

Discover the new Kia



2018 SOUL



kia.com



facebook.com/kia



twitter.com/kia



youtube.com/kia

Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. 120V charger is included with vehicle. The content in this brochure is based upon information available at the time of printing and is subject to change without notice. Kia Motors America, Inc. makes no guarantees or warranties, either expressed or implied, with respect to the accuracy of the content presented. Please see kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. See your Kia retailer or kia.com for details on Kia's available limited warranties. ©2017 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.

KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA

Part #: U180 PM001



Two ways to roll in style

With unique styling, exciting performance, and precise handling, the 2018 Kia Soul redefines fun-to-drive. It features a variety of available technologically advanced systems to monitor your driving environment and enhance your daily drive, and the ! (exclaim) offers a turbocharged engine, along with sport styling to complement what's underneath its hood. Plus, Soul's superb engineering has resulted in J.D. Power recognizing the 2017 Soul as the "Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality"¹ for the third year in a row. The all-electric Soul EV^t is another way to roll, with an advanced, powerful lithium-ion polymer battery that eliminates stops at the gas station. Like all Kia models, Soul and Soul EV come with an industry-leading, 10-year/100,000-mile warranty program.²



SOUL EV



"Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality, Three Years in a Row"¹
FOR THE 2017 SOUL



SOUL

SOUL

- 1.6L Gasoline Direct Injection 4-cylinder engine
- 6-speed manual transmission OR available 6-speed Sportmatic® transmission*
- 16" tires w/alloy wheels
- Cloth seat trim OR available leather seat trim*

+ (plus)

- 2.0L Gasoline Direct Injection 4-cylinder engine
- 6-speed Sportmatic® transmission
- 17" tires w/alloy wheels
- Cloth seat trim OR available leather seat trim*

! (exclaim)

- 1.6L Turbo Gasoline Direct Injection 4-cylinder engine
- 7-speed Sportmatic® Dual-Clutch Transmission
- 18" tires w/alloy wheels
- Leather seat trim w/cloth accents

See a more extensive list of features and choose your ideal trim level on the Features pages in the back of the brochure.

Styling that stands out

From every angle, the Soul's sophisticated exterior styling, including contemporary alloy wheels and a variety of sleek features, is designed to turn heads. In addition, three trim levels and a choice of packages allow you to add an impressive variety of options to give your Soul a personality of its own.





Uniquely entertaining

Featuring an available Harman Kardon®³ premium sound system with center speaker, subwoofer, and amplifier,* Soul invites you to enjoy outstanding audio entertainment every time you drive. And that's just the beginning. Soul's fully integrated system includes available pulsating multicolored front-door speaker lights* that instantly create an upbeat atmosphere.

1. ROOF-RACK READY

Large, sturdy available roof cross bars provide a secure base for all roof-rack accessories that allow you to carry even more gear.[†] The cross bars' mounting points are flush with the roofline to maintain a streamlined exterior design when not installed.



2. 60/40 SPLIT-FOLDING REAR SEATS

Soul's spacious rear seats and cargo area⁴ let you conveniently carry longer items, passengers — or a combination of both — by easily folding down one or both of the rear seats.



