



The Power to Surprise

2016
SOUL

IT'LL MOVE YOU ON A WHOLE OTHER LEVEL.

//////////

You can be moved in the purely functional sense of getting from here to there. Or you can be moved at a much deeper level, touching something inside you at a more fundamental level. In your Soul. It's about transforming driving into a personal form of expression. And it's about having a blast along the way. Nothing else looks like the 2016 Kia Soul. And nothing feels like it either. Not even close.



soul

DON'T JUST STAND OUT.
STAND WAY OUT.



Do you want to blend in with the crowd – or stand out? Soul is a sure-fire conversation starter with its bold lines and dramatic presence, created by an international team of imaginative designers. You can then dial up an already dynamic look with the added dramatic touches of available LED positioning lights and LED light bar taillights, on top of three sporty alloy wheel designs. Designed with passion. Driven with attitude.

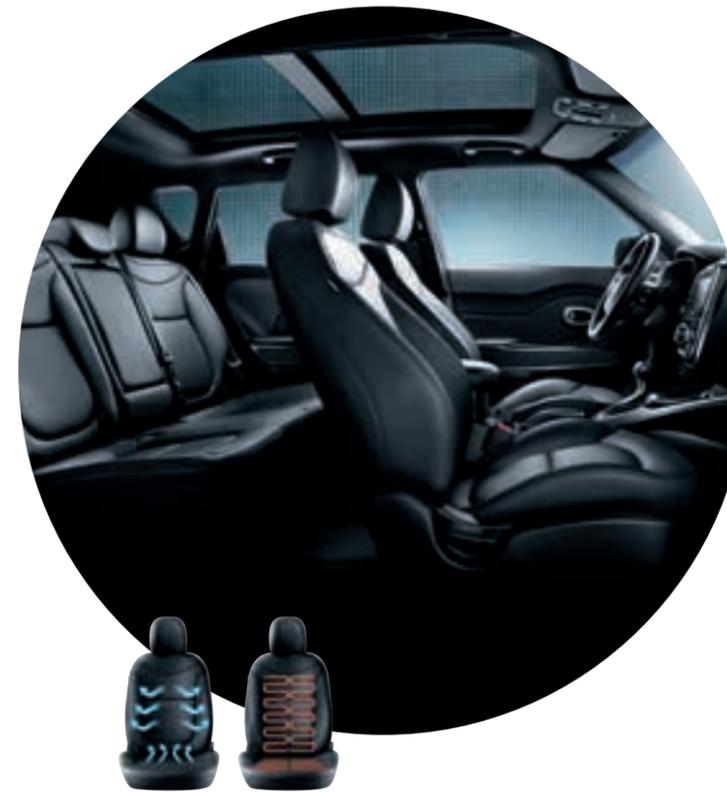


GET READY TO STIR THINGS UP.

Want your next journey to be a stirring experience? Then get into a Soul. You can stir up the itinerary, as Soul adapts to you, with its split-folding rear seats and a personality that's equally at home outside a café as it is on a country road. Soul also adapts to different driver's comfort preferences, with its available power adjustable driver's seat with lumbar support. But more importantly, it can stir your emotions with interior styling that's enhanced by available soft-touch materials and piano-black trim accents. For a look all its own. For a ride all your own.

60/40 SPLIT-FOLDING REAR SEATS

Soul's interior can be easily reconfigured to handle passengers, long cargo items – or both, thanks to the split-folding rear seats. The cargo capacity is expansive: 532 litres of space with the seats upright and 1,402 litres with the rear seats down.



HEATED AND AIR-COOLED SEATS

Available heated front and rear seats help take the sting out of cold winter days. When the weather heats up, you can enjoy the added comfort of available air-cooled front seats that circulate air through perforations in the material.



REAR-PASSENGER COMFORT

The rear seat has room for three passengers or two passengers and a flip-down centre armrest with dual cupholders.



