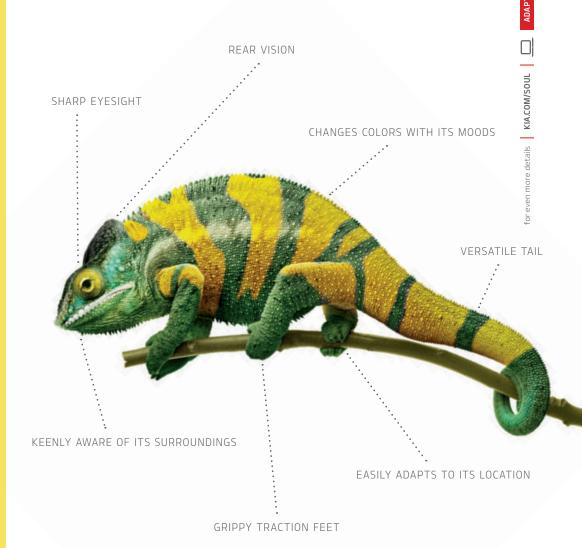






A marvel of ADAPTABILITY

The all-new 2020 Soul stands out everywhere, yet fits in anywhere. It's versatile, bold, and moves with nimble confidence wherever it roams. It's got intuitive features, smart technology, and available turbo power.* And flexibility is in its DNA, whether you're cruising around town, loading it with cargo, or hitting the open road on a last-minute getaway. Can you imagine anything else so multitalented?





ATTENTION SEEKING

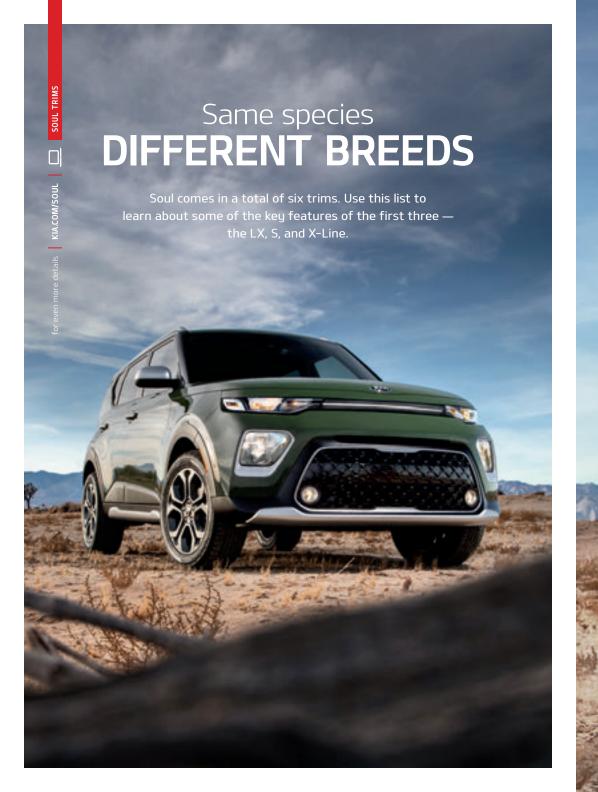
by nature



COLORS EXPRESS ITS ROBUST ENERGY

MANY CHAMELEONS TURN VARYING VIBRANT SHADES OF COLOR TO DISPLAY THEIR MOOD. THE MORE ENERGIZED THEY FEEL, THE BRIGHTER THEY BECOME.

If you're going to go out in the world, you may as well go all out — and Soul is the ultimate vehicle to do it in. Its modern, iconic shape, vibrant color options, and up-for-anything capability exude exhilaration — and put your positive vibes on full display.



