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. The 2013 Kia Soul looks different because it is different. With its unique styling inside and out, impressive features and an industry-leading 10-year/100,000-mile warranty program, it’s a new way to roll.
Evolution by revolution.

Forget about trying to define the Soul. It's a leap ahead. Modern styling is highlighted by a wide stance. Soul! (exclaim) models have distinctive front LED accent lights and LED taillights to stand apart from the rest. Simply put, there's no comparison to the Soul.
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 aluminum sill plates for the doors, all-weather floormats and bumper appliqué. For the finishing touch — a sunshade* with the name Soul on it. It’s your masterpiece.
The first rule about the Soul...

...have fun. Jump into the Soul and, with its 4-wheel disc brakes and Anti-lock Braking System (ABS), you can take on the road with confidence. Enjoy the 138-hp 1.6L GDI engine that delivers up to 35 highway mpg or Soul+ (plus) and ! (exclaim) models’ 164-hp 2.0L MPI engine and 6-speed automatic transmission. An available Eco Package on Soul+ (plus) includes Idle Stop & Go (ISG) to help maximize fuel efficiency. 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.
With so many possibilities, which way will you roll?
With the standard equipment you’re looking for, the Soul and Soul plus are ready to roll. Both come with an AM/FM/CD/SiriusXM® audio system, air conditioning and power windows/locks. In addition, the Soul plus has a 2.0L 4-cylinder engine, leather-wrapped steering wheel/gearshift knob, steering-wheel-mounted audio controls, Bluetooth® wireless technology, 16-inch alloy wheels and remote keyless entry. Soul plus also has unique black interior seating you have to see for yourself.
Soul ! (exclaim) takes style to a new level with its sand-black interior, houndstooth design of its seating, or the available leather seat trim with heated front seats. You get all the standard features found on the Soul+ along with larger 18-inch alloy wheels, Infinity® audio, UVO® in-vehicle infotainment w/HD Radio™ Technology, power sunroof and fog lights. For a touch of luxury, add the available ! Premium Package. Pure style.
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) Push-button start.* 4) Pulsating speaker lights.* 5) Heated front seats.* 6) Dual-level glove box. 7) Power-folding mirrors.* 8) Voice-command navigation system and automatic climate control.* 9) USB/aux for your MP3. An accessory cable lets you control your iPod® mobile digital device with the stereo controls.

*See Features and Specifications pages for availability and endnote. *No t all optional features are available on all trims.
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 that let you plug in practically any kind of MP3 player. A complimentary trial subscription to over 130 channels of SiriusXM Satellite Radio with commercial-free music, plus sports and entertainment. For serious sound quality, an Audio Upgrade Package includes UVO in-vehicle infotainment w/HD Radio Technology system and an Infinity audio system with a center speaker, subwoofer and external amplifier. Streaming audio lets you play music from your compatible Bluetooth wireless technology-enabled cell phone through the audio system.
Technology keeps giving us new ways to be entertained, stay in touch and access information. Getting to enjoy this, however, used to be complicated, especially while driving. UVO, short for “your voice,” is an available infotainment system that uses advanced voice-recognition technology to simplify the use of your cell phone and MP3 player. Instead of memorizing difficult voice commands and menus, UVO lets you use your compatible cell phone to make hands-free calls, receive and respond to text messages, listen to streaming audio, enjoy your personal music, and play your favorite song, artist or genre of music—all by giving a single, intuitive voice command. With its innovative technology, UVO makes infotainment remarkably easy to enjoy.

Kia UVO® powered by Microsoft.®

1. To view rear camera information, connect to the vehicle's infotainment system with a compatible smartphone. Actual component appearance may vary.
2. Actual component appearance may vary. Not all optional features are available on all trims.
3. Actual component appearance may vary. Not all optional features are available on all trims.
4. Actual component appearance may vary. Not all optional features are available on all trims.
5. Actual component appearance may vary. Not all optional features are available on all trims.
Dual front advanced airbags
Front seat-mounted side airbags
Full-length side curtain airbags
Front active headrests
Front & rear 3-point seat belts
Height-adjustable front seat-belt anchors
Lower Anchors & Tethers for Children (LATCH)
Side-impact door beams
Tire-Pressure Monitoring System (TPMS)
4-wheel disc brakes
Anti-lock Braking System (ABS)
Electronic Stability Control (ESC)
Vehicle Stability Management (VSM)
Hill-start Assist Control (HAC)
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 enhance 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. Front seat-belt pretensioners have been designed to tighten the seat belts in the event of certain collisions, helping to reduce the likelihood of injuries. The result? Safety awards from IIHS and NHTSA for added peace of mind.