CONCEALED STORAGE

The floor of the cargo area flips up to reveal a hidden compartment for securing small items. In addition, Soul SX Luxury includes a cargo screen to keep your belongings safely out of view.



OPEN TO ALMOST ANYTHING Soul appeals to your senses in many ways. For an open-air feel, choose the panoramic sunroof that's part of Soul SX Luxury. It's one more element of Soul's open-ended approach to driving.



FUELLED BY FUN.

////////// If you believe driving should be no work and all play, Soul is built for you. It even comes with the latest "toys" – available premium features include a voice-command navigation system³ and an eight-speaker Infinity^{®2} by Harman audio system that features a subwoofer and an external amplifier. Or you can go all-out with the high-tech gear by choosing the available Supervision instrument cluster with high-contrast graphics. Turn the fun up to the maximum.



PUSH-BUTTON START

Start or stop the engine at the push of a button with the available Smart Key remote, even with the key fob in your pocket or bag.



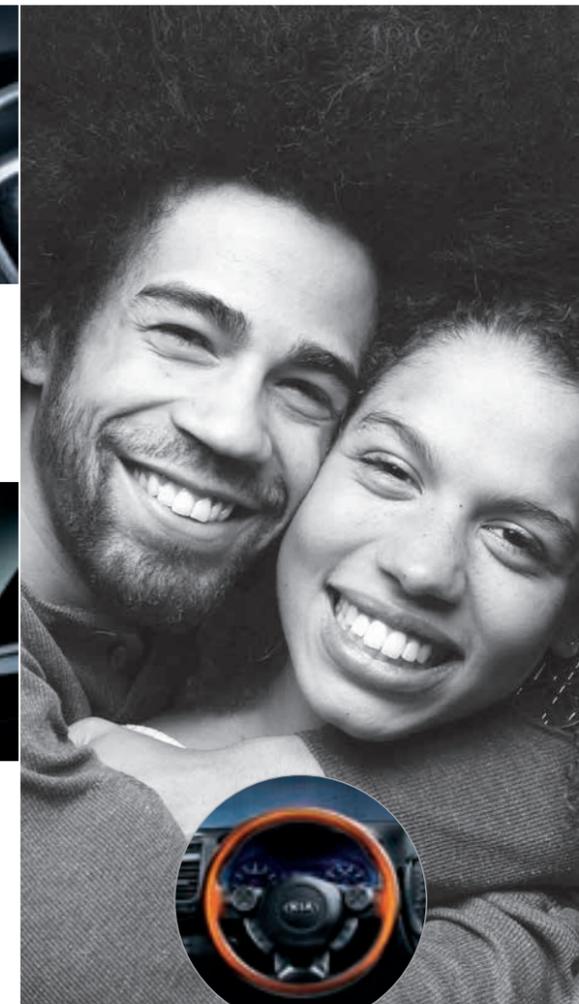
POWER-FOLDING OUTSIDE MIRRORS

The available power-folding outside mirrors fold in easily, using a door-mounted switch or simply by unlocking the car. You can also use the Smart Key to automatically fold them in or out.



AUTOMATIC TEMPERATURE CONTROL

Soul SX comes with a standard automatic climate control and an ionized air filtration system, providing just-right comfort all year round.



HEATED STEERING WHEEL

Nothing says Canada like cold winter driving. And nothing else feels like the particular comfort of the available heated steering wheel.

SUPERVISION GAUGES

Available Supervision instrument cluster has sharp, high-contrast graphics thanks to its 109 mm (4.3-inch) Thin-Film Transistor (TFT) colour LCD.

WHAT A KICK.



It's all about you – Soul gives you all the tools you need for a really great drive. But that's just the starting point. Where you take it from there is totally a matter of your personality. You can energize your ride with the available 2.0L Gasoline Direct Injection (GDI) engine and Sportmatic® transmission that adds clutch-free manual shifting. Even the steering invites personalization – the FlexSteer™ electronic steering lets you choose between Normal, Comfort and Sport settings. Soul – it's quick, it's agile. And it's a real kick to drive.