LX

all the essentials, and then some

S

adds alloy wheels and more technology and features

X-LINE

adds larger wheels, body cladding, and a few more rugged, sporty features

DRIVING

2.0L Multi-Point Injection (MPI) 4-cylinder engine

147 hp @ 6,200 rpm

6-speed manual transmission

Intelligent variable automati

16" steel wheels

Drive Mode Selec

2.0L Multi–Point Injection (MF 4–cylinder engine

147 hp @ 6,200 rpm

Intelligent variable automatic transmission

16" alloy wheels

Drive Mode Select

2.0L Multi-Point Injection (MPI) 4-cylinder engine

147 hp @ 6,200 rpm

Intelligent variable automatic transmission

18" alloy wheels

Drive Mode Select

Two-tone roof treatmen

Exterior hodu kit

Fog light

TECHNOLOGY

M/FM/MP3 audio system

Apple CarPlay^{®1} & Android Auto™2

7" touch screer

Rear-Camera Display

M/FM/MP3 audio systen

Apple CarPlay^{®1} & Android Auto™2

7" touch scre

Rear-Camera Displa

llind Spot Collision Warning³

Rear Cross Traffic Collision Warning³

Lane Change Assist

Forward Collision–Avoidance Assist³

Lane Keeping Assist³

Driver Attention Warning⁴

INTERIOR

Cloth seat trim

60/40 split-folding rear seats

6-way adjustable driver's seat

remium cloth seat trim

60/40 split-folding rear seats

6-way adjustable driver's seat

AM/FM/MP3 audio system

Apple CarPlay®¹ & Android Auto™²

7" touch screen

Rear-Camera Display

Rlind Spot Collision Warning

Rear Cross Traffic Collision Warning³

Lane Change Assist³

Cloth seat trin

60/40 split-folding rear seats

6-way adjustable driver's seat

Leather-wrapped steering wheel & gearshift knob

OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS.
Feature available with automatic transmission only. 1–4 See last page for endnotes. X-LINE SHOWN

Even more HIGHLY EVOLVED

Want a little more luxury and sportiness? The EX, GT-Line, and GT-Line Turbo trims offer additional premium features to take your Soul to the next level.



EX

features even more technologu

DRIVING

147 hp @ 6,200 rpm Intelligent variable automatic transmission 17" alloy wheels

Drive Mode Select

GT-LINE

puts even more sporty stule in uour Soul

adds turbo, premium features,

and color-themed speaker lights

GT-LINE

TURBO

18" alloy wheels

Unique front grille Sporty front & rear bumpers Side sills w/red accents Chrome-tipped center exhaust

transmission 18" alloy wheels

Unique front grille Sporty front & rear bumpers Side sills w/red accents

TECHNOLOGY

Apple CarPlay^{®1} & Android Auto™2 Premium Navigation⁷
w/10.25" touch screen Rear-Camera Display³

Smart Key w/push-button start Blind Spot Collision Warning³ Rear Cross Traffic Collision Warning³ Lane Change Assist³ Forward Collision–Avoidance Assist³

Lane Keeping Assist³ Driver Attention Warning⁴

INTERIOR

Premium cloth seat trim

60/40 split-folding rear seats 10-way power-adjustable driver's seat w/lumbar support
Heated front seats
Leather-wrapped steering
wheel & gearshift knob
Dual-level cargo area w/cargo cover
Dual-zone automatic Apple CarPlay^{®1} & Android Auto™2 7" touch screen

60/40 split-folding rear seats

D-shaped leather-wrapped steering wheel & gearshift knob

Apple CarPlay 4 Android Auto 2 Premium Navigation 3 W 10.25 touch screen
Rear-Camera Display 4 Harman Kardon 2 premium audio system w/10 speakers
Wireless smartphone charger 4 Head-Up Display 10 Smart Key w/push-button start Blind Spot Collision Warning³ Forward Collision-Avoidance Assist
w/Pedestrian Detection³
Lane Keeping Assist³
Driver Attention Warning⁴

60/40 split-folding rear seats Heated front seats
D-shaped leather-wrapped steering
wheel & gearshift knob
Dual-level cargo area w/cargo cover
Dual-zone automatic Power sunroof w/sunshade

Speaker lights w/color themes

It loves THE WILD

Soul's got more than personality, it's got the moves to match. With an available turbocharged engine, quick-shifting transmission, and two different drive modes* to personalize your ride, Soul is designed for sporty action and endless satisfaction.

TWO EXCITING ENGINE CHOICES

include a 1.6L turbocharged GDI engine with 201 horsepower* and a 2.0L 4-cylinder engine with 147 horsepower

7-SPEED DUAL-CLUTCH TRANSMISSION*

optimizes the engine's responsiveness for enhanced acceleration and a sporty feel

INTELLIGENT VARIABLE TRANSMISSION (IVT)*

is designed with adaptive-style shift logic for smooth acceleration and a sporty feel $% \left\{ 1,2,\ldots ,2,3,\ldots \right\}$

DRIVE MODE SELECT SYSTEM*

lets you choose from Normal or Sport setting to fit your mood

ISO-STRUCTURE™ CONSTRUCTION

is made with 54% advanced, high-strength steel to help improve frame rigidity for greater driving dynamics and a quieter ride



ALSO TURBOCHARGED: A CHAMELEON'S TONGUE

ITS SUPER-FAST TONGUE CAN SNAG A CRICKET IN ABOUT 20 MILLISECONDS. IN AUTOMOTIVE TERMS, THAT'S 0-T0-60 IN A HUNDREDTH OF A SECOND!