*No system, no matter how advanced, can prevent all accidents. Always drive safely at a reasonable speed.
A passion for excellence.
For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized, and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.

Industry-leading warranty program.
At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That’s why we 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

Commitment to America.
Kia Motors has invested over $1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant is capable of producing 360,000 vehicles a year. The Sorento crossover and Optima midsize sedans are currently being built at this plant. In addition to producing high-quality vehicles, more than 3,000 new jobs were created at the facility plus 7,500 additional jobs in the surrounding area. It’s all part of Kia Motors’ commitment to America — a commitment that is sure to grow and strengthen in the years ahead.
<table>
<thead>
<tr>
<th>Exterior Features</th>
<th>SOUL</th>
<th>/</th>
<th>Interior Features</th>
<th>SOUL</th>
<th>/</th>
<th>Seating and Trim</th>
<th>SOUL</th>
<th>/</th>
<th>Restraint and Safety Systems</th>
<th>SOUL</th>
<th>/</th>
</tr>
</thead>
<tbody>
<tr>
<td>15&quot; tires w/steel wheel covers</td>
<td>✦</td>
<td>✗</td>
<td>Air conditioning</td>
<td>✦</td>
<td>✗</td>
<td>Black cloth seats</td>
<td>✦</td>
<td>✗</td>
<td>Dual front advanced airbags(*)</td>
<td>✦</td>
<td></td>
</tr>
<tr>
<td>16&quot; tires w/alloy wheels</td>
<td>✗</td>
<td>✗</td>
<td>AM/FM/CD-MPX3+SiriusXM® Satellite Radio</td>
<td>✦</td>
<td>✗</td>
<td>Black cloth seats w/Black cloth logo inserts</td>
<td>✗</td>
<td>✗</td>
<td>Dual front seat-mounted side airbags(*)</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>18&quot; tires w/alloy wheels</td>
<td>✗</td>
<td>✗</td>
<td>Tweeter speakers</td>
<td>✗</td>
<td>✗</td>
<td>Unique sand-black interior trim</td>
<td>✗</td>
<td>✗</td>
<td>Full-length side curtain airbags(*)</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>6-speed manual transmission</td>
<td>✗</td>
<td>✗</td>
<td>USB/auxiliary input jacks</td>
<td>✗</td>
<td>✗</td>
<td>Sand-black cloth seats w/houndstooth inserts</td>
<td>✗</td>
<td>✗</td>
<td>Front active headrests</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>6-speed automatic transmission</td>
<td>✗</td>
<td>✗</td>
<td>Voice-command navigation w/SiriusXM Traffic® rear-camera display(†)</td>
<td>✗</td>
<td>✗</td>
<td>Sand-black leather seat trim</td>
<td>✗</td>
<td>✗</td>
<td>3-point seat belts for all seating positions</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Body-color fascia accents</td>
<td>✗</td>
<td>✗</td>
<td>Audio Upgrade Package: Infinity® audio w/center speaker, subwoofer, external amplifier, tweeter speakers</td>
<td>✗</td>
<td>✗</td>
<td>Leather-wrapped steering wheel and gearshift knob</td>
<td>✗</td>
<td>✗</td>
<td>Front seat-belt pretensioners</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Body-color, power adjustable outside mirrors</td>
<td>✗</td>
<td>✗</td>
<td>Steering-wheel-mounted audio and cruise controls</td>
<td>✗</td>
<td>✗</td>
<td>EG40 split-folding rear seats</td>
<td>✗</td>
<td>✗</td>
<td>Height-adjustable front seat-belt anchors</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Heated outside mirrors w/town-signal indicators</td>