EYE-CATCHING STYLE

Soul owns a striking look that can be accented with available front LED positioning lights, distinctive LED light bar taillights and three alloy wheel designs.



ADJUSTABLE FLEXSTEER™

Kia's standard advanced FlexSteer™ system allows you to select the level of steering feedback that best suits your driving style – Normal for everyday driving, Comfort for a lighter, more luxurious feel, and Sport for a more solid feel of performance.

PANORAMIC SUNROOF

Soul's available power tilt-and-slide panoramic sunroof extends along the length of the roof to let more sunshine and fresh air in.

CITY SMART

An available Eco Package on Soul 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. For fuel savings, without compromises.



THE SERIOUS SIDE OF SOUL.

When it comes to safety, preparation is everything. Soul is equipped with a series of advanced driver control systems that help you steer clear of trouble. Systems like the Vehicle Stability Management⁶ help you maintain control, while systems like the Brake Assist intervene in emergency situations to help bring you to a safe stop. With safety, two heads are definitely better than one.



VEHICLE STABILITY MANAGEMENT⁶ (VSM)
It controls brake force, engine torque and steering torque to provide improved vehicle stability during cornering or on loose or slippery road surfaces.

BRAKE ASSIST
When the Brake Assist System (BAS) detects an emergency braking situation, it instantly applies full braking force faster than you, helping shorten overall stopping distance.

ELECTRONIC BRAKEFORCE DISTRIBUTION (EBD)
EBD adjusts front-to-rear brake pressure to compensate for varying passenger/cargo loads, while delivering more confident braking performance.

ELECTRONIC STABILITY CONTROL (ESC)
ESC monitors the vehicle's response to your throttle, brake and steering inputs in tight corners and during evasive manoeuvres. If the input and response are out of sync, ESC briefly intervenes to restore stability through precise brake and engine-control adjustments.



AIRBAG & SEAT BELT SENSORS
An advanced sensor system manages six airbags by monitoring the severity of an impact, presence of passengers and seat belt use, and then controls airbag inflation accordingly.

HILL-START ASSIST CONTROL
To help keep you from rolling backward when starting off on a steep hill, Hill Assist Control (HAC) automatically maintains braking pressure for up to two seconds after you take your foot off the brake pedal – enough time for you to shift your foot from the brake to accelerator pedals.

REARVIEW CAMERA⁶
Located in the tailgate, the available rearview camera gives you a view of objects and obstacles behind you when you're backing up.

LATCH SYSTEM
Soul comes equipped with an industry-standard LATCH (Lower Anchors and Tethers for Children) safety system that makes it easier to securely install a compatible child safety seat in any of the three second-row seating positions.



KIA, DELIVERING ON A PROMISE.

At Kia, we make a promise to everyone who drives our vehicles – a promise to design, engineer and build our vehicles to the most rigorous, world-class standards. This promise guides the development of vehicles that embody Kia's signature style, precision engineering, outstanding performance, innovative features and advanced safety systems. Our dedication to quality and value has been widely recognized – one reason why Kia has been named a Top 100 brand in Interbrand's Best Global Brands 2014 report.

In addition, Kia earned two prestigious J.D. Power awards, one for Highest Ranked Large Car in Initial Quality in the U.S. for Cadenza and Highest Ranked Small SUV in Initial Quality in a Tie in the U.S. for Sportage.⁸ This honour recognizes our success at producing fuel-efficient and affordable vehicles. While the accolades are always welcome, our mission extends beyond impressing the industry or media. What makes us most proud is exceeding your expectations of a truly exemplary driving and ownership experience.



GT concept

STUNNING DESIGN

Under the direction of renowned President and Chief Design Officer Peter Schreyer — 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 recognizable at first sight. Today, the lineup consists of vehicles that fill owners as well as Kia's designers with pride.

