

2016
SOUL



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Part #: UL160 PM001



SOUL



SOUL EV

A new way to roll®

Presenting the 2016 Kia Soul and Soul EV.¹ With unique styling, precise handling, and a wealth of entertainment options, they redefine fun-to-drive. The all-electric Soul EV generates its own style of excitement while providing an outstanding EPA-estimated range¹ of 93 miles on a full charge. Soul and Soul EV offer an impressive array of available premium features, including the multifaceted UVO eServices² Infotainment System*, matched by a wide range of advanced standard safety systems. All of which means that you have the option of choosing from two great ways to roll.

¹Soul EV only available in certain markets with limited availability. 1, 2. * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Cover: + (plus) SHOWN. This page: ! (exclaim) WITH PREMIUM PACKAGE AND SOUL EV + (plus) SHOWN.

The new definition of excellence

Along with the attention that Soul's unique styling draws on the road, J.D. Power has awarded the Soul "Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality."³ The study was based on an analysis of auto owners' satisfaction during the first 90 days of new-vehicle ownership. Additionally, Soul's world-class engineering makes it more exciting to drive than ever, with available features ranging from a 2.0L Gasoline Direct Injection (GDI) engine* to a panoramic sunroof with power sunshade.* Plus, striking interior styling with soft-touch material throughout provides a quieter cabin and gives Soul a personality all its own, while three trim levels along with a choice of packages allow you to add an impressive variety of options. Like all Kia models, Soul comes with an industry-leading, 10-year/100,000-mile warranty program.⁴



"Highest Ranked
Compact Multi-Purpose Vehicle
in Initial Quality"³

FOR THE 2015 SOUL



Uniquely entertaining

Available pulsating multicolored front-door speaker lights* — they're just one of the features Soul combines into a fully integrated entertainment system. USB/auxiliary jacks allow you to play your favorite tunes from your own music library using a compatible MP3 audio player. Soul lets you enjoy that music on an available Infinity®⁵ premium sound system with eight speakers, including an external amplifier and a subwoofer* that provides a concert-like audio experience. In addition, an available UVO eServices² Infotainment System with voice-command navigation^{2*} increases your choices in entertainment and convenience.

2, 5, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. † (exclaim) WITH UMBER PACKAGE SHOWN.

It's open to almost anything

Soul lets you carry all the cargo⁶ you need to suit your lifestyle with an expansive 24.2 cubic feet of available space. It's also remarkably versatile thanks to 60/40 split-folding rear seats. An easy-open liftgate provides quick access to the roomy cargo area, which also includes a handy, hidden storage compartment with built-in dividers.



1. 60/40 SPLIT-FOLDING REAR SEATS Conveniently carry longer items, passengers — or a combination of both — by folding down one or both of the rear seats. **2. REAR-PASSENGER COMFORT** The rear seat has room for three passengers or two passengers and a flip-down center armrest with dual cup holders. **3. CONCEALED STORAGE** The floor of the cargo area flips up to reveal a hidden compartment for securely carrying smaller items. In addition, a cargo cover on + (*plus*) and ! (*exclaim*) models will keep your things out of view. **4. ROOF-RACK-READY** To carry even more gear, an accessory roof rack is available! The rack's mounting points are flush with the roofline to maintain a streamlined exterior design when the rack is not installed.



The freedom of a panoramic sunroof

If you've ever marveled at a sky filled with stars, then you'll appreciate the idea behind the available panoramic sunroof with power sunshade.* It gives you all the room you need to let your imagination soar — which is one more reason why, with Soul, the sky's the limit.

6. * See Features and Specifications pages for availability and endnote. Not all optional features are available on all trims. **†Not available with panoramic sunroof. ! (exclaim) WITH PREMIUM PACKAGE SHOWN.**



Comfort to go

It's your space to enjoy and the closer you look, the better it gets. A spacious, well-appointed interior comfortably accommodates five adults. Thoughtfully designed features, including a tilt-and-telescopic steering column and available automatic temperature control with cluster ionizer* that helps to purify air in the cabin, allow driver and passengers to travel in all-day comfort. In addition, Nappa leather seat trim and armrest accents*, available on Soul ! (*exclaim*), provide a luxurious feel and sophisticated styling.

COMFORTABLE FRONT AND REAR SEATING

Soul + (*plus*) and Soul ! (*exclaim*) are remarkably comfortable, thanks to available features like leather seat trim, a 10-way power-adjustable driver's seat with lumbar support, and heated and ventilated front seats.

