ALL-NEW 2015 SOUL EV
KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA

Electric styling

SOLAR EV
GRAY CLOTH WITH BLUE STITCHING

SOLAR EV + (plus)
GRAY LEATHER WITH BLUE PIPING

SOLAR EV + (plus)
GRAY LEATHER WITH BLUE PIPING (BLACK EXTERIOR ONLY)†

CLEAR WHITE CARIBBEAN BLUE W/ CLEAR WHITE ROOF & TRIM

SHADOW BLACK W/ SHADOW BLACK ROOF & TRIM

Titanium Gray

Clear White

Electric styling

†Availability expected December 2014. All information contained herein was believed to have been available 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 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 express or implied, to any Kia products. One year for retail or six years for further details concerning available limited warranties. See your Kia dealer for further details concerning available limited warranties. Kia Motors America, Inc. reserves the right to modify or discontinue this material without the expressed written approval of Kia Motors America, Inc. ©2014 Kia Motors America, Inc. Reproduction of this material without the expressed written approval of Kia Motors America, Inc. is prohibited.
Introducing a vehicle that’s as technologically advanced as it is fun to drive — the new 2015 all-electric Kia Soul EV.† It features an advanced lithium-ion polymer battery that provides an impressive EPA-estimated range of 93 miles on a full charge — eliminating stops at the gas station and oil changes while producing zero emissions. It also delivers outstanding acceleration, thanks to a 109-hp electric motor that produces 210 lb.-ft. of torque. The battery’s flat, compact design and location beneath the floor contribute to a low center of gravity, which helps the Soul EV deliver precise and agile handling that you’ll enjoy every time you drive. Like all Kia models, every Soul EV comes with an industry-leading, 10-year/100,000-mile warranty program.‡ All of this means you now have an exciting new way to roll.

†Soul EV available in certain markets with limited availability. ‡See Specifications page for endnotes. Cover and this page: SOUL EV + (plus) SHOWN.
With Soul EV, Kia’s engineers dedicated themselves to optimizing energy efficiency so that you can confidently plan your travels and get where you need to go. The Soul EV has a variety of technologically advanced features to help increase driving range and help you monitor energy consumption. First, the heating and air-conditioning system includes several innovative technologies that minimize energy use. In addition, regenerative braking captures a portion of the vehicle’s kinetic energy, which is fed back into the battery while you’re coasting or braking, while super-low-rolling-resistance tires further contribute to efficient operation. To help keep you informed, UVO EV Services® Infotainment System provides key information like charging status, total driving range, energy efficiency, and the location of the nearest charging station — information that you can also access through a compatible smartphone app and on the web. Plus, UVO EV Services® provides feedback on your driving habits to help you drive more efficiently.

Expand your horizons
ADVANCED AND POWERFUL LITHIUM-ION POLYMER BATTERY
A 27 kWh, 360-volt, 192-cell lithium-ion polymer battery is designed for high-energy capacity and thermal stability. Its flat design and location beneath the floor mean there’s minimal battery intrusion into the cabin, which helps Soul EV provide plenty of interior space. It was engineered with state-of-the-art materials to increase durability — allowing Kia to back the battery with a 10-year/100,000-mile warranty2 — while also reducing its weight and increasing energy density.

HIGHLY EFFICIENT REGENERATIVE BRAKING
To help maximize Soul EV’s driving range, a third-generation regenerative braking system captures a portion of the vehicle’s kinetic energy. As you brake or coast, kinetic energy is captured and fed back into the battery. You can choose between four driving modes: Drive or Brake with Active ECO mode either on or off.

THREE WAYS TO CHARGE AND GO
Two charging ports are located behind a sliding door in the front grille. The first port is for 120V charging — or 240V charging that allows a full charge in less than five hours. The second is a DC Fast Charge port designed for 480V charging that can achieve an 80 percent charge from empty in 33 minutes.†

UVO EV SERVICES® INFOTAINMENT SYSTEM
With this system you can stay informed of key functions via the web, phone app, or in your EV. You can also access services like S I M Connectivity® Enhanced Roadside Assistance® and more.

PREHEAT OR PRECOOL THE CABIN
Climate Scheduling with UVO EV Services reduces energy use by preheating or precooling the interior before starting the car, while still plugged into a charge.

CONNECT TO YOUR SMARTPHONE®
Control functions like Climate Scheduling or even remotely unlock the doors by sending commands with a compatible smartphone app through the in-vehicle wireless modem.3

EQUIPMENT SHOWN FOR ILLUSTRATION ONLY. 2, 3, 4, 5, 6 SEE SPECIFICATIONS PAGE FOR ENDNOTES. SOUL EV PLUS SHOWN.
Uncompromising comfort for all

Soul EV provides a spacious interior with plenty of headroom and legroom for driver and passengers. For enhanced comfort, it features a heated steering wheel and heated front seats plus available features like ventilated front seats* and heated rear seat cushions.* In addition, soft-touch material on the dash and upper door panels and available leather seat trim* lend sophisticated styling.