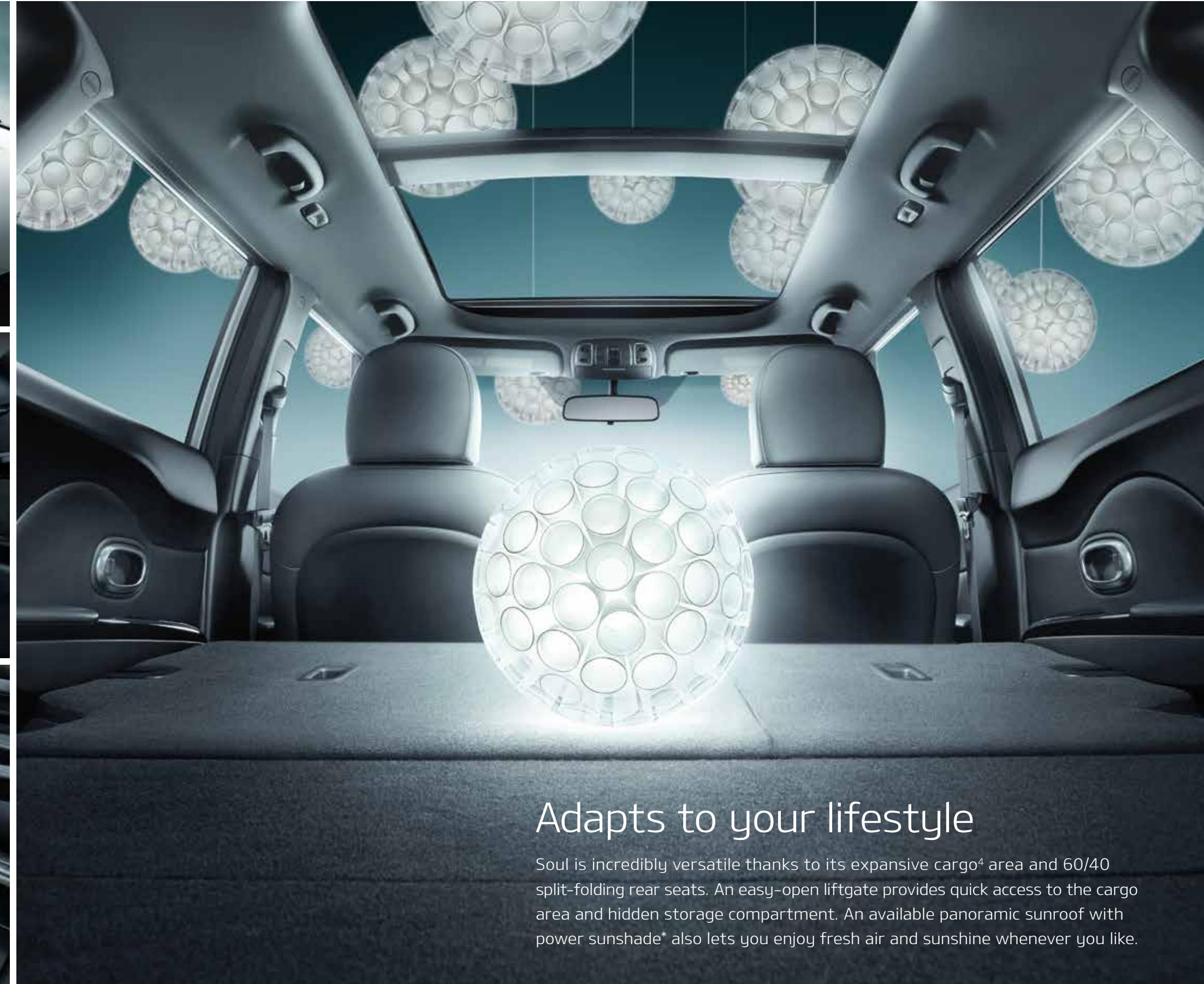
3. CONCEALED STORAGE

The floor of the cargo area⁴ 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 safely out of view.



REAR-PASSENGER COMFORT

The rear seat has abundant headroom and legroom, providing room for three passengers — or two passengers with ready access to a convenient flip-down center armrest with dual cup holders.



Adapts to your lifestyle

Soul is incredibly versatile thanks to its expansive cargo⁴ area and 60/40 split-folding rear seats. An easy-open liftgate provides quick access to the cargo area and hidden storage compartment. An available panoramic sunroof with power sunshade* also lets you enjoy fresh air and sunshine whenever you like.



Comfort by design

Soul's spacious, well-appointed interior accommodates five adults. Thoughtfully designed features, including an available 10-way power-adjustable driver's seat with lumbar support* and 8-way power-adjustable front passenger's seat*, allow traveling in all-day comfort. Plus, upscale soft-touch material throughout the interior and available leather seat trim* add to its contemporary styling.