FEATURES DEDICATED TO YOUR CONVENIENCE

For everyday convenience, Soul features available power windows with driver's-side one-touch auto up-down* operation. Also, an available auto-dimming rearview mirror* automatically dims the glare of reflecting lights.

CONTEMPORARY STYLING

Soft-touch material on the dash, complemented by available black high-gloss trim accents*, gives Soul a sleek look all its own. Available Supervision meter cluster* with LCD display provides sharp, high-contrast graphics.

* See Features page for availability. Not all optional features are available on all trims. Images shown for illustration only. ! (*exclaim*) WITH PREMIUM PACKAGE SHOWN.



Everything you need to enjoy the drive

Soul is equipped with a variety of features that just might make driving the highlight of your day. Steering-wheel-mounted audio controls² and a trip computer provide convenient everyday operation. Plus, you and your passengers can enjoy SiriusXM[®] Satellite Radio⁷ or streaming audio when using a compatible *Bluetooth*^{®8} wireless technology-enabled device.

BLUETOOTH[®] WIRELESS TECHNOLOGY⁸

With personal audio devices providing a greater variety of entertainment options, you'll enjoy streaming audio more than ever when using a compatible *Bluetooth*[®] wireless technology⁸-enabled device.

SIRIUSXM SATELLITE RADIO⁷

Enjoy 150 channels of commercial-free music, plus sports and news in your Kia during your 3-month SiriusXM All Access trial subscription, which also includes 160+ channels on your computer, smartphone, and tablet.

INFINITY^{®5} AUDIO SYSTEM*

Available premium Infinity^{®5} audio system includes an external amplifier and subwoofer. It provides exceptional audio entertainment and surrounds the driver and passengers with crisp, balanced sound.

2, 5, 7, 8, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Images shown for illustration only. ¹ (exclaim) WITH PREMIUM PACKAGE SHOWN.

Confidence-inspiring technology

Soul is equipped with impressive systems dedicated to enhancing your daily drive. With a variety of available features that include the multifaceted UVO eServices² Infotainment System* and Rear-Camera Display,⁹ you can do everything from managing your multiple entertainment options to monitoring your driving environment.



1. UVO — SHORT FOR “YOUR VOICE”

The available UVO eServices² Infotainment System* uses advanced voice-recognition technology to let you conveniently manage your music and enjoy hands-free² use of your phone — with simple, intuitive verbal commands. An available free app allows you to integrate your compatible smartphone¹⁰ with your vehicle — and make the most of UVO eServices.^{2*} This app can be downloaded at the App Store¹¹ and Google Play^{TM12} Store. UVO eServices^{2*} can access Local Search powered by Google^{TM12} when it is connected wirelessly to an Internet hotspot;² and it allows you to use a web-enabled computer to send locations that you find on Google Maps^{TM12} mapping service to the navigation system for route guidance. It also lets you stream music, download apps from the App Download Center;^{2*} monitor your vehicle’s driving habits, access 911 Connect^{13*} or Enhanced Roadside Assist,^{14*} and check maintenance requirements with Vehicle Diagnostics^{15*} on the large-capacitive touch screen.* Additionally, there are no subscription fees² to enjoy all these benefits.

2. REAR-CAMERA DISPLAY⁹

To help you see people and things behind your vehicle that you might not see by looking over your shoulder, Soul features an available Rear-Camera Display with a large, bright screen.

4. HEATED AND VENTILATED SEATS*

Enjoy optimal comfort in warm weather with available ventilated driver and front-passenger seats. Available heated front seats and rear outboard seat cushions* help ensure comfortable driving in cold weather.

