Discover the new Kia

2018 SOUL

Level 2 (240V) charging station shown is not available for purchase and is not available with vehicle. Actual charging stations will vary. 240V home charging station sold separately. 120V charger is included with vehicle.

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Two ways to roll in style

With unique styling, exciting performance, and precise handling, the 2018 Kia Soul redefines fun-to-drive. It features a variety of available technologically advanced systems to monitor your driving environment and enhance your daily drive, and the ! (exclaim) offers a turbocharged engine, along with sport styling to complement what’s underneath its hood. Plus, Soul’s superb engineering has resulted in J.D. Power recognizing the 2017 Soul as the “Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality” for the third year in a row. The all-electric Soul EV is another way to roll, with an advanced, powerful lithium-ion polymer battery that eliminates stops at the gas station. Like all Kia models, Soul and Soul EV come with an industry-leading, 10-year/100,000-mile warranty program.

SOUL
- 1.6L Gasoline Direct Injection 4-cylinder engine
- 6-speed manual transmission
- OR available 6-speed Sportmatic™ transmission
- 16” tires w/alloy wheels
- Cloth seat trim

+ (plus)
- 2.0L Gasoline Direct Injection 4-cylinder engine
- 6-speed Sportmatic™ transmission
- 17” tires w/alloy wheels
- Cloth seat trim OR available leather seat trim

! (exclaim)
- 1.6L Turbo Gasoline Direct Injection 4-cylinder engine
- 7-speed Sportmatic™ Dual-Clutch Transmission
- 18” tires w/alloy wheels
- Leather seat trim w/leather accents

SOUL EV
- Two ways to roll in style
- With unique styling, exciting performance, and precise handling, the 2018 Kia Soul redefines fun-to-drive.
- It features a variety of available technologically advanced systems to monitor your driving environment and enhance your daily drive.
- The ! (exclaim) offers a turbocharged engine, along with sport styling to complement what’s underneath its hood.
- Plus, Soul’s superb engineering has resulted in J.D. Power recognizing the 2017 Soul as the “Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality” for the third year in a row.
- The all-electric Soul EV is another way to roll, with an advanced, powerful lithium-ion polymer battery that eliminates stops at the gas station.
- Like all Kia models, Soul and Soul EV come with an industry-leading, 10-year/100,000-mile warranty program.

See a more extensive list of features and choose your ideal trim level on the Features pages in the back of the brochure.
Styling that stands out

From every angle, the Soul's sophisticated exterior styling, including contemporary alloy wheels and a variety of sleek features, is designed to turn heads. In addition, three trim levels and a choice of packages allow you to add an impressive variety of options to give your Soul a personality of its own.
Uniquely entertaining

Featuring an available Harman Kardon® premium sound system with center speaker, subwoofer, and amplifier. Soul invites you to enjoy outstanding audio entertainment every time you drive. And that's just the beginning. Soul's fully integrated system includes available pulsating multicolored front-door speaker lights that instantly create an upbeat atmosphere.
1. **ROOF-RACK READY**
Large, sturdy available roof cross bars provide a secure base for all roof-rack accessories that allow you to carry even more gear. The cross bars’ mounting points are flush with the roofline to maintain a streamlined exterior design when not installed.

2. **60/40 SPLIT-FOLDING REAR SEATS**
Soul’s spacious rear seats and cargo area let you conveniently carry longer items, passengers — or a combination of both — by simply folding down one or both of the rear seats.

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 safely out of sight.

**REAR-PASSENGER COMFORT**
The rear seat has abundant headroom and legroom, providing room for three passengers — or two passengers with ready access to a convenient flip-down center armrest with dual cup holders.

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**Adapts to your lifestyle**
Soul is incredibly versatile thanks to its expansive cargo area and 60/40 split-folding rear seats. An easy-open liftgate provides quick access to the cargo area and hidden storage compartment. An available panoramic sunroof with power sunshade* also lets you enjoy fresh air and sunshine whenever you like.

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* See Features pages for availability and endnote. Not all optional features are available on all trims.
† Not available with panoramic sunroof.
Comfort by design

Soul’s spacious, well-appointed interior accommodates five adults. Thoughtfully designed features, including an available 10-way power-adjustable driver’s seat with lumbar support* and 8-way power-adjustable front passenger’s seat* allow traveling in all-day comfort. Plus, upscale soft-touch material throughout the interior and available leather seat trim* add to its contemporary styling.

*See features pages for availability; not all features are available on all trims.
Premium features to enhance your drive

With a sleek instrument panel and controls intuitively placed for convenient operation, Soul’s interior is designed to put you comfortably in command. In addition, a long list of available premium features enhance your daily drive and provide outstanding choices in entertainment.

1. USB CHARGING PORTS
A USB charging port is conveniently located on the front console. Plus, available fast-charging ports* located inside and on the back of the center console charge portable digital devices quickly.

2. SUPERVISION METER CLUSTER*
Available supervision meter cluster with LCD display provides sharp, high-contrast graphics.

3. HEATED STEERING WHEEL*
Soul’s premium features include an available heated steering wheel that is especially appreciated on cold winter days.