<td>✗</td>
<td>✗</td>
<td>Automatic climate control</td>
<td>✗</td>
<td>✗</td>
<td>Driver’s 6-way adjustable seat</td>
<td>✗</td>
<td>✗</td>
<td>4-wheel disc brakes w/anti-lock brakes (ABS)</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Power-folding outside mirrors</td>
<td>✗</td>
<td>✗</td>
<td>Push-button start w/Smart Key</td>
<td>✗</td>
<td>✗</td>
<td>Metal-finish trim on instrument panel and inside door handles</td>
<td>✗</td>
<td>✗</td>
<td>Electronic Stability Control (ESC)</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Rear view/rear defogger</td>
<td>✗</td>
<td>✗</td>
<td>Tilt &amp; telescoping steering column</td>
<td>✗</td>
<td>✗</td>
<td>Floor mats</td>
<td>✗</td>
<td>✗</td>
<td>Vehicle Stability Management (VSM)</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Privacy glass (rear doors and rear glass)</td>
<td>✗</td>
<td>✗</td>
<td>Bluetooth® wireless technology(4)</td>
<td>✗</td>
<td>✗</td>
<td>Upper L/P storage bin w/cover</td>
<td>✗</td>
<td>✗</td>
<td>Hill-start Assist Control (HAC)</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Power sunroof w/tilt</td>
<td>✗</td>
<td>✗</td>
<td>Power door locks</td>
<td>✗</td>
<td>✗</td>
<td>Dual-level glove box</td>
<td>✗</td>
<td>✗</td>
<td>Tire-Pressure Monitoring System (TPMS)(11)</td>
<td>✗</td>
<td></td>
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<tr>
<td>Front fog lights</td>
<td>✗</td>
<td>✗</td>
<td>Power windows w/driver’s auto down</td>
<td>✗</td>
<td>✗</td>
<td>Dual front cup holders</td>
<td>✗</td>
<td>✗</td>
<td>Side-impact door beams</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Projection headlights</td>
<td>✗</td>
<td>✗</td>
<td>Remote keyless entry</td>
<td>✗</td>
<td>✗</td>
<td>Front-door map pockets w/bottle holders</td>
<td>✗</td>
<td>✗</td>
<td>Front and rear crumple zones</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Rear LED accent lights</td>
<td>✗</td>
<td>✗</td>
<td>Center console armrest/storage</td>
<td>✗</td>
<td>✗</td>
<td>Rear-door bottle holders</td>
<td>✗</td>
<td>✗</td>
<td>Impact-absorbing steering column</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>LED taillights</td>
<td>✗</td>
<td>✗</td>
<td>Active Eco System</td>
<td>✗</td>
<td>✗</td>
<td>Dual visor illumination vanity mirrors w/covers</td>
<td>✗</td>
<td>✗</td>
<td>Lower Anchors and Tethers for Children (LATCH)</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Auto on/off headlamps</td>
<td>✗</td>
<td>✗</td>
<td>Auto-dimming rearview mirror</td>
<td>✗</td>
<td>✗</td>
<td>Cargo-area light</td>
<td>✗</td>
<td>✗</td>
<td>Rear child-safety door locks</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>One 12V power outlet (3 on 4/5)</td>
<td>✗</td>
<td>✗</td>
<td>One 12V power outlet (3 on 4/5)</td>
<td>✗</td>
<td>✗</td>
<td>Luggage under-floor tray</td>
<td>✗</td>
<td>✗</td>
<td><strong>Standard</strong></td>
<td>✗</td>
<td></td>
</tr>
</tbody>
</table>

(*) All features grouped as a package on select models.
(†) Supposed packaged w/Fog Lights (N/A on Manual Transmission)
Packages

AUDIO UPGRADE PACKAGE
(available on Soul + only, N/A on manual transmission)
1. UVO® Powered by Microsoft infotainment system w/HD Radio™ Technology
2. Rear-camera display
3. Infinity® audio system w/center speaker, subwoofer, external amplifier & speaker lights
4. Auto on/off headlights