Like all creatures, you require certain necessities for survival. So Soul is designed with the premium features to satisfy your high standards for comfort, fresh air, modern aesthetics, and, of course, plenty of room to stretch out and claim as your own.

DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL*

allows you and your front passenger to each maintain your preferred temperature setting

Pop the hatch and FILL IT UP











Your Soul's UNIVERSAL REMOTE

UVO link^{5*} is Kia's smart telematics system that lets you integrate your compatible smartphone via an embedded modem to perform an array of impressive functions. Just activate UVO link⁵ and download the Kia Access with UVO link app from the App Store^{®1} or Google Play^{TM2} Store. We'll even cover your subscription fees for one year from the original retail purchase/lease date.



REMOTE LOCK/UNLOCK^{12*}

can lock or unlock your Soul from afar

REMOTE CLIMATE CONTROL^{12*}

lets you get the air conditioning or heater going before you get to your car

REMOTE FIND MY CAR12*

can locate where you parked your Soul, and even give you directions to it

911 CONNECT13 & ROADSIDE ASSISTANCE14*

will automatically attempt to call 911 to send help if your airbags deploy — or for nonemergencies, it lets you connect with our call center for 24/7 roadside assistance

MY CAR ZONE15*

lets you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR*

can sync your favorite POIs from your compatible smartphone* to the Premium Navigation^{7*} system





Even the best drivers can't be perfect 100% of the time, so we created Kia Drive Wise, a suite of available advanced driver-assistance technologies that are designed to help keep you alert, aware of surrounding traffic, and even intervene in certain situations to help you avoid collisions.

KEENLY AWARE OF ITS SURROUNDINGS

A CHAMELEON CAN MOVE ITS EYES IN OPPOSITE DIRECTIONS SIMULTANEOUSLY — ALLOWING IT TO SCAN THE ENVIRONMENT FOR FOOD OR DANGER WITHOUT EVEN MOVING ITS HEAD.

It sees it IT SCANS IT and reacts



LOOK FOR THE **DRIVE** LABELS AHEAD WISE

*Optional feature available only on certain trims. See kia.com for details. 3 See last page for endnote. Image shown for illustration only. GT-LINE TURBO SHOWN

Vehicles in your blind spot, changing lanes in traffic and unintentional drifting are just a few occasional hazards of life behind the wheel. Thankfully, these available advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.3

How to LANE KEEPING ASSIST3* DW STAY If the system detects the vehicle getting close to lane markers, it can apply **CENTERED** corrective steering to help prevent you from drifting into another lane amid life's chaos LANE CHANGE ASSIST^{3*} DW When you put your blinker on to change lanes, it is designed to help warn you of vehicles that it detects in adjacent lanes approaching from behind **BLIND SPOT COLLISION** WARNING3* DW Radar is designed to detect vehicles in your blind spot and give visual and audible alerts to help you avoid some *Optional feature available only on certain trims. See kia.com for details. 3 See last page for endnote. Image shown for illustration only. GT-LINE TURBO SHOWN hazardous lane-change decisions

LANE DEPARTURE WARNING SYSTEM3* DW If the system detects you drifting too close to lane markers without signaling, it can alert you with a

warning beep

Soul senses, alerts, and helps

STOP

These available advanced features make Soul extra adept at helping you brake and stay aware:

FORWARD COLLISION WARNING3* DW

This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close

FORWARD COLLISION-AVOIDANCE ASSIST WITH AVAILABLE PEDESTRIAN DETECTION3*

This system is designed to help detect and alert you of a collision risk with a vehicle, and even automatically apply the brakes in some cases. Available Pedestrian Detection* uses even more advanced technology to help detect and avoid pedestrians in certain conditions

DRIVER ATTENTION WARNING4* DW

This system is designed to give you a warning signal to take a break if it detects inattentive driving practices

BRAKE ASSIST SYSTEM

If you suddenly slam on your brakes, it's designed to sense the urgency and apply full braking power, which can help shorten your braking distance

ELECTRONIC BRAKE-FORCE DISTRIBUTION

Based on the vehicle's weight distribution, it helps adjust the balance of braking power accordingly



EYES IN THE BACK of your head



The parking lot speed demon, the wayward shopping cart, the pole that wasn't there just moments ago — there's a lot to watch out for in the midst of everyday driving. That's why Soul is equipped with these advanced features designed to give you a heads-up to all the activity going on behind you.

