



soul



KIA MOTORS
The Power to Surprise®

The Soul. A new way to roll.



Out with the old, in with the new.

These days, you don't have to look far to find that one car looks exactly like another. Whatever happened to being unique? To having some personality? Because no matter where you're going, there's always a better way to get there. Introducing the all-new 2010 Kia Soul. It looks different because it is different. With its unique styling inside and out, impressive features and an industry-leading warranty program,¹ it's a new way to roll.





Evolution by revolution.

Forget about trying to define the Soul. It's a leap ahead. Modern styling, highlighted by a wide stance. Unique front and rear fascias and side sills on the *sport* model. Simply put, the Soul stands out from the rest.



Express yourself.

Think of the Soul as your personal canvas. It's ready for custom touches. Unique colors inside and out for you to choose from. Plenty of optional accessories, like a body kit, rear spoiler, aluminum scuff plates, remote start and metal pedals. If you live for the outdoors, go with the available roof rack for your snowboards, bike or kayak. It's your masterpiece.



The first rule about the Soul...

...have fun. Jump into the Soul *sport* and take on the road with confidence with its sport-tuned suspension. Great handling and fuel efficient. The Soul *sport* gets up to 30 mpg² on the highway.

Magic.

Open the hatch. That's some serious space. How can it be bigger inside than it is outside? Now flip down the split-folding rear seats for all kinds of cargo-carrying variations. Versatility. That's what it's all about. And in a car that's sized to park anywhere. Amazing.



With so many possibilities,
which way will you roll?





The Soul *plus*.

With all the standard equipment you're looking for, the Soul and Soul + (*plus*) are ready to roll. Both come with an AM/FM/CD/MP3 audio system, air conditioning, power windows/locks and 4-wheel disc brakes. In addition, the Soul + offers a whole lot more. It features a 2.0L 4-cylinder engine, steering-wheel-mounted audio controls, *Bluetooth*[®] wireless technology,³ 16-inch alloy wheels and remote keyless entry. Soul + also has unique black interior seating you have to see for yourself.



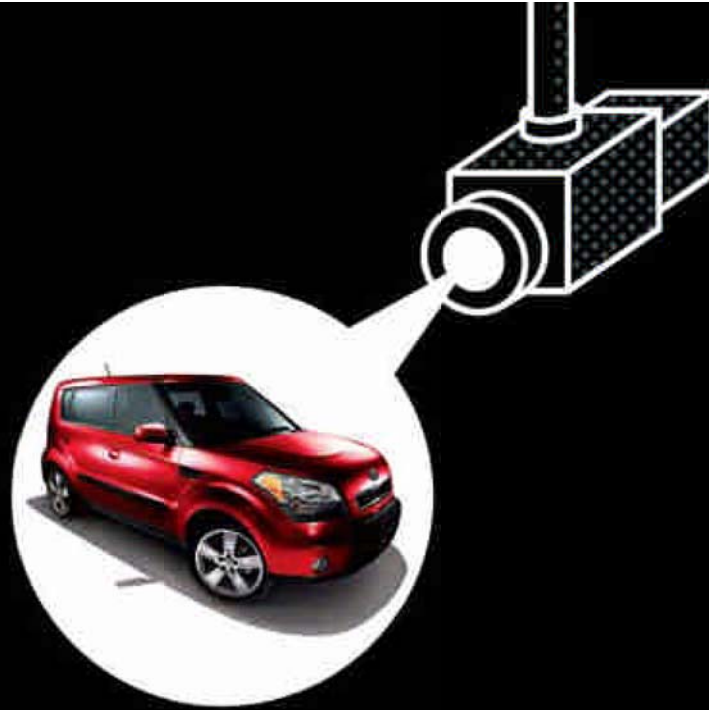


The Soul *exclaim*.

The Soul *!* (*exclaim*) takes style to a new level with its sand-black interior and houndstooth design of its seating. It has extra touches like a leather-wrapped steering wheel and gearshift knob. You get all the standard features found on the Soul + along with larger 18-inch alloy wheels, an Audio Upgrade Package, power sunroof and fog lights. Pure style.





