All information contained herein was based upon available information at the time of printing. Descriptions are believed to be correct, but Kia Motors America makes every effort to ensure accuracy, however, accuracy cannot be guaranteed. Descriptions, colors, prices, equipment, specifications, and other vehicle information reported in this brochure, online Kia Motors America web sites, and other written or visual information expressed by Kia Motors America may change without notice. All vehicles shown in this 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. See your Kia retailer or Kia.com for further details concerning available limited warranties. ©2014 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc., is prohibited.
A new way to roll®

Presenting the 2015 Kia Soul. With unique styling, precise handling and a wealth of entertainment options, it redefines fun-to-drive. Soul also offers an impressive array of available premium features matched by a wide range of advanced standard safety systems. This year, Soul is generating even more excitement with the new all-electric Soul EV.† Its innovative energy-efficient engineering means no more stops at the gas station, no more oil changes and no more emissions. So now, with the debut of the forward-thinking Soul EV, you can choose from two great ways to roll.

†Soul EV expected September 2014. Only available in certain Markets with limited availability.

COVER: EXHIBIT WITH THE WHOLE SHABANG PACKAGE SHOWN. THIS PAGE: EXHIBITED WITH THE WHOLE SHABANG PACKAGE AND SOUL EV. (PLUS) SHOWN.
Excitement by design

Everything from an available 2.0L Gasoline Direct Injection (GDI) engine* to an available panoramic sunroof* with power sunshade is designed to make every drive more exciting than ever. Unique exterior styling — complemented by a striking interior with soft-touch material throughout — gives Soul a personality all its own. Three trim levels along with a choice of packages allow you to add an impressive variety of options. Like all Kia models, Soul comes with an industry-leading, 10-year/100,000-mile warranty program.1

1. *See Features and Specifications pages for availability and exclusions. Not all optional features are available on all trims. ‘EXCLUSIVELY WITH THE WHOLE SHABANG PACKAGE SHOWN.’
Uniquely entertaining

Available pulsating multicolored front-door speaker lights* — they’re just one of the features Soul combines into a fully integrated entertainment system. USB/auxiliary jacks allow you to play your favorite tunes from your own music library using a compatible MP3 audio player. Soul lets you enjoy that music on an available Infinity® premium sound system with eight speakers, including an external amplifier and a subwoofer that provides a concert-like audio experience.* In addition, an available UVO eServices™ Infotainment System with voice-command navigation* increases your choices in entertainment and convenience.

2, 3, * See Features and Specifications pages for availability and exclusions. Not all optional features are available on all trims. Fascia kit WITH THE Whole SHABANG PacKAGE SHOWN.
It’s open to almost anything

Soul lets you carry all the cargo you need to suit your lifestyle with an expansive 24.2 cu. ft. of available space. It’s also remarkably versatile thanks to 60/40 split-folding rear seats. An easy-open liftgate provides quick access to the roomy cargo area, which also includes a handy, hidden storage compartment with built-in dividers.

1. 60/40 SPLIT-FOLDING REAR SEATS Conveninetly carry longer items, passengers — or a combination of both — by folding down one or both of the rear seats.

2. REAR-PASSENGER COMFORT The rear seat has room for three passengers or two passengers and a flip-down center armrest with dual cupholders.

3. CONCEALED STORAGE The floor of the cargo area flips up to reveal a hidden compartment for securely carrying smaller items. In addition, a cargo cover on † (plus) and ‡ (exclaim) models will keep your things out of view.

4. ROOF-RACK READY To carry even more gear, an accessory roof-rack is available. The rack’s mounting points are flush with the roofline to maintain a streamlined exterior design when the rack is not installed.

The freedom of a panoramic sunroof

If you’ve ever marveled at a sky full of stars, then you’ll appreciate the idea behind the available panoramic sunroof with power sunshade.* It gives you all the room you need to let your imagination soar — which is one more reason why, with Soul, the sky’s the limit.

*See Features page for availability. Not all optional features are available on all trims. †Not available with panoramic sunroof. ‡Features with the SXL trim only. Photos shown may differ.
Comfort to go

It’s your space — and the closer you look, the better it gets. A spacious, well-appointed interior lets you travel in style and comfort. Soft-touch material on the dash and throughout the interior, complemented by available black gloss trim accents,* gives it a sleek look all its own. Soul + (plus) and Soul ! (exclaim) are available with features that enhance comfort and convenience, including leather seat trim, a 10-way power-adjustable driver’s seat with power lumbar support and automatic climate control.* In addition, glove-soft Nappa leather seat trim, available on Soul ! (exclaim), is both sophisticated and exceptionally comfortable.