Premium features to enhance your drive

With a sleek instrument panel and controls intuitively placed for convenient operation, Soul's interior is designed to put you comfortably in command. In addition, a long list of available premium features* enhance your daily drive and provide outstanding choices in entertainment.



1. USB CHARGING PORTS

A USB charging port is conveniently located on the front console. Plus, available fast-charging ports* located inside and on the back of the center console charge portable digital devices quickly.

2. SUPERVISION METER CLUSTER*

Available supervision meter cluster with LCD display provides sharp, high-contrast graphics.

3. HEATED STEERING WHEEL*

Soul's premium features include an available heated steering wheel that is especially appreciated on cold winter days.

AUTOMATIC TEMPERATURE CONTROL*

With Soul's available fully automatic temperature control, the system cools or heats the cabin to maintain the temperature setting you've chosen.

VOICE-COMMAND NAVIGATION*

To enhance everyday convenience, an available voice-command navigation system features an 8-inch touch screen and delivers updated highway conditions from SiriusXM Traffic™.

SIRIUSXM®⁶

Enjoy over 150 channels, including commercial-free music, plus sports, news, and entertainment, during a 3-month SiriusXM All Access trial subscription.⁵ Plus, listening on the app and online is included in the trial, so you'll hear the best SiriusXM has to offer on your compatible devices.

Advanced technology at your command

Soul connects you to life-enriching conveniences of modern driving, including communication, data, and entertainment. All this intuitive technology is efficiently organized and designed to make sure you are connected and informed, enhancing your confidence while driving and helping to keep you focused on the road.



1. UVO — SHORT FOR "YOUR VOICE"⁵

The available UVO eServices Infotainment System provides you with an easy, hands-free way to integrate a compatible smartphone⁷ with your Soul. UVO eServices can keep track of your vehicle's parking location with **Parking Minder**,⁸ monitor your vehicle's driving habits, access **911 Connect**⁹ or **Enhanced Roadside Assist**,¹⁰ and check maintenance requirements with **Vehicle Diagnostics**¹¹ on the large touch screen. Additionally, there are no subscription fees⁵ for the first 10 years to access all of these benefits.

4. UVO eSERVICES APP⁵

An available app, downloaded at the App Store¹² or Google PlayTM Store,¹³ lets you use a compatible smartphone⁷ to access UVO eServices' features. Or access UVO eServices through myUVO.com with a computer.

5. REAR-CAMERA DISPLAY^{14*}

To help you see 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.

2. APPLE CarPlay^{TM12*} 3. ANDROID AUTO^{TM13*}

Apple CarPlay and Android Auto let you take full advantage of the available UVO eServices^{5*} Infotainment System by simply connecting your compatible smartphone⁷ with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