REAR CROSS TRAFFIC COLLISION WARNING3* DW

uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you're in reverse

REAR-CAMERA DISPLAY3*

is designed to automatically display the rear view on your screen when you put your Soul in reverse

GRID LINES ON THE SCREEN HELP GUIDE YOU

with yellow (getting close) and red (stop!) grid lines that help track how much space you have before you bump into something





INCREDIBLE REAR VISION

CHAMELEONS HAVE AN ENVIABLE HORIZONTAL RANGE OF MOTION, ALLOWING THEM TO SEE WHAT'S DIRECTLY BEHIND THEM.

*Optional feature available only on certain trims. See kia.com for details.

3 See last page for endnote. Image shown for illustration only. GT-LINE TURBO SHOWN

Four ways to help KEEP YOUR GRIP

ELECTRONIC STABILITY CONTROL (ESC)†

In difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability

VEHICLE STABILITY MANAGEMENT (VSM)†

VSM can intervene to help enhance stability and steering responses when driving on some slippery roads

TRACTION CONTROL SYSTEM (TCS)†

When TCS senses wheelspin during acceleration, it uses a combination of engine power and brake force to help transfer power to the wheel that has more traction

HILL-START ASSIST CONTROL (HAC)†

HAC can help prevent the vehicle from rolling backward when starting on an incline by holding the brakes for approximately 2 seconds



OF THE

SUPER-GRIPPY FEET

A CHAMELEON'S FOOT CONSISTS OF TWO FLESHY PADS THAT OPPOSE EACH OTHER. TOGETHER, THEY WORK LIKE A SET OF PINCERS TO FIRMLY CLAMP DOWN ONTO VINES AND BRANCHES.

Protection **EVOLVED**

ADVANCED AIRBAG SYSTEM¹⁶

includes dual front, front seat-mounted side, and full-length side curtain airbags to help protect driver and passengers

AIRBAG & SEAT-BELT SENSORS¹⁶

are designed to monitor the severity of certain impacts and seat-belt use, then help to control airbag inflation accordingly

REINFORCED BODY CAGE

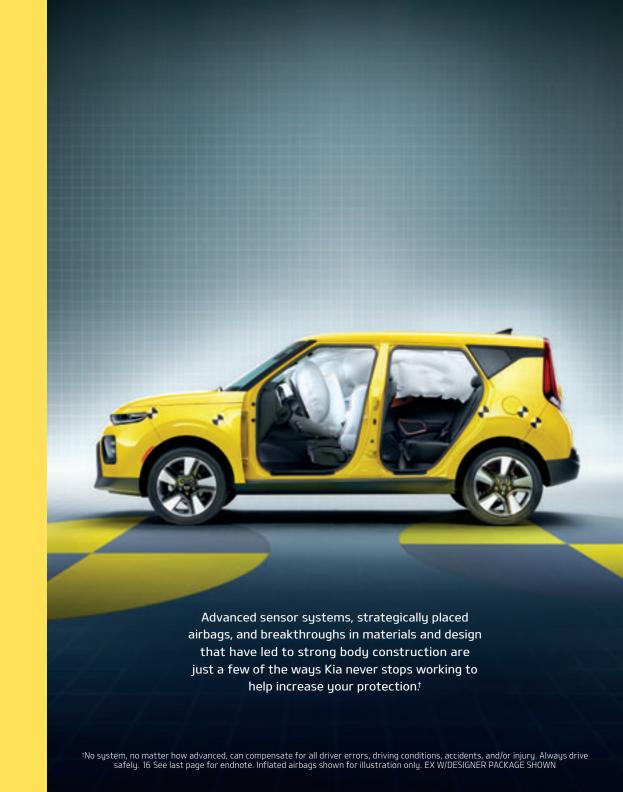
is designed to help absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions

FRONT SEAT-BELT PRETENSIONERS

are designed to tighten driver and front-passenger seat belts in certain collisions to help reduce injuries

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

let you adjust the front seat belts for a more customized fit to help improve effectiveness