*See Features page for availability. Not all optional features are available on all trims. Rear-center armrest will have limited availability on some models. *SUNROOF WITH THE WHOLE SHABANG PACKAGE SHOWN.
Enjoy the benefits of advanced technology

Soul puts advanced technology to work for you, making every drive more convenient and enjoyable. Premium available features include everything from a voice-command navigation system to an Infinity® audio system with eight speakers, including a subwoofer and an external amplifier for the ultimate audio experience.*

1. SUPERVISION GAUGES® Available Supervision meter cluster display has sharp, high-contrast graphics thanks to its 4.3-inch Thin-Film Transistor (TFT) color LCD.

2. HEATED STEERING WHEEL® Make driving in colder weather more comfortable with an available heated steering wheel.

3. HEATED SEATS® To help ensure comfortable driving in cold weather, available heated front seats feature multiple temperature settings. The available heated rear seat cushions have high and low settings.

4. VENTILATED FRONT SEATS® To help ensure optimal comfort in warm weather, the available ventilated front seats let you choose multiple fan speeds to circulate cool air through perforations in the seat leather.

5. REAR-CAMERA DISPLAY® This available feature helps you see things behind your vehicle that you might not see by looking over your shoulder.

6. SPEAKER LIGHTS® Front-door speakers are highlighted by available pulsating, multicolored speaker lights. Choose a setting that alternates colors or pulsates according to volume level with a steady yellow-orange.

7. PUSH-BUTTON START® Start or stop the engine with the push of a button with the available Smart Key remote, even when you have the key fob in your pocket or purse.

- BLUETOOTH® WIRELESS TECHNOLOGY® Enjoy streaming audio when using a BlueTooth® wireless technology-enabled device.
- SIRIUSXM® SATELLITE RADIO® Enjoy 150 channels of commercial-free music, sports and news in your Soul during your 3-month SiriusXM All Access trial, which also includes 160+ channels on your computer, smartphone and tablet.

Enjoy the benefits of advanced technology

* See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Images are for illustration only.
Soul is available with the innovative UVO eServices™ infotainment System with voice-command navigation.* It provides you with an easy, hands-free way to connect to your vehicle by seamlessly integrating a compatible smartphone with your Soul. UVO eServices™ also lets you stream music, download Apps from the App Download Center, monitor your vehicle’s driving habits, access 911 Connect™ or Enhanced Roadside Assist,11 and check maintenance requirements with Vehicle Diagnostics on the large 8” capacity touch screen.* Additionally, there are no subscription fees to enjoy all these benefits.

**ADVANCED VOICE RECOGNITION**
UVO eServices™ advanced voice-recognition technology lets you conveniently manage your music and enjoy hands-free use of your phone — with simple, intuitive verbal commands.

**LOCAL SEARCH POWERED BY GOOGLE™**
UVO eServices™ can access Local Search powered by Google® when it is connected wirelessly to an internet hotspot.

**MYP OINTS OF INTEREST**
UVO eServices™ allows you to use a web-enabled computer to send locations that you find on Google Maps™ to the navigation system for route guidance.

**PARKING MINDER™**
Parking Minder can record your vehicle’s location whenever you park. Then you can use your compatible smartphone to help find your car. It also lets you take pictures of the area for reference, write a reminder note or set an alarm if you’re parked at a meter.

**911 CONNECT™**
In the event that an airbag is deployed, 911 Connect automatically initiates a call to emergency services. In some circumstances, UVO eServices™ can also transmit your vehicle’s location to the emergency services operator.

**ENHANCED ROADSIDE ASSIST™**
You can call for roadside assistance by touching an icon on the smartphone app screen. UVO eServices™ then sends your location to the Call Center and connects you to an operator.

**VEHICLE DIAGNOSTICS™**
Vehicle Diagnostics lets you perform a diagnostics check at any time or schedule one on a regular basis. Diagnostics Trouble Code (DTC) automatically alerts you to schedule an appointment or report roadside assistance if the system detects a critical powertrain issue.

**UVO™ — short for "your voice."** Soul is available with the innovative UVO eServices™ Infotainment System with voice-command navigation.* It provides you with an easy, hands-free way to connect to your vehicle by seamlessly integrating a compatible smartphone with your Soul. UVO eServices™ also lets you stream music, download Apps from the App Download Center, monitor your vehicle’s driving habits, access 911 Connect™ or Enhanced Roadside Assist,11 and check maintenance requirements with Vehicle Diagnostics on the large 8” capacity touch screen.* Additionally, there are no subscription fees to enjoy all these benefits.