EXTENSIVE RESEARCH AND DEVELOPMENT

Kia's R&D procedures are rigorous and exhaustive. At proving grounds around the world, vehicles undergo unrelenting tests. A world-class wind tunnel provides testing in winds up to 200 km/h. Utilizing heavy-rain-and-snowfall testing chambers and a road simulator, Kia puts its vehicles through punishing tests as part of a commitment to develop exceptionally durable and safe vehicles.

IMPRESSIVE 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 outstanding warranty program.

TAKING ON THE COMPETITION

The Kia Racing team is dedicated to competing against world-class competition — and winning. That dedication is part of Kia's belief that the knowledge gained in competition can be applied to the entire Kia lineup to provide you with vehicles that perform beyond your expectations. The Kia Racing team includes championship-winning drivers with proven track records, and after a strong start to the 2015 season, you can look for Kia in the winner's circle at racetracks across North America in the future.



FIFA WOMEN'S WORLD CUP CANADA 2015

As the FIFA Official co-Automotive Partner, Kia is proud of its initiatives to promote soccer globally. This summer Canada will be hosting the 2015 Women's World Cup with games played in venues from coast to coast bringing all Canadians together to cheer and show their excitement.

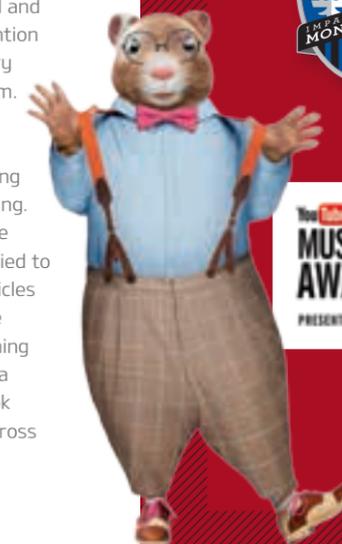


MAJOR LEAGUE SOCCER 2015

Kia is a proud founding partner of all three Canadian MLS teams, sharing a true passion for the game!

YOUTUBE MUSIC AWARDS PRESENTED BY KIA

Kia's relationship with the YouTube Music Awards builds on the special relationship between music and drivers. It is demonstrated by Kia partnering with numerous music events around the globe. It's just one more way that Kia stays in tune with the people who drive their vehicles.



FEATURES AND SPECIFICATIONS

Exterior	LX	EX	SX
16" steel wheels with covers	●	–	–
16" alloy wheels	○	ECO	–
17" alloy wheels	–	●	–
18" machine-finished alloy wheels	–	–	●
P205/60R16 tires	●	ECO	–
P215/55R17 tires	–	●	–
P235/45R18 tires	–	–	●
Signature Kia grille	●	●	●
Panoramic sunroof	–	–	LUX
Projection headlights	–	○	●
Xenon high-intensity discharge (HID) headlights	–	–	LUX
LED light bar taillights	–	○	●
Fog lights	●	●	●
Front LED positioning lights (bar type)	–	○	●
Front LED positioning lights (bulb type)	–	–	LUX
Body coloured power heated sideview mirrors	●	●	●
Sideview mirror signal repeaters	○	●	●
Power folding sideview mirrors	–	–	●
Body coloured door handles	●	●	●
Roof rails	–	○	●
Rear wiper	●	●	●
Front and rear splash guards	●	●	●

Safety	LX	EX	SX
Dual advanced front airbags	●	●	●
Dual front seat-mounted side airbags	●	●	●
Dual side curtain airbags	●	●	●
Front adjustable headrests	●	●	●
4-wheel disc brakes	●	●	●
4-wheel anti-lock braking system (ABS)	●	●	●
Electronic brake distribution (EBD)	●	●	●
Panic brake assist system (BAS)	●	●	●
Electronic stability control (ESC)	●	●	●
Vehicle stability management (VSM) ⁶	●	●	●
Hill assist control (HAC)	●	●	●
Front seatbelt pretensioners	●	●	●
Side-impact door beams	●	●	●
Impact-sensing door unlock	●	●	●
2 nd row lower anchors and top tethers for children (LATCH)	●	●	●
Child-safety rear door locks	●	●	●
Washer fluid warning light	●	●	●
Rearview camera ⁶	–	○	●
Lane departure warning system ⁶	–	–	○
Front collision warning system ⁶	–	–	○