PREMIUM PACKAGE
(available on Soul + only)
1. Leather seat trim
2. Heated front seats
3. Automatic climate control
4. Navigation system w/SiriusXM Traffic™ & rear-camera display
5. Push-button start w/Smart Key

ECO PACKAGE*
(available on Soul + only, N/A on manual transmission)
1. Idle Stop & Go (I SG)
2. Low-rolling-resistance tires

*ECO PACKAGE EXPECTED TO BE AVAILABLE STARTING FALL OF 2012.
Our website lets you check out specifications, videos, packages, accessories and more. You can experience 360-degree interior and exterior views, see available colors, get price quotes — even calculate your monthly payment and find out which of our over 740 retailers is nearest to you. If you prefer, call us at 1-800-333-4KIA.
1. Splash guards
2. Front mask
3. USB/aux iPod®9 cable
4. Auto-dimming rear view mirror w/HomeLink® and compass
5. UV sunshade
6. All-weather floormats
7. License plate frames
8. Cargo liner
9. Center console armrest w/storage
10. Alloy fuel door
11. Universal electronics holder
12. Sport visors
13. Door sill plates, illuminated
14. Door sill plates, aluminum
15. Splined lug nuts
16. Rear spoiler
17. Wheel locks
18. Cargo net
19. Sunroof deflector
20. Rear bumper appliqué
21. Cargo Logic® tray
22. Hood deflector
23. Billet oil cap
24. Valve stem caps

More options are available at Kia.com.

Make it personal. We’re constantly adding new optional accessories. Stay up to date on kia.com.

Endnotes:
9. iPod is a trademark of Apple Inc.
10. HomeLink is a trademark of Gentex Corporation.
### Specifications

#### Kia

**SOUL**

<table>
<thead>
<tr>
<th>ENGINE</th>
<th>1.6L I4</th>
<th>2.0L I4</th>
<th>2.0L I4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>4-cylinder, aluminum block &amp; head</td>
<td>4-cylinder, aluminum block &amp; head</td>
<td>4-cylinder, aluminum block &amp; head</td>
</tr>
<tr>
<td>Valve gear</td>
<td>Dual Continuously Variable Valve Timing (CVVT)</td>
<td>Dual Continuously Variable Valve Timing (CVVT)</td>
<td>Dual Continuously Variable Valve Timing (CVVT)</td>
</tr>
<tr>
<td>Displacement</td>
<td>1.59 cu. ft.</td>
<td>1.99 cu. ft.</td>
<td>1.99 cu. ft.</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>10.3:1</td>
<td>10.3:1</td>
<td>10.3:1</td>
</tr>
<tr>
<td>Horsepower (SAE net)</td>
<td>138 hp @ 6,200 rpm</td>
<td>184 hp @ 6,500 rpm</td>
<td>164 hp @ 6,500 rpm</td>
</tr>
<tr>
<td>Torque (SAE net)</td>
<td>138 lb.-ft. @ 4,800 rpm</td>
<td>148 lb.-ft. @ 4,800 rpm</td>
<td>164 lb.-ft. @ 4,800 rpm</td>
</tr>
<tr>
<td>Fuel system</td>
<td>Gasoline Direct Injection</td>
<td>Multi-Point Injection</td>
<td>Multi-Point Injection</td>
</tr>
<tr>
<td>Transmission</td>
<td>6-speed manual, overdrive</td>
<td>6-speed automatic, overdrive</td>
<td>6-speed automatic, overdrive</td>
</tr>
<tr>
<td>CURB WEIGHT</td>
<td>2,690 lbs.</td>
<td>2,690 lbs.</td>
<td>2,690 lbs.</td>
</tr>
<tr>
<td>BODY AND CHASSIS</td>
<td>1.6L I4 &amp; 2.0L I4</td>
<td>2.0L I4</td>
<td></td>
</tr>
<tr>
<td>Layout</td>
<td>Front-engine, Transhield drive</td>
<td>Front-engine, Transhield drive</td>
<td>Front-engine, Transhield drive</td>
</tr>
<tr>
<td>Suspension</td>
<td>McPherson strut, stabilizer bar, gas-filled shock absorbers</td>
<td>Multi-link, gas-filled shock absorbers</td>
<td>Multi-link, gas-filled shock absorbers</td>
</tr>
</tbody>
</table>