A REMARKABLY QUIET RIDE

Attention to aerodynamics and the absence of engine noise, combined with superb interior insulation, reduce road noise so you and your passengers can enjoy an exceptionally quiet ride.

ALTERNATIVE BIO-BASED MATERIALS

Driven by a deep concern for the environment, Kia has launched an initiative to produce the Soul EV with a variety of bio-based materials instead of petroleum-based products. This effort has resulted in the Soul EV achieving a UL Environmental Claim Validation for use of 10% bio-based content in its interior parts. This is the first validation of its kind in the automotive industry, and it follows a rigorous evaluation of 19 interior materials, which include door trim, headliner, and floor carpet, as well as on-site inspections of Kia’s manufacturing sites.

UL Environment—part of UL’s sustainability business—supports the growth and development of environmentally preferable products, processes, and organizations.
FRONT AND REAR PARKING ASSIST™
An available sonar system in the front and rear bumpers gives audible and visual warnings if it detects certain objects close to your vehicle when you’re parking.

REAR-CAMERA DISPLAY™
To help you see things behind your vehicle that you might not see by looking over your shoulder, Soul EV features a Rear-Camera Display with a large and bright screen.

VOICE-COMMAND NAVIGATION
The convenient voice-command navigation system has a vivid 8-inch color touch screen and delivers continuously updated highway conditions from SiriusXM® Traffic.8

OLED METER CLUSTER
3.5-inch OLED display has efficient energy consumption and features sharp, high-contrast graphics. It includes information on remaining charge, energy flow, and energy consumption.

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HEATED & VENTILATED FRONT SEATS*
To help ensure year-round driving comfort in any weather, Soul EV features heated front seats, available ventilated front seats, and available heated rear outboard seats.*

60/40 SPLIT-FOLDING REAR SEATS
Conveniently carry longer items by folding one or both sides of the rear seat. The battery’s flat design and minimal intrusion help maintain the spacious cargo area.

ELECTRONIC PARKING BRAKE
Soul EV features a compact electronic parking brake that tucks neatly into the center console to conserve space. It automatically releases the parking brake when you shift out of Park.

6, 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. SOUL EV + (plus) SHOWN.
TRACTION CONTROL SYSTEM (TCS)
When TCS senses wheelspin during vehicle acceleration, it uses motor power and brake force to help transfer power to the wheels that have the most traction.

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

ADVANCED AIRBAGS
Dual front airbags, full-length side curtain airbags, and dual front seat-mounted side airbags comprise a sophisticated system managed by advanced sensors that can respond in certain rollover situations.

SAFETY-ORIENTED BATTERY
Battery cell chemistry and construction are designed for thermal stability, with a device to monitor temperature to help prevent overheating. Plus, five crossbeams help protect against under-car intrusion.

VEHICLE STABILITY MANAGEMENT (VSM)
VSM adds steering direction control capability to Soul EV. This advanced system intervenes in appropriate situations to help the driver regain control of the vehicle.

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 you from rolling backward 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.

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

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**INTERIOR & CONVENIENCE**

- **SEATING & TRIM**
  - Gray fabric three-cushion seats
  - Front bucket seats
- **EV**
  - Heated, power outside mirrors w/ turn-signal indicators
  - Steering-wheel-mounted controls for audio system
- **INTERIOR & CONVENIENCE**
  - Multi-function programmable steering wheel
  - Textured audio system. 
  - Heated steering wheel (2 levels)
  - Dual front advanced airbags
  - Anti-lock braking system
  - Front seat-belt pretensioners
  - Hill-start assist control
  - Electronic brake-force distribution
  - Brake assist system
  - Dual front airbags
  - Front passenger-seat side tray
  - Push-button start with smart key
- **INTERIOR & CONVENIENCE**
  - Driver-only HVAC function
  - Electronic parking brake
  - Flexsteer 
  - Driver-selectable steering assist
  - Steering-wheel-mounted controls for audio system
  - Heated front seats (3 levels)
  - Heated rear outboard seats (2 levels)
  - Gray two-tone leather seats
  - Gray two-tone cloth seats
  - 6-way adjustable driver’s seat
  - Heated rear outboard seats (3 levels)
  - Heated front seats (3 levels)
  - Gray two-tone cloth seats
  - Heated rear outboard seats (2 levels)
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