● = Standard ○ = Optional – = Not available
ECO = ECO package LUX = Luxury package

Comfort & Convenience	LX	EX	SX
Air conditioning	○	●	●
Automatic climate control with Clean Air™ Ionizer	–	–	●
AM/FM/MP3 stereo (voice-activated)	●	●	●
SIRIUSXM [®] satellite radio (includes three trial months) ⁷	●	●	●
6-speakers	●	●	●
Premium Infinity™ audio (external amp, centre speaker & subwoofer) ²	–	–	LUX
UVO™ infotainment powered by Microsoft ^{®4}	–	○	●
8" multimedia interface with voice-activated navigation ³	–	–	LUX
Bluetooth™ hands-free technology ⁵	●	●	●
Steering wheel audio controls with voice command function	●	●	●
Enhanced TFT/LCD Supervision instrument cluster	–	–	●
Power windows	●	●	●
Power door locks	●	●	●
Keyless entry	○	●	●
Smart Key with push button start	–	–	●
Auto-dimming rearview mirror	–	–	●
Windshield wiper de-icer	●	●	●
Tilt and telescopic steering wheel	●	●	●
Heated steering wheel	–	–	●
FlexSteer™ driver selectable steering assist	●	●	●
Cruise control	○	●	●
Cooling glovebox	–	–	●
Escort lights	●	●	●
Trip computer	●	●	●
Exterior temperature display	●	●	●
Illuminated vanity mirrors	●	●	●
Portable cargo flashlight	–	–	●
Luggage net	–	–	●
Idle Stop & Go system	–	ECO	–

Seating & Trim	LX	EX	SX
Cloth seats	●	●	–
Leather seats	–	–	●
Heated front seats	○	●	●
Heated 2 nd row seats	–	–	LUX
Air-cooled front seats	–	–	LUX
Power adjustable driver's seat with lumbar support	–	–	LUX
2 nd row 60:40-split folding seating	●	●	●
Rear centre armrest	●	●	●
Driver's seat height adjuster	●	●	●
Leather-wrapped steering wheel	–	○	●
Leather-wrapped gear shift knob	–	○	●
Piano black interior accents	–	○	●
Satin metal interior door handles	–	○	●
Cargo screen	–	–	LUX

Engine	1.6L	2.0L
Type	1.6L, GDI, 4-cylinder	2.0L, GDI, 4-cylinder
Configuration	Inline 4 cylinder, DOHC	Inline 4 cylinder, DOHC
Material	All aluminum	All aluminum
Valve train	4-valves per cylinder, Dual-cam variable valve timing (D-CVVT)	4-valves per cylinder, Dual-cam variable valve timing (D-CVVT)
Horsepower	130 hp @ 6,300 rpm	164 hp @ 6,200 rpm
Torque	118 lb.-ft. @ 4,850 rpm	151 lb.-ft. @ 4,000 rpm
Intake	Variable Intake System (VIS)	Variable Intake System (VIS)
Fuel System	Gas Direct Injection (GDI)	Gas Direct Injection (GDI)
Recommended Fuel	Regular unleaded	Regular unleaded
Compression ratio	11.0:1	11.5:1
Emission rating	Ultra Low Emission Vehicle (ULEV-II)	Ultra Low Emission Vehicle (ULEV-II)
Fuel management	Active ECO system (automatic)	Active ECO system
Transmission	6-speed manual, Available 6-speed Sportmatic automatic	6-speed Sportmatic automatic

Dimensions, mm (in.)