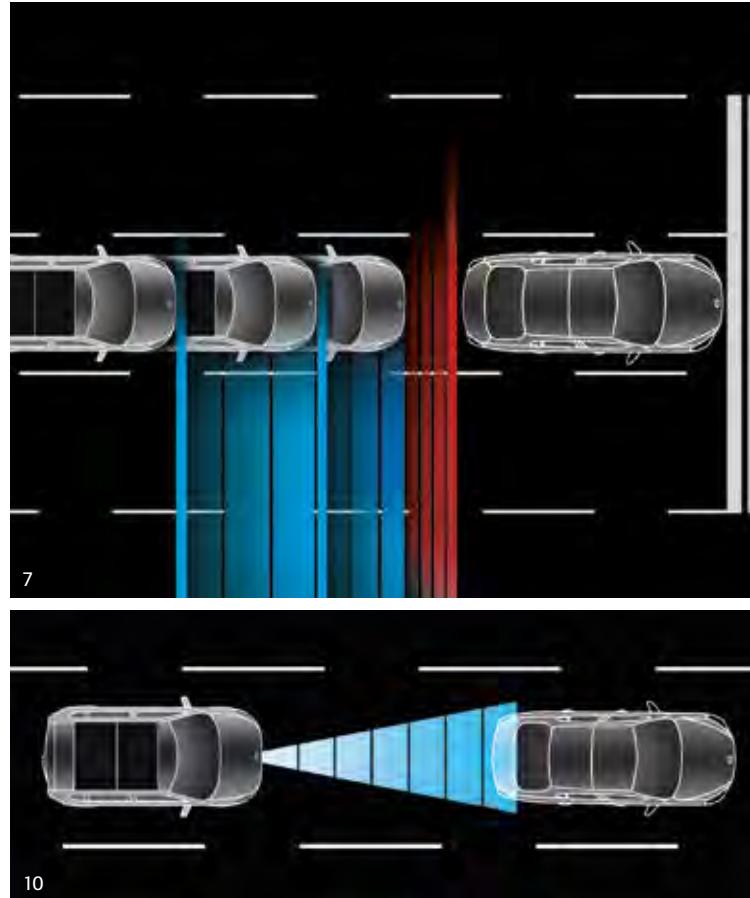
6. VENTILATED AND HEATED SEATS*

Stay cool on hot summer afternoons, thanks to available ventilated driver's and front passenger's seats that circulate cool air through perforations in the seat leather.* For comfortable driving in cold weather, premium features include available heated front seats and rear outboard seat cushions.

A wiser state of mind

The driver's state of mind was essential in the development of Kia Drive Wise — a suite of available driver-assistance technologies.* Its features are intended to keep you alert, calm, and aware of surrounding traffic, and intervene if necessary to help you avoid collisions.

**DRIVE
WISE**

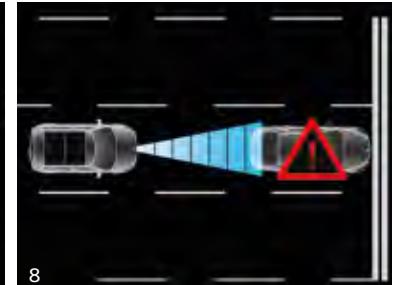


7. AUTONOMOUS EMERGENCY BRAKING SYSTEM¹⁴

This available system is designed to monitor vehicles and pedestrians traveling ahead of you. If the system determines a crash might be imminent, it works to automatically apply the brakes, helping to avoid a collision or mitigate the effects if it cannot be avoided.

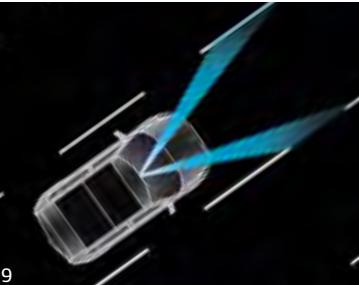
10. SMART CRUISE CONTROL^{14*}

Available Smart Cruise Control uses radar to maintain a predetermined distance from the vehicle directly ahead, automatically slowing or accelerating your Soul when appropriate.



8. FORWARD COLLISION WARNING SYSTEM^{14*}

Available Forward Collision Warning System activates and alerts when the vehicle detects objects immediately ahead that may cause a potential impact, encouraging the driver to decelerate.



9. LANE DEPARTURE WARNING SYSTEM^{14*}

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

11. BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERT^{14*}

An available radar system helps detect vehicles in the driver's blind spot and then provides audible and visual alerts. Available Rear Cross-Traffic Alert helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual alerts to help reduce the likelihood of a collision.



Inspiring performance

Featuring a turbocharged 201-horsepower, 1.6L Gasoline Direct Injection (GDI) engine, with a 7-speed Dual-Clutch Transmission (DCT) that delivers spirited acceleration, Soul ! (*exclaim*) turns every trip around town into a high-energy outing. Soul + (*plus*) provides its own impressive performance with a 161-horsepower,¹⁵ 2.0L GDI engine and Sportmatic® transmission. Plus, you can change your Soul's performance on the fly with the available Drive Mode Select System.* It makes engine and transmission adjustments for optimal balance in Normal mode, increases efficiency¹⁶ in Eco mode,[†] and lets you enjoy Soul's agile handling in Sport mode.