#### 2013 EPA-Estimated Fuel Economy

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>1.6L I4 &amp; 2.0L I4</th>
<th>2.0L I4</th>
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</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>106.4 in.</td>
<td>106.4 in.</td>
</tr>
<tr>
<td>Track (front/rear)</td>
<td>60.5 in./62.5 in.</td>
<td>60.5 in./62.5 in.</td>
</tr>
<tr>
<td>Length</td>
<td>182.2 in.</td>
<td>182.2 in.</td>
</tr>
<tr>
<td>Width</td>
<td>70.5 in.</td>
<td>70.5 in.</td>
</tr>
<tr>
<td>Height</td>
<td>63.4 in.</td>
<td>63.4 in.</td>
</tr>
<tr>
<td>Ground Clearance</td>
<td>6.7 in.</td>
<td>6.7 in.</td>
</tr>
<tr>
<td>Headroom (front/rear)</td>
<td>40.3 in./39.6 in.</td>
<td>40.3 in./39.6 in.</td>
</tr>
<tr>
<td>Shoulder room (front/rear)</td>
<td>55.2 in./55.1 in.</td>
<td>55.2 in./55.1 in.</td>
</tr>
<tr>
<td>Legroom (front/rear)</td>
<td>42.1 in./39.0 in.</td>
<td>42.1 in./39.0 in.</td>
</tr>
<tr>
<td>Hip room (front/rear)</td>
<td>53.3 in./52.7 in.</td>
<td>53.3 in./52.7 in.</td>
</tr>
<tr>
<td>Cargo volume</td>
<td>18 cu. ft. (1/2 rear seat up)</td>
<td>25.7 cu. ft. (soul rear seat up)</td>
</tr>
<tr>
<td>Fuel tank capacity</td>
<td>12.7 gallons</td>
<td>12.7 gallons</td>
</tr>
</tbody>
</table>

#### BRAKES

- Type: Hydraulic, power-assisted vacuum, 4-wheel ABS
- Front Disc
- Rear Disc

#### Tires

- Size: 195/65R15 (Soul)
- 205/65R16 (h-17)
- 225/40R18 (r7)

### Endnotes

**Endnotes**

- This brochure is subject to change without notice. For more information, visit kia.com.
- Specifications and features may vary on Kia America, Inc.'s electronic products.
- Kia Motors America, Inc. is a subsidiary of Kia Motors Corporation, the world’s fastest-growing car maker.
- Kia Motors America, Inc. reserves the right to change any product specifications and features at any time without notice.
- Kia Motors America, Inc. has the right to switch to a substitute vehicle at the end of the 30-month subscription period, if the vehicle which you have automatically renewed and billed at your initial subscription rate is no longer available.
- SiriusXM service is a service plan provided by Kia Motors America, Inc. in conjunction with SiriusXM. SiriusXM service is available only to those at least 18 and older in the 48 contiguous United States (at this time, is not available in Hawaii or Alaska) and is subject to your acceptance of these complete terms at www.siriusxm.com. Programming subject to change. Sirius satellite radio service does not include local radio.
- SiriusXM service is provided only to those at least 18 and older in the 48 contiguous United States and the District of Columbia. SiriusXM service requires a subscription, sold separately, after 3-month trial included with vehicle purchase. SiriusXM service may vary in appearance and select features may not be supported in all vehicles.
- SiriusXM service requires a subscription, sold separately, after 3-month trial included with vehicle purchase. SiriusXM service is not available in certain areas.
- SiriusXM service is a service plan provided by Kia Motors America, Inc. in conjunction with SiriusXM. SiriusXM service is available only to those at least 18 and older in the 48 contiguous United States and the District of Columbia. SiriusXM service requires a subscription, sold separately, after 3-month trial included with vehicle purchase. SiriusXM service is not available in certain areas.
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