3. STEERING-WHEEL-MOUNTED CONTROLS²

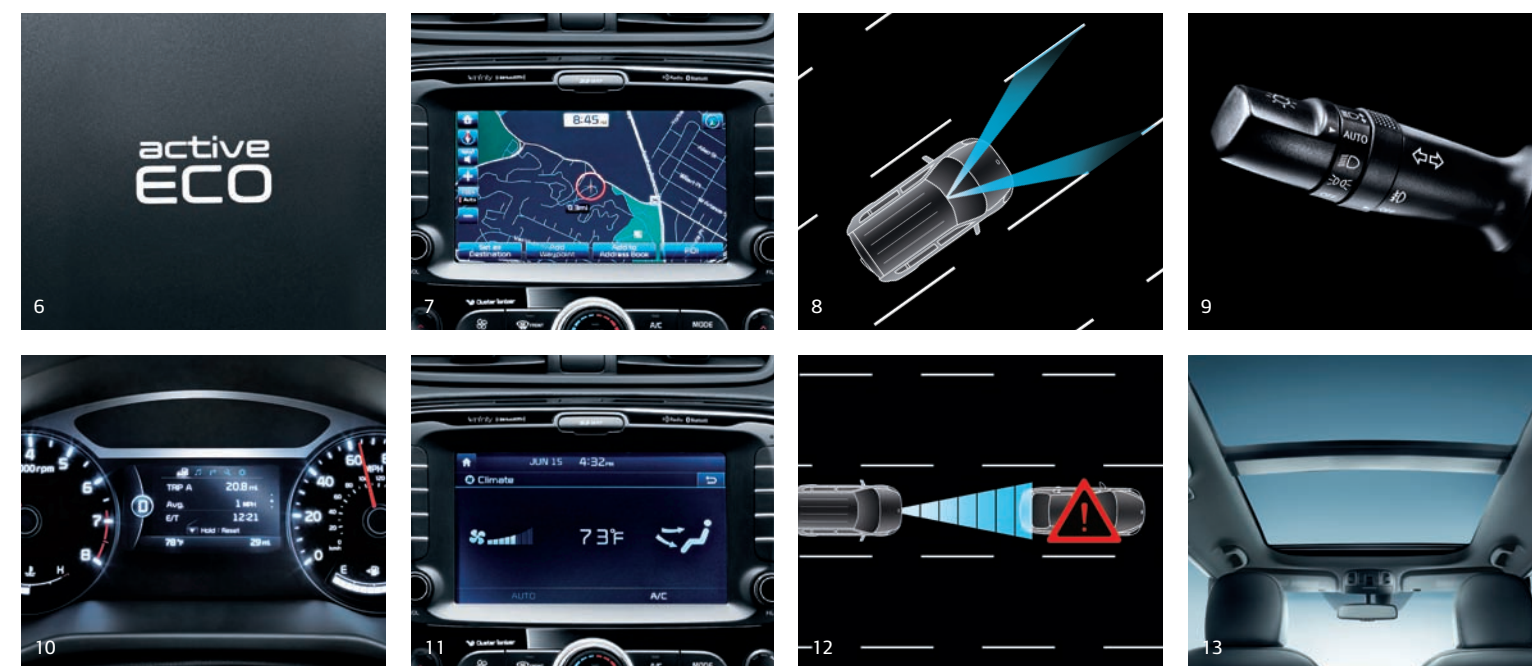
You may operate a variety of features with convenient steering-wheel-mounted controls, including the audio system’s volume and mode selection and all functions of the available cruise control system.

5. PUSH-BUTTON START*

A variety of features enhance everyday driving convenience, including the available Smart Key* remote. It lets you start or stop the engine with the push of a button, even with the key fob in your pocket or purse.

Intelligent features

Soul includes a variety of technologically advanced features that provide you with an exceptional level of comfort, control, and convenience. Available systems like automatic temperature control,* Lane Departure Warning System,^{9*} Forward Collision Warning System,^{9*} and Voice-Command Navigation System* make driving a pleasure.



6. ACTIVE ECO SYSTEM

With the push of the Eco button, Soul’s available Active Eco System proactively controls some of the engine, transmission, and air-conditioning system’s functions to help optimize fuel efficiency!¹

10. SUPERVISION METER CLUSTER*

The Supervision meter cluster, available on Soul ! (exclaim), features a 4.3-inch Thin-Film Transistor (TFT) color LCD display that provides sharp, high-contrast graphics for outstanding readability of the gauges.

7. VOICE-COMMAND NAVIGATION SYSTEM*

The convenient, available voice-command navigation system has a vivid, 8-inch, color, large-capacitive touch screen and delivers continuously updated highway conditions from SiriusXM Travel Link.^{7*}

11. AUTOMATIC TEMPERATURE CONTROL*

To create personalized comfort zones, the available automatic temperature control with cluster ionizer allows the driver and front passenger to conveniently adjust individual temperature settings.

8. LANE DEPARTURE WARNING SYSTEM*

This available advanced system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, the system alerts the driver with a combination of audible and visual warnings.