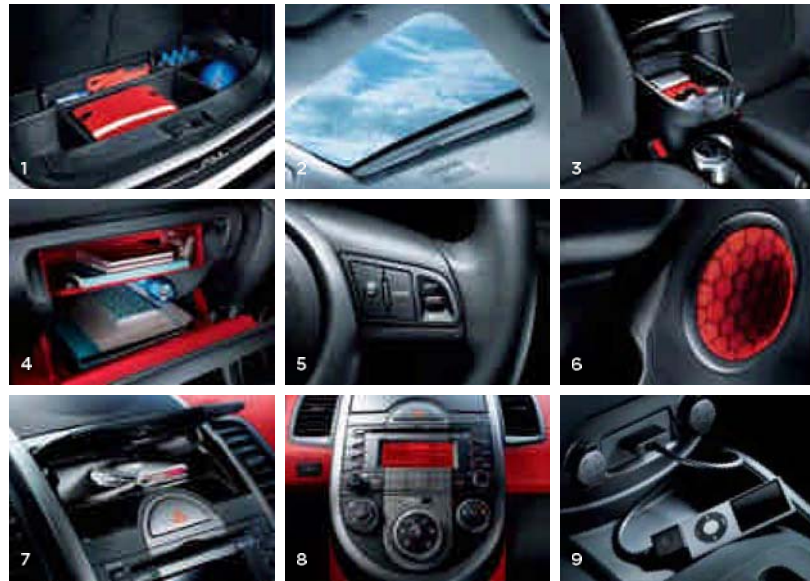


The Soul *sport*.

Take a good look — that's right, it's bold. The Soul *sport* starts with the Soul + features and adds a red-black interior that makes it stand apart from the rest. Its unique front and rear fascias and side sills, and rear spoiler, are all standard. Sport-tuned suspension, 18-inch wheels and metal pedals complete the look.

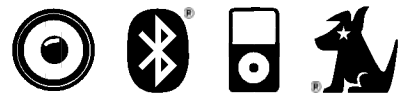






Surprise! Tons of space and features.

