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial five-year ownership period. For more information, visit www.kbb.com.
- ¹⁵ Based on 5-year cumulative growth between 12-month retail sales for periods ending April 2007 and April 2012 of all U.S. automotive brands.
- ¹⁶ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. See retailer or kia.com for details.
- ¹⁷ NBA Identifications are the intellectual properties of NBA Properties, Inc. ©2012 NBA Properties, Inc. All rights reserved.
- ¹⁸ All materials and intellectual property related to the LPGA are owned by the LPGA, and any unauthorized use is strictly prohibited without the LPGA's express prior written consent.
- ¹⁹ HomeLink[®] is a registered trademark of Johnson Controls, Inc.
- ²⁰ Actual mileage will vary.



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