12. FORWARD COLLISION WARNING SYSTEM*

Alerts are activated by this available system when the vehicle detects objects immediately ahead that may cause a potential impact, encouraging the driver to decelerate.

9. AUTO ON/OFF HEADLIGHTS

This available feature uses sensors to monitor ambient light and tell your Soul when to automatically turn your lights on and off for you.

13. PANORAMIC SUNROOF*

Soul + (plus) and Soul ! (exclaim) feature an available panoramic sunroof that lets you enjoy a feeling of spaciousness and fill the cabin with fresh air. A power sunshade makes its operation quick and convenient.



Engineered to perform

Soul is designed to make driving fun. You can turn every trip around town into a high-energy outing thanks to Soul + (*plus*) and ! (*exclaim*) models' 164-horsepower, 2.0L Gasoline Direct Injection (GDI) engine, and Sportmatic® transmission with clutch-free manual shifting. In addition, FlexSteer™ electronic steering gives you a choice between regular and comfort settings — along with a sport setting for when you're in the mood to enjoy Soul's quick and agile handling. An available Eco Package on Soul + (*plus*) includes Idle Stop & Go (ISG). 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.

! (*exclaim*) WITH PREMIUM PACKAGE SHOWN.



Advanced safety systems — because life is full of curves



2015 Top Safety Pick
INSURANCE INSTITUTE FOR HIGHWAY SAFETY
FOR THE 2016 SOUL



NHTSA Overall 5-Star
Crash Safety Rating¹⁶

Soul features advanced safety systems designed to help give you peace of mind every time you drive. Each one is engineered to help you maintain control, even in harsh road conditions and in some emergency situations.* These safety systems are designed to function automatically, leaving you free to focus on safe driving.

VEHICLE STABILITY MANAGEMENT (VSM)
VSM adds steering-direction-control capability. It intervenes when appropriate to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)
ESC provides improved directional stability, which helps you maintain better control in difficult driving situations. During emergency maneuvers, it can control the engine and brakes to help keep your Soul on course.

TRACTION CONTROL SYSTEM (TCS)
When TCS senses wheelspin during vehicle acceleration, it uses engine power and brake force to help transfer power to the wheels that have the most traction.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)
To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.

BRAKE ASSIST SYSTEM (BAS)
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)
To help keep your Soul from rolling backward when starting off on a steep hill, the HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

*No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly.
¹⁶ See Specifications page for endnote. + (plus) WITH DESIGNER PACKAGE SHOWN.

Strength



SIDE-IMPACT DOOR BEAMS

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The A and B pillars are also reinforced to help strengthen the body of the vehicle.

FRONT & REAR CRUMPLE ZONES

Front and rear crumple zones are specially engineered to help absorb and dissipate energy generated at impact, helping to preserve the structural integrity of the passenger compartment in certain collisions.

REAR CHILD-SAFETY DOOR LOCKS

Rear child-safety door locks are designed to help prevent the doors from being opened accidentally, which is especially important when small children are passengers. With the doors in the locked position, they can only be opened from the outside.

LATCH SYSTEM

Soul features easy-to-use Lower Anchors and Tethers for Children (LATCH) system. It is engineered to let you securely install a compatible child seat at either end of the rear seat.

Intelligence



AIRBAG & SEAT-BELT SENSORS

This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.¹⁷

FRONT SEAT-BELT PRETENSIONERS

Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries in some situations.

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

The front height-adjustable seat-belt anchors allow the driver and front-passenger seat belts to be raised and lowered for a proper fit.

FRONT AND REAR THREE-POINT SEAT BELTS

Three-point seat belts are standard for all five seating positions, so that each person is protected with an over-the-lap and shoulder seat belt.



TAKING ON THE COMPETITION

The Kia Racing team is dedicated to competing against world-class competition — and winning. Motorsport is a proven test bed for reliability, durability, and performance, and the knowledge gained on the race track helps Kia manufacture award-winning vehicles that perform beyond your expectations. In only its third season of competition, the Kia Racing team won the 2014 Pirelli World Challenge GTS-Class Manufacturer Championship with two turbocharged Optimas — scoring 13 podium finishes, including five wins, during the 16-race season, and leading more on-track miles than any other brand.