Dedicated to making safety a top priority

Kia's technologically advanced systems are engineered to give you greater confidence on the road and help you maintain control, even in harsh road conditions and some emergency situations.[†] In addition, these systems are designed to function automatically, freeing you to focus on safe driving.

VEHICLE STABILITY MANAGEMENT (VSM)

For additional steering-direction-control capability, the VSM system is designed to intervene in appropriate situations to help you regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)

ESC provides improved directional stability to help maintain better control in difficult driving situations. During emergency maneuvers, it works to control the engine and brakes to help keep your Soul on course.

TRACTION CONTROL SYSTEM (TCS)

When TCS senses wheelspin during acceleration, it is designed to use a combination of both engine power and brake force to help transfer power to the wheel that has the most traction.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system can automatically adjust 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 applies full braking force, which can help shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)

When starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.



NHTSA Overall 5-Star
Crash Safety Rating¹⁷
2018 SOUL

Strength



SIDE-IMPACT DOOR BEAMS

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

FRONT & REAR CRUMPLE ZONES

Both front and rear crumple zones are engineered to help absorb and dissipate impact energy, helping to preserve the basic structural integrity of the passenger compartment in certain collisions.

REAR CHILD-SAFETY DOOR LOCKS

Rear child-safety door locks help prevent the doors from being opened accidentally, which is 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 the 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



ADVANCED AIRBAG SYSTEM

An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.¹⁸

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 helps control airbag inflation accordingly.¹⁸

FRONT SEAT-BELT PRETENSIONERS

Pretensioners are designed to tighten the front seat belts in the event of certain collisions. This can help to reduce the likelihood of injuries.

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

The front height-adjustable seat-belt anchors allow the driver's and front passenger's seat belts to be raised and lowered for a proper fit, helping ensure effective operation.

PASSIVE SAFETY

No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly.
¹⁸ See Features pages for endnote. Simulated image. Inflated airbags shown for illustration purposes only.

¹⁸ (exclm) WITH TECH & SUNROOF PACKAGE SHOWN

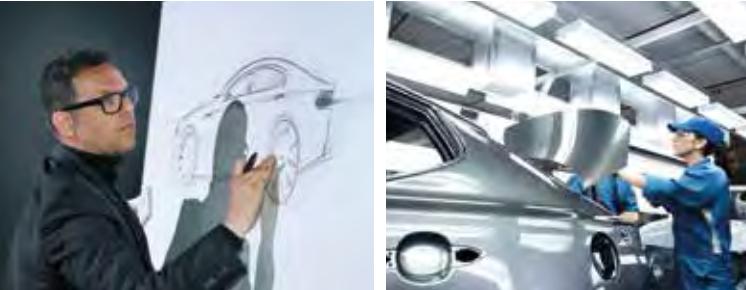
Discover world-class quality

Kia is committed to producing exceptional vehicles with superb quality and reliability to suit most every driving need. From compact to crossover, Kia delivers an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems.



COMPELLING DESIGN

Under the direction of President and Chief Design Officer Peter Schreyer, Kia vehicles have captured worldwide attention for their interior and exterior styling. The passionate collaboration of Kia's designers has created a look that makes every model as bold as it is distinctive.



INDUSTRY-LEADING WARRANTY PROGRAM²

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



KIA NOVO CONCEPT VEHICLE SHOWN (not available for sale).