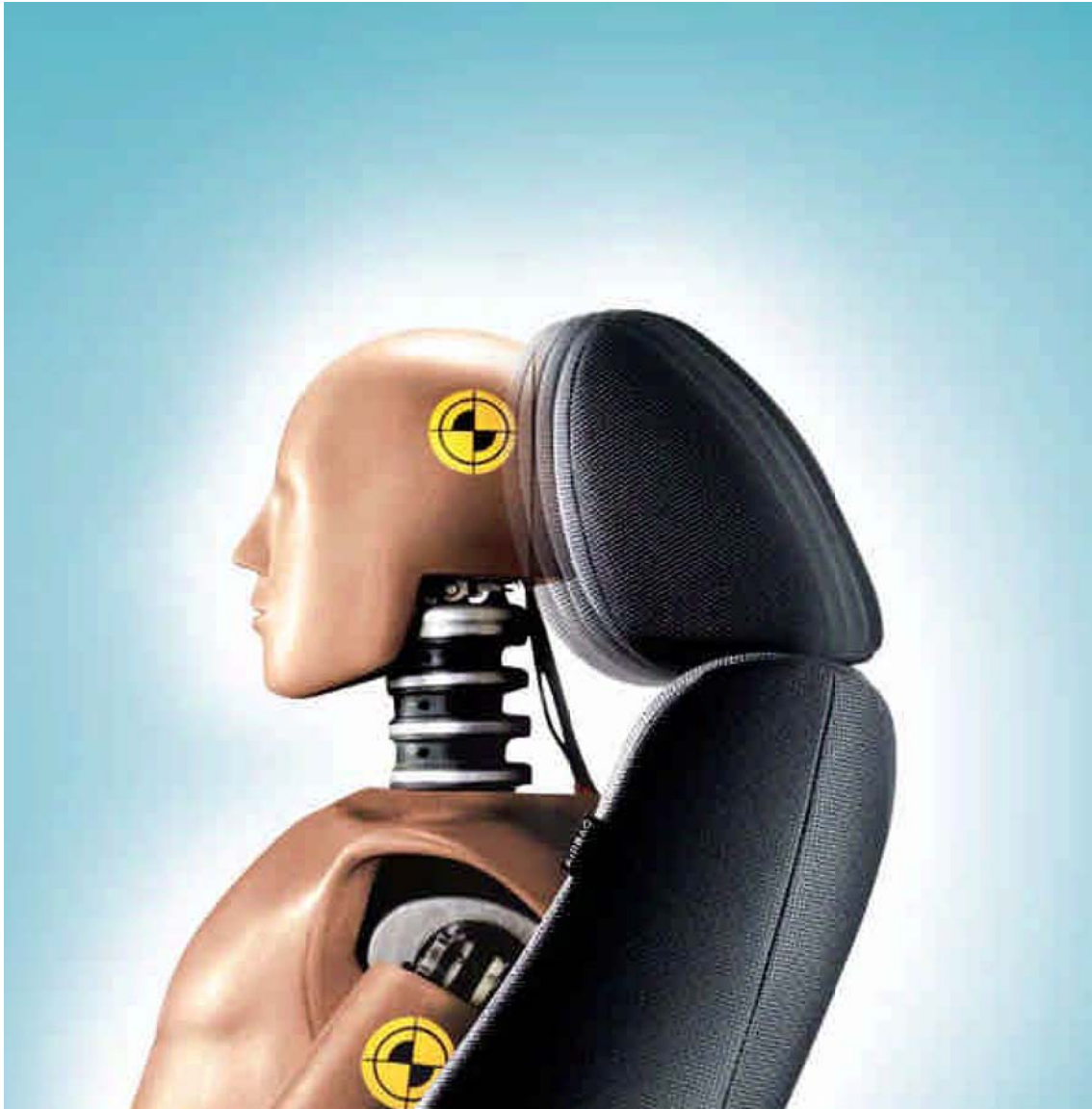
Tons of gear? No problem. Flip down the 60/40 split-folding rear seats. And there's more. 1) While you can't see the hidden tray in the cargo floor, it's there. 2) Check out the sunroof.* 3) Center console storage.* 4) Dual-level glove box. 5) Cruise control.* 6) Pulsating speaker lights.* 7) Upper storage box. 8) Air conditioning. Complimentary trial subscription to SIRIUS® Satellite Radio.⁴ 9) USB/Aux for your MP3. An accessory cable lets you control your iPod®⁵ mobile digital device with the stereo controls.



It's called "Soul" for a reason.

Because it's got soul. And it's got music. And life is good when you have music. It has standard USB/auxiliary input jacks to let you plug in practically any kind of MP3 player. A complimentary trial subscription to over 130 channels of SIRIUS Satellite Radio⁴ with commercial-free music, sports and entertainment. For serious sound quality, an Audio Upgrade Package* includes a center speaker, subwoofer and external amplifier with 315 watts of power. Soul is even equipped with *Bluetooth*[®] wireless technology.*⁵





Safety engineering for your peace of mind.

Dual front advanced airbags

Front seat-mounted side airbags

Full-length side curtain airbags

Front active headrests

Front & rear 3-point seat belts

Front seat-belt pretensioners w/force limiters

Height-adjustable front seat-belt anchors

Side-impact door beams

Lower Anchors & Tethers for Children (LATCH)

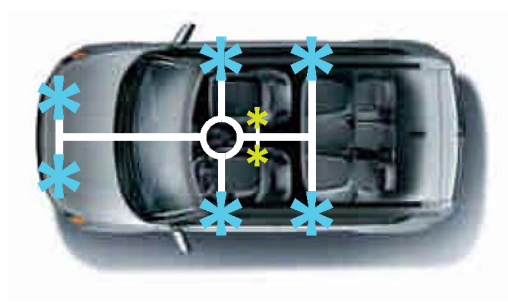
Rear child-safety door locks

Tire-Pressure Monitoring System (TPMS)

4-wheel disc brakes

Anti-lock Braking System

Electronic Stability Control



Advanced safety systems designed to expect the unexpected.