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 produced its one millionth vehicle after less than four years of operation. The Sorento crossover and certain Optima midsize sedans are currently being assembled at this plant! Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 15,000 jobs in West Point and the surrounding areas. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

INDUSTRY-LEADING WARRANTY PROGRAM*

Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an industry-leading warranty program.†

- 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 assistance

COMPELLING DESIGN

Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia as bold as it is distinctive. Today, the lineup consists of vehicles that fill owners, as well as Kia's designers, with pride.



KIA GT4 STINGER CONCEPT VEHICLE SHOWN (not available for sale).

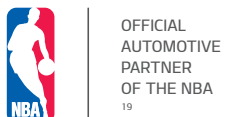
B.R.A.K.E.S. PRO-ACTIVE DRIVING SCHOOL FOR TEENS

Kia understands that teaching teenagers safe driving skills can save lives. To accomplish this goal, Kia has formed a partnership with the B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe) Pro-Active Driving School for Teens (www.PutOnTheBrakes.org), with support including a fleet of 32 vehicles. B.R.A.K.E.S. provides teenagers 15-19 nationwide with no-cost, hands-on defensive training on a closed course in a controlled environment to respond to real-world driving scenarios.



DONORSCHOOSE.ORG

Kia is committed to providing assistance to those in need. That's why Kia became the first car company to partner with DonorsChoose.org, an online charity that allows organizations and individuals to donate to classrooms in need. Together with thousands of citizen philanthropists, Kia has raised more than \$7 million to fund nearly 15,000 projects across all 50 US states, impacting more than 1 million high-need public-school students in just three years.



Delivering on a promise

Kia is committed to producing world-class vehicles to suit most every driving need. This commitment has led to the development of stylish vehicles with an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems. Kia's dedication to quality and value has been widely recognized — one reason why Kia has been named as a top 100 brand in Interbrand's 2014 Best Global Brands report.¹⁸

*Kia Sorento and Optima GDI (EX, SX & Limited and certain LX trims only) are assembled in the United States from U.S. and foreign parts. 4, 18, 19, 20 See Specifications page for endnotes.

PACKAGES

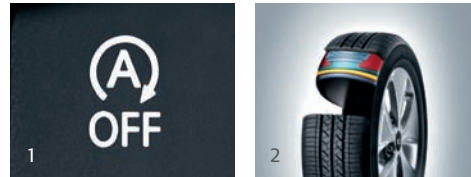
CONVENIENCE PACKAGE (AVAILABLE ON SOUL 1.6L W/SPORTMATIC® TRANSMISSION)

1. AM/FM/MP3/SiriusXM[®] audio system w/4.3" touch screen & Rear-Camera Display⁹
2. Auto on/off headlights



+ (plus) ECO PACKAGE

1. Idle Stop & Go (ISG) system
2. Low-rolling-resistance tires (16" tires instead of 17")



+ (plus) DESIGNER PACKAGE

1. 18" alloy wheels
2. Leather-wrapped steering wheel & gearshift knob
3. Two-tone roof and trim (available in Clear White w/Inferno Red accents & Inferno Red w/Shadow Black accents)



+ (plus) AUDIO PACKAGE

1. UVO eServices² Infotainment System w/voice-command navigation, SiriusXM Travel Link,⁷ Rear-Camera Display⁹
2. Automatic temperature control w/cluster ionizer
3. Infinity[®] audio system w/8 speakers & HD Radio[™] Technology²¹
4. Front-door speaker lights
5. Center channel speaker
6. Leather-wrapped steering wheel & gearshift knob
7. Leatherette interior trim
8. Satin-chrome interior door handles
9. External amplifier, subwoofer (not shown)
10. Black high-gloss interior trim (not shown)



+ (plus) PRIMO PACKAGE (REQUIRES AUDIO PACKAGE)

1. Ventilated front seats
2. Heated front seats, heated rear outboard seat cushions (not shown)
3. Heated steering wheel
4. Push-button start w/Smart Key
5. 10-way power-adjustable driver's seat w/lumbar support
6. Leather seat trim
7. Panoramic sunroof w/power sunshade (replaces roof-rack-ready mounting points)
8. Immobilizer (not shown)