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA¹⁹



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE LPGA²⁰

COLORS

EXTERIOR

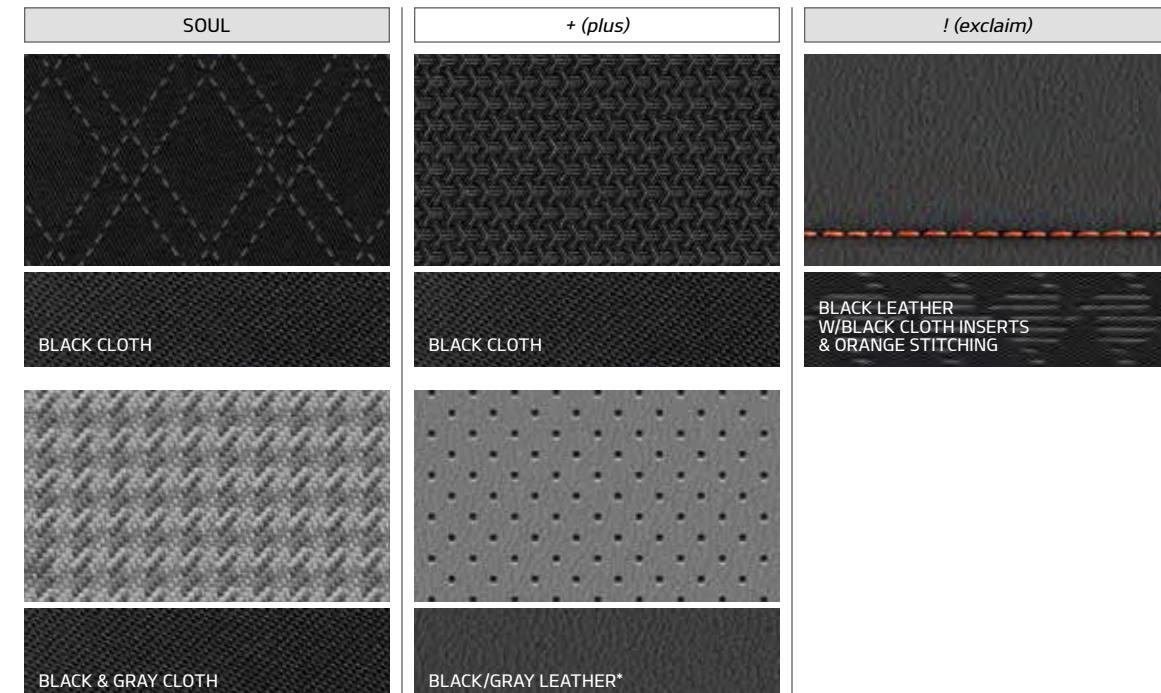


(M) = METALLIC PAINT (PM) = PEARL METALLIC PAINT (P) = PEARL PAINT

[^]AVAILABLE ON AUTOMATIC TRANSMISSION ONLY ^{^^}AVAILABLE WITH DESIGNER PACKAGE ONLY

INTERIOR COMBINATIONS
ARE INDICATED BY:
BK = BLACK
G = GRAY

INTERIOR

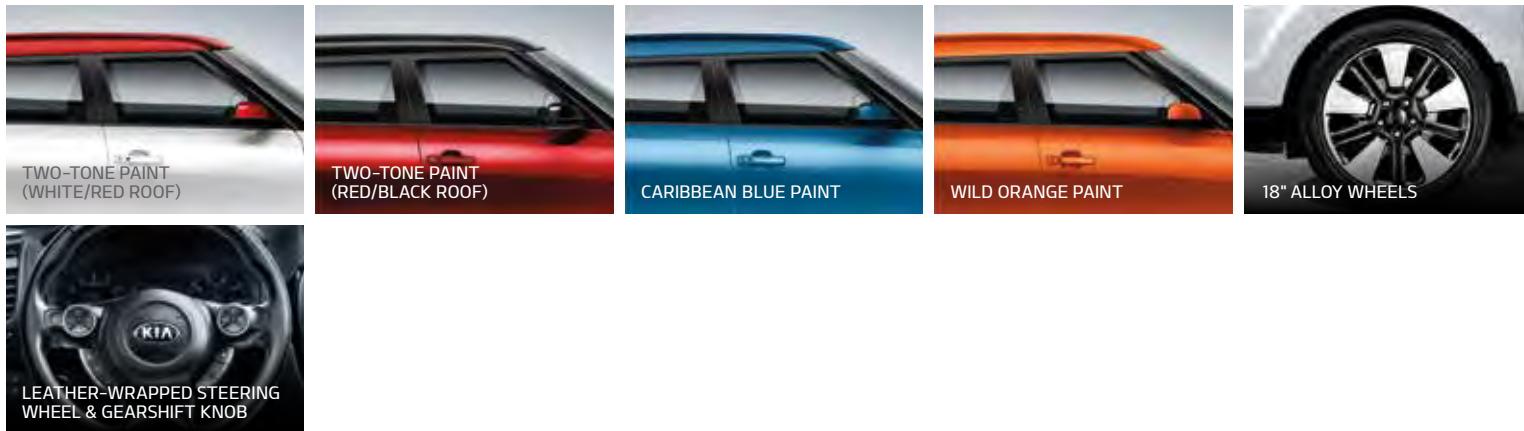


PACKAGES

SOUL CONVENIENCE PACKAGE



+ (plus) DESIGNER PACKAGE



+ (plus) AUDIO PACKAGE



+ (plus) PRIMO LIT PACKAGE (REQUIRES AUDIO PACKAGE)



! (exclaim) TECH PACKAGE



FEATURES

Soul

MECHANICAL & EXTERIOR
1.6L Gasoline Direct Injection 4-cylinder engine
130 horsepower @ 6,300 rpm
118 lb.-ft. torque @ 4,850 rpm
6-speed manual transmission
Available 6-speed Sportmatic® transmission
16" tires w/ alloy wheels
Body-color, power outside mirrors
Multi-Focus Reflector Headlights
Roof-rack-ready mounting points
Rear-window defroster
Privacy glass

for a full list of the latest features and specifications, visit:
www.kia.com/Soul

INTERIOR & CONVENIENCE
AM/FM/MP3/SiriusXM® ⁶
USB/auxiliary input jacks
2 front, 2 rear, 2 tweeter speakers