1, 6, 7, 8, 9, 10, 11, 12, 13. * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Actual component appearance may vary. Siri® compatible with iOS 6 and above only. UVO eServices and UVO eServices Guide shown. MyCarZone provides Curfew, Speed and Geo Fencer alerts based on your targeted presets. You may also use the touch screen to check driving habits — including the history of preset violations for curfew time, speed limit or geographical radius parameters.

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

**MY CAR ZONE™**
My Car Zone provides Curfew, Speed and Geo Fencer alerts based on your targeted presets. You may also use the touch screen to check driving habits — including the history of preset violations for curfew time, speed limit or geographical radius parameters.

**eSERVICES GUIDE**
To learn more about UVO eServices™ features, you may access an automated user manual by using the touch screen on the vehicle.

**APPLE® SIRI® COMPATIBLE**
UVO eServices™ enables you to access your iPhone®’s Siri™ with the vehicle’s steering-wheel-mounted controls.

**APPLE® iPHONE® 6 AND ABOVE***
UVO eServices™ offers you the opportunity to integrate your compatible smartphone with your vehicle — and make the most of UVO eServices™. This app can be downloaded at the App Store™ and Google Play™ Store.

**Apple® and Siri® trademarks** are the properties of their respective owners. Any mention of these trademarks is for descriptive purposes only. Kia Motors America, Inc. reserves the right to change, update or discontinue content.
Engineered to perform

Soul is designed to make driving fun. You can turn every trip around town into a high-energy outing thanks to Soul (+) and (!) models’ 164-horsepower, 2.0L Gasoline Direct Injection (GDI) engine and Sportmatic transmission with clutch-free manual shifting. In addition, FlexSteer™ electronic steering gives you a choice between regular and comfort settings — along with a sport setting for when you’re in the mood to enjoy Soul’s quick and agile handling. 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.
Soul helps provide peace of mind when life throws you a curve. Its safety systems are engineered to help you maintain control, even in challenging road conditions and in some emergency situations. Each one is designed to function automatically, leaving you free to focus on the road ahead.

**Advanced safety systems — because driving is more than fun and games**

**Vehicle Stability Management (VSM)**
VSM adds steering direction control capability. It intervenes when appropriate to help the driver regain control of the vehicle.

**Electronic Stability Control (ESC)**
ESC monitors your vehicle’s response during emergency maneuvers. It can then control the engine and brakes to help keep your Soul on course.

**Traction Control System (TCS)**
When TCS senses wheelspin during vehicle acceleration, it uses engine power and brake force to help transfer power to the wheels that have the most traction.

**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.

**Electronically Brake-Force Distribution (EBD)**
To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.
Strength

Side-Impact Door Beams
All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The A and B pillars are also reinforced to help strengthen the body of the vehicle.

Front & Rear Crumple Zones
Front and rear crumple zones are specially engineered to help absorb and dissipate impact energy, helping to preserve the structural integrity of the passenger compartment in certain collisions.

Rear Child-Safety Door Locks
Rear child-safety door locks are designed to help prevent the doors from being opened accidentally, which is especially important when small children are passengers. With the doors in the locked position, they can only be opened from the outside.

LATCH System
The Lower Anchors and Tethers for Children (LATCH) system is standard and makes it easier to securely install a compatible child seat at either end of the rear seat.

Front Seat Belt Pretensioners
Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries in some situations.

Height-Adjustable Seat Belt Anchors
The front height-adjustable seat belt anchors allow the driver and front passenger seat belts to be raised and lowered for a proper fit.

Intelligence

Airbag & Seat Belt Sensors
This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat belt use, and then controls airbag inflation accordingly.

Front and Rear Three-Point Seat Belts
Three-point seat belts are standard for all five seating positions, so that each person is protected with an over-the-lap and shoulder seat belt.
Delivering on a promise

Kia is committed to producing world-class vehicles to suit most every driving need. This commitment has led to the development of stylish vehicles with an extraordinary combination of precision engineering, outstanding performance, innovative features and advanced safety systems. Kia’s dedication to quality and value has been widely recognized — one reason why Kia has been named as a top 100 brand in Interbrand’s Best Global Brands 2013 report. In addition, Kelley Blue Book’s KBB.com has announced the recipients of its Brand Image Awards, naming Kia as the 2014 Best Value Brand. This honor recognizes our success at producing fuel-efficient and affordable vehicles.

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 two podium finishes early in the 2014 season you can look for Kia in the winner’s circle at race tracks across America in the months ahead.