Find out which of these powertrain

WARRANTIES

is top of the line

INDUSTRY-LEADING WARRANTY PROGRAM¹⁷

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

10-year/100,000-mile

Subaru 5-year/60,000-mile

Toyota 5-year/60,000-mile

Honda 5-year/60,000-mile

Chrysler 5-year/60,000-mile

Ford 5-year/60,000-mile

Mazda 5-year/60,000-mile

Porsche 4-year/50,000-mile

Mercedes 4-year/50,000-mile

BMW 4-year/50,000-mile

Volvo 4-year/50,000-mile

Audi 4-year/50,000-mile



GRAVITY GRAY (LX, S, EX, X-LINE, GT-LINE) DOWN-TO-EARTH, KEENLY IN TUNE WITH THE LAWS OF THE UNIVERSE



SNOW WHITE PEARL (LX, S, EX, X-LINE, GT-LINE) BENEVOLENT, HONEST, AND SUDDENLY, A BIT SLEEPY



MARS ORANGE (LX, S) FRIENDLY AND SOCIAL, SOME WOULD SWEET, BUT ALSO PREPARED DESCRIBE YOU AS "OUT THERE"



CHERRY BLACK (LX, S, EX, GT-LINE) TO INDULGE YOUR DARK SIDE



SPARKLING SILVER (LX, S, EX) READY TO CELEBRATE ALL THE GOOD THINGS IN LIFE



SOLAR YELLOW (LX, S, X-LINE, EX[†]) WARM AND WELCOMING WITH A SUNNY, CHEERFUL DISPOSITION



CHAMELEONS CAN "TUNE" THE DISTANCES BETWEEN TINY NANOCRYSTALS IN THEIR SKIN THAT REFLECT LIGHT, CREATING A SPECTRUM OF COLORS THAT COMMUNICATE THEIR



PLATINUM GOLD (FX) A LITTLE LUXURY SOUNDS GOOD RIGHT NOW

PICK A COLOR that reflects your mood



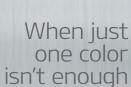
INFERNO RED (LX, S, EX, X-LINE, GT-LINE) INVIGORATED, EXCITED, PASSIONATE ABOUT LIFE



NEPTUNE BLUE (EX DESIGNER PACKAGE, GT-LINE) COOL, CALM AND CONTEMPLATIVE



UNDERCOVER GREEN (EX, X-LINE) HAPPY TO JUST LAY LOW AND PLAY IT COOL







CHERRY BLACK & MARS ORANGE (X-LINE)



PLATINUM GOLD & GRAVITY GRAY (EX DESIGNER PACKAGE)



CLEAR WHITE & PLATINUM GOLD (EX DESIGNER PACKAGE)



CHERRY BLACK & INFERNO RED (GT-LINE)



EMOTIONS.

INFERNO RED & CHERRY BLACK (GT-LINE)



CHERRY BLACK & NEPTUNE BLUE (X-LINE)

A PACKAGE

to suit your nature

Make your Soul even more you by adding a package with the extra features you know you want.

EX DESIGNER PACKAGE

GT-LINE SUNROOF PACKAGE

Six ways **TO ROLL**

Soul offers the following unique wheel designs:



16" STEEL WHEELS



16" ALLOY WHEELS



EX 17" ALLOY WHEELS



X-LINE
18" ALLOY WHEELS



EX DESIGNER PACKAGE18" ALLOY WHEELS (BLACK SPOKE)



GT-LINE, GT-LINE TURBO 18" ALLOY WHEELS

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Always drive safely and use caution. **5.** Purchase/lease of a new 2020 Kia Soul vehicle with UVO link includes a complimentary 1-uear subscription starting from new vehicle retail sale/lease date as recorded but he dealer. After the complimentary 1-year UVO link subscription expires, continued access to UVO link will require a paid subscription at the then-current subscription rate or your use of UVO link will immediately terminate. Use of UVO link is subject to agreement to the UVO Privacy Policy (available at owners.kia.com) and Terms of Service (available at owners.kia.com). UVO is transferable to subsequent owner(s) during the original UVO service term. Only use UVO when safe to do so. Kia Access with UVO link app is available from the App Store® or Google PlauTM Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage are required to use most features. UVO features may vary by model, model uear, and trim level. Features and specifications are subject to change. For more on details and limitations, visit owners.kia.com or your authorized Kia dealer. 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 3-month All Access trial subscription, which is included with your newly purchased or leased vehicle, the subscription plan you choose will automatically renew thereafter and you will be charged according to uour chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call Sirius XM 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. 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My Car Zone requires cellular coverage. Cellular service rates apply. 16. 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. 17. 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 warrantu details.

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youtube.com/kia