Steering-wheel-mounted audio controls ⁵
Tilt & telescopic steering column
Bluetooth® wireless technology ²¹
Power door locks w/two-turn entry system
Power windows w/(driver's) one-touch auto down
Air conditioning
(2) 12V power outlets
Dual front cup holders
Center-console armrest & storage (Automatic transmission only)
Illuminated dual visor vanity mirrors w/sliding rod
Trip computer
Rear child-safety door locks
Tire-Pressure Monitoring System (TPMS) ²²

SEATING & TRIM
Gray two-tone or black cloth seats
60/40 split-folding rear seats
6-way adjustable driver's seat
Front-door map pockets w/bottle holders
Cargo-area light
Under-cargo organization tray
RESTRAINT & SAFETY SYSTEMS ¹⁸
Dual front advanced airbags
Dual front seat-mounted side airbags
Full-length side curtain airbags
Front & rear 3-point seat belts
Front seat-belt pretensioners
Height-adjustable front seat-belt anchors
Anti-lock Braking System (ABS)
Electronic Stability Control (ESC)
Vehicle Stability Management (VSM)
Traction Control System (TCS)
Brake Assist System (BAS)
Hill-start Assist Control (HAC)
Side-impact door beams
Front & rear crumple zones
Lower Anchors and Tethers for Children (LATCH)

++ (plus) (replaces or adds to base trim)