Wheelbase	2,570 (101.2)
Length	4,140 (163.0)
Width	1,800 (70.9)
Height with/without roof rails	1,625/1,600 (64.0/63.0)
Head room (front/rear)	1,006/1,003 (39.6/39.5)
Head room with sunroof (front/rear)	962/963 (37.9/37.9)
Shoulder room (front/rear)	1,410/1,390 (55.5/54.7)
Leg room (front/rear)	1,040/994 (40.9/39.1)
Hip room (front/rear)	1,352/1,252 (53.2/49.3)

Curb Weight, kg (lb.)	1.6L	2.0L
Manual transmission	1,231-1,278 (2,714-2,817)	–
Automatic transmission	1,263-1,307 (2,784-2,881)	1,287-1,406 (2,837-3,100)

Body & Chassis	
Layout	Front engine, front wheel drive
Body type	Steel unibody
Front suspension	Independent, MacPherson strut, coil springs with stabilizer bar
Rear suspension	Coupled torsion beam axle with gas shock absorber
Steering	Electric power steering

Brakes

Type	4-wheel disc
ABS	4 sensor, 4 channel
Front, mm (in.)	280 (11.0) vented discs
Rear, mm (in.)	262 (10.3) solid discs

Capacities, L (cu. ft.)

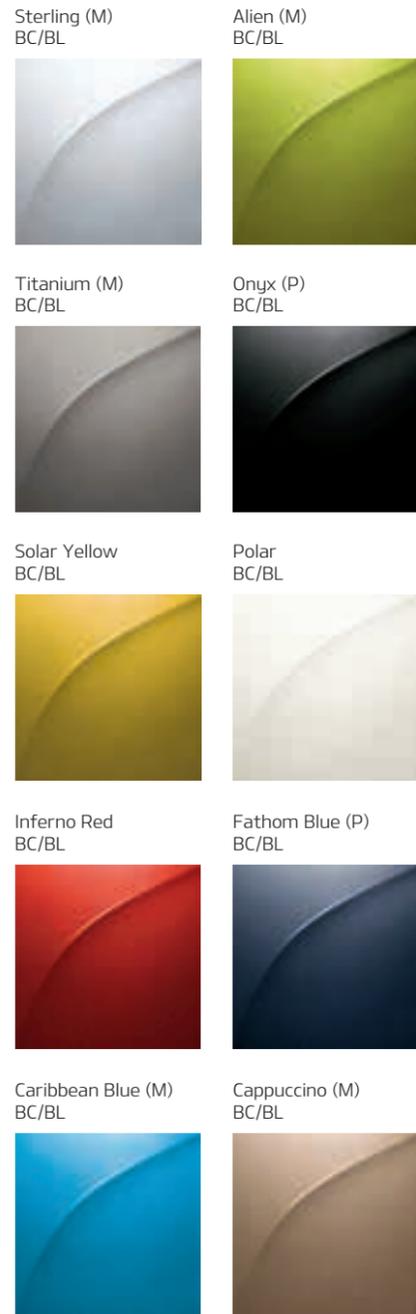
Passenger volume	2,861 (101)
Cargo capacity, rear seats folded	1,402 (49.5)
Cargo capacity, rear seats up	532 (18.8)
Fuel tank capacity, L (Imp. gal.)	54 (11.9)

Fuel Economy, Highway/City, L/100km	1.6L	2.0L
Manual transmission	7.8/9.9	–
Automatic transmission	7.8/9.8	7.5/9.8
Automatic transmission (ECO)	–	7.7/9.7



Starting with the 2015 model year, Natural Resources Canada in conjunction with the automotive manufacturers, have introduced a new testing procedure that will result in higher fuel consumption ratings that are more representative of everyday driving. Kia Canada is one of the first automotive manufacturers to implement the new testing practice and would like to ensure you fully understand the difference. The new procedure incorporates 3 additional test cycles that account for air conditioner usage, cold temperature operation, and higher speeds with more rapid acceleration and braking. To learn more, please visit: <http://oee.nrcan.gc.ca/fcr-rcf/public/index-e.cfm>