Soul's active safety systems are engineered to help you avoid accidents, and its passive systems are designed to help minimize injuries when they are unavoidable. This means that front to back and top to bottom, Soul is engineered to help ensure everyone's well-being. Six airbags placed throughout the cabin are designed to help protect occupants. The advanced front airbag system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.⁶ In addition, front seat-belt pretensioners tighten slack in the seat belts in the event of a collision, and the force limiters then instantly let out the appropriate amount of additional belt to limit pressure on the body. The result? A whole lot of peace of mind.

Make it personal.

We're constantly adding new accessories. Stay up to date on kiasoul.com.



- | | | | | |
|-------------------------|--------------------------|--|---------------------------------|-----------------------------|
| 1. Splash guards | 8. Roof kayak attachment | 15. License-plate frame | 21. UV sunshade | 28. Body kit (rear valance) |
| 2. Front mask | 9. Roof ski attachment | 16. Metal pedals | 22. Cargo liner | 28. Axle-back exhaust |
| 3. Roof cross bars | 10. Wheel locks | 17. Illuminated scuff plates | 23. Sport shift knob | 29. Cargo Logic® tray |
| 4. Carpet floor mats | 11. Roof cargo box | 18. Auto-dimming mirror with HomeLink® and compass | 24. Cargo net | 30. Aluminum scuff plates |
| 5. First aid kit | 12. Remote start | 19. Headlight accents | 25. Center console armrest | 31. Sunroof deflector |
| 6. Roof bike attachment | 13. Interior lighting | 20. Rear spoiler | 26. Body kit (front spoiler) | 32. Bumper appliqué |
| 7. USB/Aux/iPod® cable | 14. Touch-up paint pen | | 27. Body kit (sport side sills) | |

Some accessories may not be available at launch. 7 See Specifications page for endnotes.

Color Combinations



SOUL + *! sport*

CLEAR WHITE	● ● ●
SHADOW (M)	● ● ● ●
BRIGHT SILVER (M)	● ● ● ●
DUNE	● ● ● ● ●
JAVA (M)	● ● ● ● ●
TITANIUM (M)	● ● ● ● ● ●
ALIEN (M)	● ● ● ● ●
GHOST	● ● ● ● ●
ENIM (M)	● ● ● ● ●
MOLTEN	● ● ● ● ● ●
IGNITION (M)	● ● ● ● ● ●

Exteriors

SHADOW (M)	ALIEN (M)	GHOST	IGNITION (M)
BRIGHT SILVER (M)	DUNE	JAVA (M)	ENIM (M)
MOLTEN	CLEAR WHITE	TITANIUM (M)	

(M) = METALLIC

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.

ENIM: AVAILABLE AUG '09 OR LATER.
IGNITION: AVAILABLE OCT '09 OR LATER.
GHOST: AVAILABLE JAN '10 OR LATER.

Interiors

SOUL	+	!	sport
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kia.com and kiasoul.com

Our website lets you check out specifications, videos, packages, accessories and more. You can experience a 360-degree interior and exterior view in any available color, get price quotes – even calculate your monthly payment and find out which of our 620 retailers is nearest to you. If you prefer, call us at 1-800-333-4KIA.

Exterior Features

	SOUL	+	!	<i>sport</i>
15" steel wheels	●	—	—	—
16" alloy wheels	—	●	—	—
18" alloy wheels	—	—	●	●
Full wheel covers	●	—	—	—
Sport-tuned suspension	—	—	—	●
Body-color bumpers	●	●	●	●
Black outside door handles	●	—	—	—
Body-color outside door handles	—	●	●	●
Black, manually adjustable outside mirrors	●	—	—	—
Body-color, power-adjustable outside mirrors	—	●	●	●
Rear wiper/washer/defroster	●	●	●	●
Solar glass	●	●	●	●
Privacy glass (rear doors and rear glass)	—	●	●	●
Power sunroof w/tilt	—	○	●	○
Front fog lights	—	○	●	●
Unique front and rear fascias	—	—	—	●
Side sills	—	—	—	●
Rear spoiler	—	—	—	●