MECHANICAL & EXTERIOR
2.0L Gasoline Direct Injection 4-cylinder engine
161 horsepower @ 6,200 rpm ¹⁵
150 lb.-ft. torque @ 4,700 rpm ¹⁵
6-speed Sportmatic® transmission
17" tires w/ alloy wheels
Body-color, heated power outside mirrors
Front fog lights
INTERIOR & CONVENIENCE
UVO eServices ⁵ Infotainment System w/7" touch screen, Apple CarPlay™ ¹² & Android Auto™ ¹³
Automatic temperature control w/cluster ionizer
Rear-Camera Display ¹⁴
Steering-wheel-mounted cruise controls ⁵
Drive Mode Select System
Power windows w/(driver's) & front passenger's one-touch auto up/down
Remote keyless entry
Auto on/off headlights
Rear-center armrest w/cup holders
(3) 12V power outlets

SEATING & TRIM
Black cloth seats
Cargo cover

++! (exclaim) (replaces or adds to + (plus) trim)

MECHANICAL & EXTERIOR
1.6L Turbo Gasoline Direct Injection 4-cylinder engine
201 horsepower @ 6,000 rpm
195 lb.-ft. torque @ 1,500–4,500 rpm
7-speed Sportmatic® Dual-Clutch Transmission
18" tires w/ alloy wheels
Outside mirrors w/turn-signal indicators
INTERIOR & CONVENIENCE
Supervision meter cluster w/4.3" TFT color LCD
SEATING & TRIM
Black-leather seat trim w/cloth accents
Leather-wrapped steering wheel & gearshift knob
Leatherette meter hood, door center trim inserts, & door armrest
Piano black interior accents
Satin-chrome interior door handles

ENDNOTES

1. The Kia Soul received the lowest number of problems per 100 vehicles reflecting higher quality among compact multi-purpose vehicles in the J.D. Power 2015–2017 U.S. Initial Quality Studies. 2017 study based on 77,419 total responses, evaluating 189 models, and measures the opinions of new 2017 vehicle owners after 90 days of ownership, surveyed in February–May 2017. Your experiences may vary. Visit jdpower.com/cars. 2. Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details. 3. ©2017 Harman International Industries, Inc. All rights reserved. Clari-Fi is a trademark and Harman Kardon is a registered trademark of Harman International Industries, Inc. 4. All cargo should be evenly distributed and properly secured, and never piled higher than the seatback. Images shown for illustration purposes only. 5. Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. App uses your smartphone data service. Normal cellular service rates will apply. Your vehicle can connect to Internet hotspots, whether it's your personal wireless internet at home or to a smartphone device with an Internet service plan (normal cellular service rates may apply). 6. SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets. See siriusxm.com/traffic for details.** Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. 7. Apple iPhone® and select Android™ devices only are UVO eServices-compatible. iPhone® is a registered trademark of Apple Inc. Android™ is a trademark of Google Inc. 8. Parking Minder operates on GPS with certain smartphones and UVO eServices App. Cellular service

rates apply. 9. 911 Connect activates after airbag deployment and requires a cell phone connected via Bluetooth® wireless technology and a wireless signal. 10. 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires a cell phone connected via Bluetooth® wireless technology and a wireless signal. 11. Vehicle Diagnostics checks powertrain, chassis, and airbag systems and is not a substitute for maintenance. See UVO eServices Maintenance Feature or Owner's Manual for maintenance schedule. 12. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. 13. ©2017 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc. 14. These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution. 15. Soul 2.0L GDI (161-hp ULEV II/160-hp SULEV, 150 lb.-ft. torque ULEV II) engine is the only engine available in these states: CA, CT, MA, MD, ME, NJ, NM, NY, OR, PA, RI, VT, WA. ULEV II engine is the only engine available in all other states. 16. Soul 2018 EPA-estimated City/Hwy/Combined MPG = Soul MT: 24/30/27, Soul AT/+ (plus): 25/30/27, ! (exclaim): 26/31/28. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. 17. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 18. For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. 19. NBA identifications are the intellectual property of NBA Properties, Inc. ©2017 NBA Properties, Inc. All rights reserved. 20. 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 expressed prior written consent. 21. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. A compatible Bluetooth®-enabled cell phone is required to use Bluetooth® wireless technology. 22. Even with the Tire-Pressure Monitoring System, always check tire pressure on a regular basis.