COMPELLING DESIGN

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.

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 recently produced its one millionth vehicle after less than four years of operation. The Sorento crossover and certain Optima midsize sedans are currently being assembled at this plant. Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 14,000 jobs in West Point and the surrounding areas. It’s all part of Kia Motors’ commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

INDUSTRY-LEADING 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 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

† the sorento and optima gdi (ex, sx & limited and certain lx trim only) are assembled in the united states from u.s. and globally-sourced parts.

DONORSCHOOSE.ORG

Kia is committed to providing assistance to those in need. That’s why Kia became the first car company to partner with DonorsChoose.org, an online charity that allows organizations and individuals to donate to classrooms in need. Together with thousands of citizen philanthropists, Kia has raised more than $5 million to fund more than 10,000 projects across all 50 U.S. states, impacting more than 1.5 million high-need public school students in just two years.

†† the sorento and optima gdi (ex, sx & limited and certain lx trim only) are assembled in the united states from u.s. and globally-sourced parts.

†‡ see specifications page for endnotes.
PACKAGES

UVO SERVICES PACKAGE
(Available on Soul 1.6L manual transmission and + (plus))
1. UVO services/maintenance system
2. Voice-command navigation system
3. Rear Camera Display®
4. Auto-on/off headlights
5. Front fog lights (not shown)

W/VOICE-COMMAND NAVIGATION SYSTEM
6. 10-way power-adjustable driver’s seat w/lumbar support
7. Heated front seats,
8. Panoramic sunroof w/power sunshade
9. Immobilizer (not shown)

W/SIRIUSXM TRAVEL LINK, RERE-CAMERA DISPLAY
10. Internal amplifier, subwoofer (not shown)

SUN & SOUND PACKAGE
1. UVO eServices3 Infotainment System
2. Heated front seats,
3. Front-door speaker lights
4. Push-button start w/Smart Key
5. Automatic temperature control
6. Leather-wrapped steering wheel & gearshift knob
7. Satin chrome interior door handles
8. Leatherette interior trim
9. Black gloss trim
10. External amplifier, subwoofer (not shown)

PLUS) PRIMO PACKAGE
1. Ventilated front seats
2. Heated front seats,
3. Supervision meter cluster
4. Front fog lights (Soul 1.6L only)
5. HID low-beam headlights w/auto leveling,
6. Dual-zone automatic climate control
7. LED accent lights (jewel-type)

PLUS) AUDIO PACKAGE
1. UVO eServices3 Infotainment System
2. Infinity®2 audio & speakers w/HD Radio™ Technology
3. Front-door speaker lights
4. Push-button start w/Smart Key
5. Automatic temperature control
6. Center channel speaker
7. Satin chrome interior door handles
8. Heated rear seat cushions (not shown)
9. Heated steering wheel
10. Surround sound system
11. 4.3” TFT color LCD w/auto defog & cluster ionizer
12. Black glass trim
13. Leather-wrapped steering wheel
14. Leather-wrapped gearshift knob
15. Leather-wrapped shift handle
16. Satellite chrome interior door handles
17. External amplifier, subwoofer (not shown)

PLUS) ECO PACKAGE
1. Idle Stop & Go (ISG) system
2. Low rolling resistance tires
3. 1.6L engine
4. UVO eServices3 Infotainment System
5. Rearview camera
6. Smart Key
7. Air conditioning with rear defogger
8. Satellite steering wheel
9. Start/stop button
10. 3.5” TFT color LCD w/auto defog & cluster ionizer
11. Black glass trim
12. Leather-wrapped gearshift knob
13. Leather-wrapped shift handle
14. Satellite chrome interior door handles
15. External amplifier, subwoofer (not shown)

† Only available with Umber color Package.

COLORS

EXTERIOR

INTERIOR COMBINATIONS ARE INDICATED BY:
1. (M) = METALLIC PAINT
2. (P) = PEARL PAINT
3. (SOUL) = SOUL
4. (plus) = SOUL: G/BK BLACK CLOTH
5. (exclaim) = SOUL: BK ALIEN II
6. (plus) = SOUL: G/BK CLEAR WHITE
7. (plus) = SOUL: G/BK TITANIUM GRAY (PM)
8. (plus) = SOUL: G/BK CLOUD WHITE (M)
9. (plus) = SOUL: G/BK LATTE BROWN (M)
10. (plus) = SOUL: G/BK BRILLIANT SILVER (M)
11. (plus) = SOUL: BK/U BLACK LEATHER
12. (plus) = SOUL: BK/U GRAY TWO-TONE LEATHER
13. (plus) = SOUL: BK/U SHADOW BLACK (P)
14. (plus) = SOUL: BK/U FATHOM BLUE (P)
15. (plus) = SOUL: BK/U SOLAR YELLOW
16. (plus) = UMBER NAPPA LEATHER
17. (plus) = UMBER NAPPA LEATHER

INTERIOR

STANDARD

SOUL

OPTIONAL

BLACK LEATHER

BLACK CLOTH

LATTE BROWN

SHADOW BLACK

FATHOM BLUE

SOLAR YELLOW

ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.