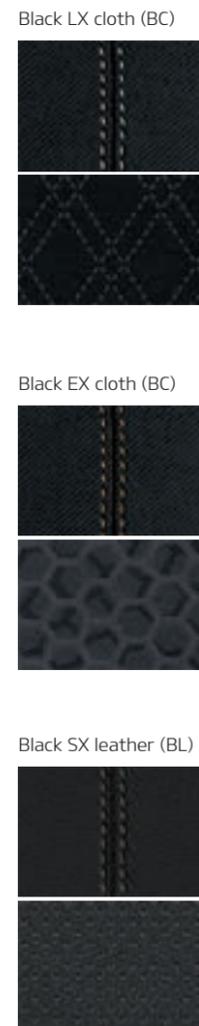
EXTERIOR COLOURS



M = Metallic, P = Pearl

The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

INTERIOR COLOURS



WHEELS

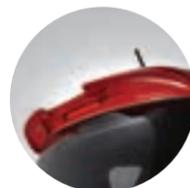


ACCESSORIES

Illuminated door sill plate



Rear spoiler



Kia Genuine Parts and Accessories are engineered by Kia and installed by professionals at your Kia dealer. For more information on the full line of available Genuine Kia Parts and Accessories, see your local Kia dealer, visit www.kia.ca or call 1-877-542-2886.

Get the points.



Kia Member Rewards is an exclusive rewards program for Kia customers.

As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia dealer. Those Reward Points can be redeemed for discounts on future purchases – including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.

Kia Member Rewards No-Charge Benefits include:

- Fuel fill-up with the delivery of your new Kia vehicle

- Local shuttle service
- Multi-point vehicle inspection with every service visit
- Windshield washer fill-up with every paid service
- Windshield wiper installation with wiper purchase
- Preferential rates on car rentals, nationwide
- 24/7 Roadside Assistance for your vehicle under Kia's 5-year/100,000 km warranty or Certified Pre-Owned warranty
- Email notification of exclusive Kia specials and events – a great way to earn Reward Points and save on future purchases

Become a Kia Premium Rewards Member: Ask your Kia Dealer how you can enjoy even more benefits.
Enroll Today: Becoming a Kia Rewards Member is easy. See your Kia Dealer today to join.
 Visit rewards.kia.ca for full terms and conditions.



We've got you covered.

At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with one of the best warranties in the industry.

Our outstanding warranty coverage includes:

5-year/100,000 km – Worry-free comprehensive warranty covering virtually the entire vehicle¹

5-year/100,000 km – Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts¹

5-year/100,000 km – Roadside assistance covers you in case of mechanical breakdown anywhere in North America¹

5-year/unlimited km – Anti-perforation warranty on body sheet metal defects in material/workmanship¹

For more information visit kia.ca or call 1-877-542-2886

1. The Kia 5-year/100,000-km warranty includes various warranties and roadside assistance. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to kia.ca. 2. Infinity® is a registered trademark of Harman International Industries, Incorporated. 3. When equipped with the navigation system, French voice commands may be limited. 4. Microsoft® is a registered trademark of Microsoft Corporation in Canada and/or other countries. Failure to pay attention to travel conditions and vehicle operation while the vehicle is in motion could result in loss of vehicle control. Operate the UVO system, even with voice commands, only when it is safe to do so. 5. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. A compatible Bluetooth wireless technology-enabled cell phone is required to use Bluetooth hands-free wireless technology. 6. Lane departure warning system, front collision warning system, Vehicle Stability Management and rearview camera are not substitutes for proper and safe driving procedures. 7. Service available in the 10 provinces and three territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after three trial months. 8. Kia Sportage received the lowest number of problems per 100 vehicles among small SUVs in a tie in the proprietary J.D. Power 2014 U.S. Initial Quality Study™. Kia Cadenza received the lowest number of problems per 100 vehicles among large cars in the proprietary J.D. Power 2014 U.S. Initial Quality Study™. The 2014 study is based on responses from 86,118 new-vehicle owners, measuring 239 models and opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2014. Your experiences may vary. Visit jdpower.com

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The Power to Surprise

SOUL

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