! (exclaim) PREMIUM PACKAGE

1. UVO eServices² Infotainment System w/voice-command navigation, SiriusXM Travel Link,⁷ Rear-Camera Display⁹
2. Automatic temperature control w/cluster ionizer
3. Heated steering wheel
4. Ventilated front seats
5. Heated front seats, heated rear outboard seats (not shown)
6. Panoramic sunroof w/power sunshade
7. Push-button start w/Smart Key
8. Supervision meter cluster w/4.3" TFT color LCD
9. Infinity[®] audio system w/8 speakers & HD Radio[™] Technology²¹
10. Front-door speaker lights
11. Lane Departure Warning System⁹
12. Forward Collision Warning System⁹
13. Projector low-beam headlights w/LED accent lights
14. Immobilizer (not shown)



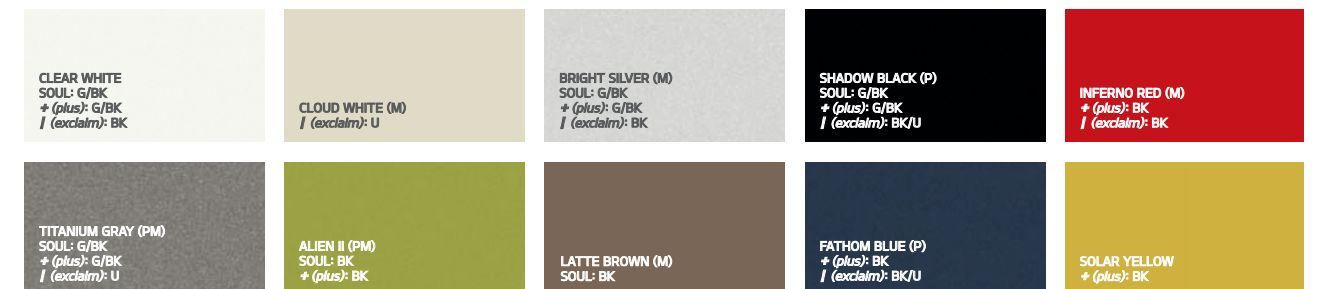
! (exclaim) UMBER PACKAGE

1. Umber Nappa leather seat trim
2. Umber door armrest accents
3. 18" alloy wheels
4. HID projector low-beam headlights w/auto-leveling & LED accent lights (jewel-type)



COLORS

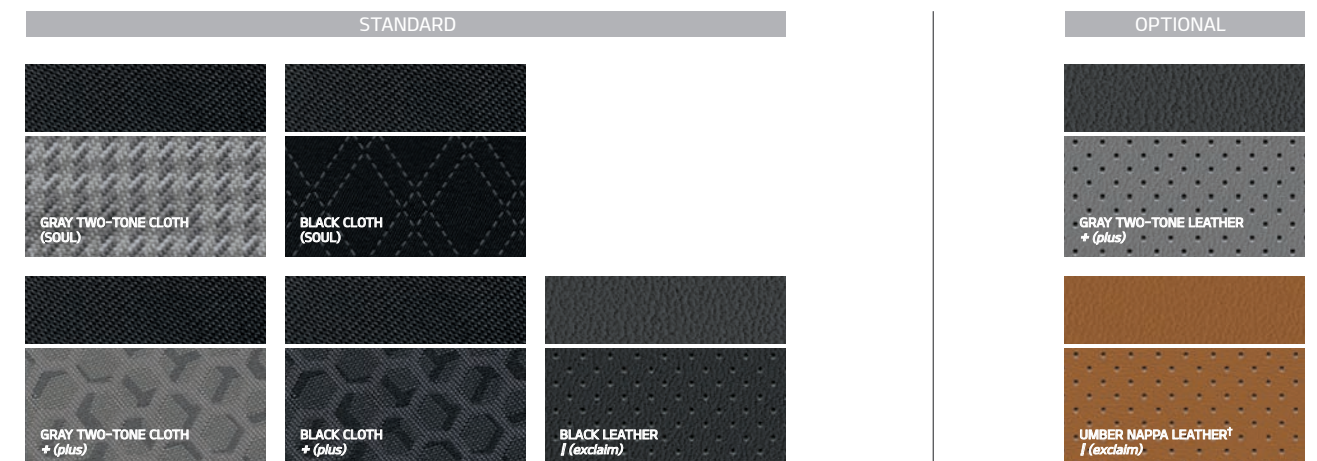
EXTERIOR



(M) = METALLIC PAINT
(P) = PEARL PAINT
(PM) = PEARL METALLIC PAINT

INTERIOR COMBINATIONS ARE INDICATED BY:
BK = BLACK, G = GRAY TWO-TONE, U = UMBER

INTERIOR



ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.