2, 3, 4, 6, 19 See Specifications page for endnotes. Images are for illustration only. 10-way available with Umber Color Package.
**SEATING & TRIM**
- Gray/gray tone cloth seats
- Black cloth seats
- Gray/gray tone leather seat trim
- Black leather seat trim
- Umbre beige leather seats
- Leather-wrapped steering wheel & shiftknob
- 60/40 split-folding rear seat
- 1.5-way adjustable driver’s seat
- 1.5-way adjustable driver’s seat
- Driver’s seat manual support
- Heated front seats & rear seat cushions.

**RESTRAINT & SAFETY SYSTEMS**
- Front seat advanced airbags
- Front seat advanced airbags
- Full-length side curtain airbags
- Front roof & rear roof seat belts
- Front seat belt pretensioners
- Height-adjustable front seat belt anchors
- Anti-lock Braking System (ABS)
- Electronic Stability Control (ESC)
- Traction Control System (TCS)
- Vehicle Stability/Monitoring Management System
- Electronic Brake-force Distribution (eBD)
- Brake Assist System (BAS)
- Hill-start assist control (Hac)
- Rear child-safety door locks
- Illuminated dual visor vanity mirrors w/sliding rod
- Center console armrest & storage
- Auto-dimming rearview mirror
- Remote keyless entry
- Power windows w/driver one-touch auto down
- Power door locks w/two-turn entry system

**ENGINE**
- 1.6L I4
  - 130 hp @ 6,300 rpm
  - 164 hp @ 6,200 rpm
- Transmission
  - 6-speed automatic, Sportmatic
- Fuel system
  - 2.0L gasoline, Direct injection, 4-cylinder engine
- Dimensions
  - Width: 70.9 in.
  - Height: 63 in.
  - Ground clearance: 5 in.
  - Approach/departure angle: 19.2/29.8 degrees
  - Track (front/rear): 53.2 in./49.3 in.
  - Wheelbase: 101.2 in.
  - Length: 186.0 in.

**ENDNOTES**
1. The Kia 10-year/100,000-mile warranty includes various warranties and related assistance benefits.具体資訊可從零售商處或前往 kia.com 取得相關資訊。
2. 2.0L Gasoline Direct Injection 4-cylinder engine
3. Voice Recognition System
4. Braking system, chassis, and airbag systems only. For factory-recommended maintenance schedule, see the maintenance information in the owner’s manual.
5. Samsung® SmartThings is a service provided by Samsung Electronics Co., Ltd.
6. Siri, Siri iPhone, and Apple are trademarks or registered trademarks of Apple Inc. Siri can be used with the feature on the rear-camera Display is not a substitute for proper and attentive driving. Always drive safely, paying full attention to the road and surroundings. Always check your smartphone’s user guide for detailed information on apps, settings, and features available for your phone.
7. Google, Google Maps, and Google Maps are trademarks of Google Inc. 
9. Siri® and Siri Enabled Devices™ are the registered trademarks of Apple Inc. Siri® is a trademark of Apple Inc. on behalf of Apple Inc. 
10. Features available on the rear-camera Display include vehicle safety, traffic information, parking assistance, and more. To view the rear-camera Display, see the manual or consult your retailer.
11. Owners who have not used the Apple CarPlay feature can make a request to your dealer for an Apple CarPlay Factory-Fitted Kit, which replaces the original factory radio in your vehicle. 
12. SiriusXM is a registered trademark of SiriusXM Radio Inc. 
13. Apple, the Apple logo, iCarPlay, and Siri are trademarks of Apple Inc. Siri can be used with the feature on the rear-camera Display is not a substitute for proper and attentive driving. Always drive safely, paying full attention to the road and surroundings. Always check your smartphone’s user guide for detailed information on apps, settings, and features available for your phone.
14. Google, Google Maps, and Google Maps are trademarks of Google Inc. 

**CUB WEIGHT**
1.6L I4: 2,173 lbs.
2.0L I4: 2,177 lbs.