Restraint and Safety Systems

	SOUL	+	!	<i>sport</i>
Dual front advanced airbags	●	●	●	●
Dual front seat-mounted side airbags	●	●	●	●
Full-length side curtain airbags	●	●	●	●
3-point seat belts for all seating positions	●	●	●	●
Front seat-belt pretensioners w/force limiters	●	●	●	●
Height-adjustable front seat-belt anchors	●	●	●	●
4-wheel disc brakes	●	●	●	●
4-wheel anti-lock brakes (ABS)	●	●	●	●
Electronic Stability Control (ESC)	●	●	●	●
Front active headrests	●	●	●	●
Tire-Pressure Monitoring System (TPMS)	●	●	●	●
Side-impact door beams	●	●	●	●
Front and rear crumple zones	●	●	●	●
Impact-absorbing steering column	●	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●	●
Rear child safety door locks	●	●	●	●

Interior Features

	SOUL	+	!	<i>sport</i>
Air conditioning	●	●	●	●
Cruise control w/steering-wheel-mounted controls	—	●	●	●
Remote keyless entry	—	●	●	●
Bluetooth® wireless technology ³	—	●	●	●
Steering-wheel-mounted audio controls	—	●	●	●
Leather-wrapped steering wheel and gearshift knob	—	—	●	●
Tilt steering column	●	●	●	●
Power door locks	●	●	●	●
Power windows w/driver's auto-down	●	●	●	●
AM/FM/CD+MP3+SIRIUS ⁴ Satellite Radio	●	●	●	●
USB/auxiliary input jacks	●	●	●	●
4 speakers	●	—	—	—
Tweeter speakers	—	●	●	●
Audio Upgrade Package: center speaker, subwoofer, 315-watt external amplifier, speaker lights	—	○	●	●
Dual map lights	—	●	●	●
Center console armrest/storage	—	●	●	●
One 12V power outlet	●	—	—	—
Two 12V power outlets	—	●	●	●

Packages

SOUL + AUDIO UPGRADE
Center speaker, subwoofer, 315-watt external amplifier, speaker lights

Seating and Trim

	SOUL	+	!	<i>sport</i>
Black-cloth seats	●	—	—	—
Black-cloth seats w/Soul logo inserts	—	●	—	—
Unique sand-black interior trim	—	—	●	—
Sand-black cloth seats w/houndstooth inserts	—	—	●	—
Unique red-black interior trim	—	—	—	●
Red-black cloth seats w/red sport-cloth inserts	—	—	—	●
60/40 split-folding rear seats	●	●	●	●
Driver's 6-way adjustable seat	—	●	●	●
Metal-finish trim on instrument panel, door panels and inside door handles	—	—	—	●
Metal pedals	—	—	—	●
Floor mats	○	●	●	●
Upper I/P storage bin	●	—	—	—
Upper I/P storage bin w/cover	—	●	●	●
Dual-level glove box	●	●	●	●
Dual front cup holders	●	●	●	●
Front-door map pockets w/bottle holders	●	●	●	●
Rear-door bottle holders	●	●	●	●
Dual visor vanity mirrors w/covers	●	●	●	●
Cargo-area light	●	●	●	●

- STANDARD
- OPTION
- NOT AVAILABLE

Specifications

	SOUL	+	!	<i>sport</i>
ENGINE	1.6L I4	2.0L I4	2.0L I4	2.0L I4
Type	4-cylinder, aluminum	4-cylinder, cast iron	4-cylinder, cast iron	4-cylinder, cast iron
Valve gear	Continuously Variable Valve Timing (CVVT)	Continuously Variable Valve Timing (CVVT)	Continuously Variable Valve Timing (CVVT)	Continuously Variable Valve Timing (CVVT)
Displacement	1,591 cc	1,975 cc	1,975 cc	1,975 cc
Compression ratio	10.5:1	10.1:1	10.1:1	10.1:1
Horsepower (SAE net)	122 hp @ 6,300 rpm	142 hp @ 6,000 rpm	142 hp @ 6,000 rpm	142 hp @ 6,000 rpm
Torque (SAE net)	115 lb.-ft. @ 4,200	137 lb.-ft. @ 4,600	137 lb.-ft. @ 4,600	137 lb.-ft. @ 4,600
Transmission	5-speed manual, overdrive	5-speed manual, overdrive Electronically controlled, 4-speed automatic, overdrive	5-speed manual, overdrive Electronically controlled, 4-speed automatic, overdrive	5-speed manual, overdrive Electronically controlled, 4-speed automatic, overdrive
CURB WEIGHT	1.6L I4	2.0L I4	2.0L I4	2.0L I4
5-speed manual	2,560 lbs.	2,800 lbs.	2,800 lbs.	2,800 lbs.
4-speed automatic	—	2,820 lbs.	2,820 lbs.	2,820 lbs.
BODY AND CHASSIS	1.6L I4 & 2.0L I4			
Layout	Front engine, front-wheel drive			
Front suspension	Independent, MacPherson struts, stabilizer bar, gas-filled shock absorbers			
Rear suspension	Torsion beam, gas-filled shock absorbers			
Steering type	Rack-and-pinion, power-assisted			

Fuel Economy

ESTIMATED CITY/HIGHWAY MPG²

5-speed manual	26/31 (1.6L) 24/30 (2.0L)
4-speed automatic	24/30 (2.0 L)
Fuel tank capacity (gallons)	12.7

Endnotes

¹ The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com.

² Refer to Specifications above for estimated MPG based on the Federal Test Procedure conducted by Kia Motors Corporation. Actual MPG may vary. EPA estimates not available at time of printing and may vary from manufacturer's estimated MPG.

³ 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 *Bluetooth*-enabled cell phone is required to use *Bluetooth* wireless technology.

⁴ SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries. SIRIUS Radio requires a subscription, sold separately after a 3-month subscription included with vehicle purchase. Not available in Canada, Alaska and Hawaii. For full Terms & Conditions, visit sirius.com.

⁵ Accessory cable required for iPod® mobile digital device. Cable and iPod sold separately. iPod is a registered trademark of Apple Inc.

⁶ For maximum protection, always wear your seat belt.

⁷ HomeLink® is a registered trademark of Johnson Controls, Inc.

⁸ According to *Ward's Automotive Yearbook*.

⁹ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc.

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

Specifications

	SOUL
DIMENSIONS	1.6L I4 & 2.0L I4
Wheelbase	100.4 in.
Track (front/rear)	61.8 in./62.0 in.
Length	161.6 in.
Width	70.3 in.
Height	63.4 in.
Ground clearance	6.5 in.
Headroom (front/rear)	40.2 in./39.6 in.
Shoulder room (front/rear)	55.2 in./55.1 in.
Legroom (front/rear)	42.1 in./39.0 in.
Hip room (front/rear)	53.3 in./52.7 in.
Passenger volume	102.3 cu. ft.
Cargo volume	19.3 cu. ft. (rear seat up) 53.4 cu. ft. (rear seat down)
BRAKES	1.6L I4 & 2.0L I4
Type	Hydraulic, power-assisted vacuum, 4-sensor, 4-channel ABS
Front	Disc
Rear	Disc
TIRES	1.6L I4 & 2.0L I4
Type	195/65R15 (Soul) 205/55R16 (+) 225/45R18 (! and <i>sport</i>)



Kia Heritage.

We began our journey across the U.S. in 1994, and in only 10 years sold our first million vehicles — faster than BMW, Mercedes, Toyota or Mazda.⁸ Today, we have manufacturing facilities spanning the globe and produce more than 1.3 million vehicles a year for drivers worldwide.

We've got you covered.

We offer a full line of 12 models, many of which have earned top awards or ratings in safety and customer satisfaction. We back every model with an industry-leading 10-year/100,000-mile limited warranty program.¹ It's a lineup in which you're sure to find the quality, style, driving excitement and value you're looking for.

- 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 assistance⁹

Our commitment to America.

Here in the U.S., we have high-tech facilities in California and Michigan, where the latest design and research takes place — as well as state-of-the-art proving grounds in California, where our vehicles are rigorously put to the test. To help keep up with the demand for our vehicles, we're building our first U.S. manufacturing plant — Kia Motors Manufacturing Georgia. What does all this mean for you? With our solid establishment in the global and U.S. communities, you can count on us now and for years down the wide-open road ahead.



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA.



kiasoul.com