AUTOMATIC TEMPERATURE CONTROL*
With Soul’s available fully automatic temperature control, the system cools or heats the cabin to maintain the temperature setting you’ve chosen.

VOICE-COMMAND NAVIGATION*
To enhance everyday convenience, an available voice-command navigation system features an 8-inch touch screen and delivers updated highway conditions from SiriusXM Traffic™.

SIRIUSXM®
Enjoy over 150 channels, including commercial-free music, plus sports, news, and entertainment, during a 3-month SiriusXM All Access trial subscription! Plus, listening on the app and online is included in the trial, so you’ll hear the best SiriusXM has to offer on your compatible device.
Advanced technology at your command

Soul connects you to life-enriching conveniences of modern driving, including communication, data, and entertainment. All this intuitive technology is efficiently organized and designed to make sure you are connected and informed, enhancing your confidence while driving and helping to keep you focused on the road.

A wiser state of mind

The driver’s state of mind was essential in the development of Kia Drive Wise—a suite of available driver-assistance technologies. Its features are intended to keep you alert, calm, and aware of surrounding traffic, and intervene if necessary to help you avoid collisions.

1. **UVO — SHORT FOR “YOUR VOICE”**
   The available UVO eServices Infotainment System provides you with an easy, hands-free way to integrate a compatible smartphone with your Soul. UVO eServices can keep track of your vehicle’s parking location with Parking Minder™ and check maintenance requirements with Vehicle Diagnostics on the large touch screen. Additionally, there are no subscription fees for the first 10 years to access all of these benefits.

2. **APPLE CarPlay™**
   Apple CarPlay lets you take full advantage of the available UVO eServices Infotainment System by simply connecting your compatible smartphone with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

3. **ANDROID AUTO™**
   Android Auto let you take full advantage of the available UVO eServices Infotainment System by simply connecting your compatible smartphone with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.

4. **UVO eServices APP**
   An available app, downloaded at the App Store® or Google Play™ Store, lets you use a compatible smartphone to access UVO eServices features. Or access UVO eServices through myUVO.com with a computer.

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

6. **VENTILATED AND HEATED SEATS**
   Stay cool on hot summer afternoons, thanks to available ventilated driver’s and front passenger’s seats that circulate cool air through perforations in the seat leather. For comfortable driving in cold weather, premium features include available heated front seats and rear outboard seat cushions.

7. **AUTONOMOUS EMERGENCY BRAKING SYSTEM**
   This available system is designed to monitor vehicles and pedestrians traveling ahead of you. If the system determines a crash might be imminent, it works to automatically apply the brakes, helping to avoid a collision or mitigate the effects if it cannot be avoided.

8. **FORWARD COLLISION WARNING SYSTEM**
   Available Forward Collision Warning System assists and alerts when the vehicle detects objects immediately ahead that may cause a potential impact, encouraging the driver to decelerate.

9. **LANE DEPARTURE WARNING SYSTEM**
   An available radar system helps detect vehicles in the driver’s blind spot and then provides audible and visual alerts. Available Rear-Cross-Traffic Alert helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual alerts to help reduce the likelihood of a collision.

10. **SMART CRUISE CONTROL**
    Available Smart Cruise Control uses radar to maintain a predetermined distance from the vehicle directly ahead, automatically slowing or accelerating your Soul when appropriate.

11. **BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERT**
    An available radar system helps detect vehicles in the driver’s blind spot and then provides audible and visual alerts. Available Rear-Cross-Traffic Alert helps warn the driver of cross traffic while the vehicle is in reverse by activating audible and visual alerts to help reduce the likelihood of a collision.

**ADVANCED TECHNOLOGY**

The driver’s state of mind was essential in the development of Kia Drive Wise—a suite of available driver-assistance technologies. Its features are intended to keep you alert, calm, and aware of surrounding traffic, and intervene if necessary to help you avoid collisions.
Inspiring performance

Featuring a turbocharged 201-horsepower, 1.6L Gasoline Direct Injection (GDI) engine, with a 7-speed Dual-Clutch Transmission (DCT) that delivers spirited acceleration, Soul (exclaim) turns every trip around town into a high-energy outing. Soul (+) provides its own impressive performance with a 161-horsepower, 2.0L GDI engine and Sportmatic® transmission. Plus, you can change your Soul’s performance on the fly with the available Drive Mode Select System†. It makes engine and transmission adjustments for optimal balance in Normal mode, increases efficiency† in Eco mode, and lets you enjoy Soul’s agile handling in Sport mode.

†See Features pages for availability and endnotes. Not all features are available on all trim levels. Image shown for illustration only.
Kia’s technologically advanced systems are engineered to give you greater confidence on the road and help you maintain control, even in harsh road conditions and some emergency situations. In addition, these systems are designed to function automatically, freeing you to focus on safe driving.

**ACTIVE SAFETY**

**VEHICLE STABILITY MANAGEMENT (VSM)**
For additional steering-direction-control capability, the VSM system is designed to intervene in appropriate situations to help you regain control of the vehicle.

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

**TRACTION CONTROL SYSTEM (TCS)**
When TCS senses wheelspin during acceleration, it is designed to use a combination of both engine power and brake force to help transfer power to the wheel that has the most traction.

**ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)**
To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system can automatically adjust the front-to-rear balance of brake pressure.

**ELECTRONIC BRAKE ASSIST SYSTEM (BAS)**
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it applies full braking force, which can help shorten your overall stopping distance.

**HILL-START ASSIST CONTROL (HAC)**
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.

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Dedicated to making safety a top priority
No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly.

PASSIVE SAFETY

SIDE-IMPACT DOOR BEAMS
All doors are reinforced with steel beams to help absorb impact, intrude and deflect side-impact forces. The doors’ support pillars are reinforced to help strengthen the body of the vehicle.

FRONT & REAR CRUMPLE ZONES
Both front and rear crumple zones are engineered to help absorb and disperse impact energy, helping to preserve the basic structural integrity of the passenger compartment in certain collisions.

REAR CHILD-SAFETY DOOR LOCKS
Rear child-safety door locks help prevent the doors from being opened accidentally, which is important when small children are passengers. With the doors in the locked position, they can only be opened from the outside.

LATCH SYSTEM
Soul features the easy-to-use Lower Anchors and Tethers for Children (LATCH) system. It is empowered to let you securely install a compatible child seat at either end of the rear seat.

Front & Rear Crumple Zones
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Advanced Airbag System
An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.

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 helps control airbag inflation accordingly.

Front Seat-Belt Pretensioners
Pretensioners are designed to tighten the front seat belts in the event of certain collisions. This can help to reduce the likelihood of injuries.

Height-Adjustable Seat-Belt Anchors
The front height-adjustable seat-belt anchors allow the driver’s and front passenger’s seat belts to be moved and lowered for a proper fit, helping ensure effective operation.
Discover world-class quality

Kia is committed to producing exceptional vehicles with superb quality and reliability to suit most every driving need. From compact to crossover, Kia delivers an extraordinary combination of precision engineering, outstanding performance, innovative features, and advanced safety systems.

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 has produced over 2 million vehicles since 2009. 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 7,000 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.

IMAGE 1

COMPELLING DESIGN
Under the direction of President and Chief Design Officer Peter Schreyer, Kia vehicles have captured worldwide attention for their interior and exterior styling. The passionate collaboration of Kia’s designers has created a look that makes every model as bold as it is distinctive.

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 gives Kia the confidence to back every model with an industry-leading warranty program:

- 10-year/100,000-mile limited powertrain warranty
- 5-year/100,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance

IMAGE 2

COMMENTS

COLORS

EXTERIOR

CLEAR WHITE
- SOUL: G/BK
- SOUL: BK
- Soul: BK
- Soul: BK

BRIGHT SILVER (M)
- SOUL: G/BK
- SOUL: BK
- Soul: BK
- Soul: BK

TITANIUM GRAY (PM)
- SOUL: G/BK
- SOUL: BK
- Soul: BK
- Soul: BK

SHADOW BLACK (P)
- SOUL: G/BK
- SOUL: BK
- Soul: BK
- Soul: BK

INTERIOR COMBINATIONS ARE INDICATED BY:
- BK = BLACK
- G = GRAY
- BK = BLACK

COLORS

INTERIOR

SOUL
- G/BK
- BK

BLACK CLOTH
- BLACK CLOTH
- BLACK CLOTH

BLACK LEATHER
- BLACK LEATHER
- BLACK LEATHER

BLACK & GRAY CLOTH
- BLACK & GRAY CLOTH
- BLACK & GRAY CLOTH

BLACK/GRAY LEATHER
- BLACK/GRAY LEATHER
- BLACK/GRAY LEATHER

ALIEN II (PM)
- SOUL: BK
- SOUL: BK

WILD ORANGE (PM)
- SOUL: BK
- SOUL: BK

MYSTERIOUS BLUE (P)
- SOUL: BK
- SOUL: BK

CARIBBEAN BLUE (PM)
- SOUL: BK
- SOUL: BK

INFERNO RED (M)
- SOUL: BK
- SOUL: BK

COLORS

IMAGES

MATERIALS

*Optional.

†Kia Sorento and Optima GDI (EX, SX, & Limited and certain LX trims only) are assembled in the United States from U.S. and foreign parts.

2, 19, 20 See Features pages for endnotes.

KIA MOTORS AMERICA

OFFICIAL AUTOMOTIVE PARTNER OF THE LPGA

*Colors actual exterior and interior colors may vary from printed brochure.
PACKAGES

SOUL CONVENIENCE PACKAGE

+ (plus) DESIGNER PACKAGE

+ (plus) AUDIO PACKAGE

+ (plus) PRIMO LIT PACKAGE (REQUIRES AUDIO PACKAGE)

! (exclaim) TECH PACKAGE

! (exclaim) SUNROOF PACKAGE (REQUIRES TECH PACKAGE)
FEATURES

INTERIOR & CONVENIENCE
- Rear-window defroster
- Multi-Focus Reflector Headlights
- Body-color, power outside mirrors
- 16" tires w/alloy wheels

SEATING & TRIM
- Gray two-tone or black cloth seats
- 60/40-split-folding rear seats
- 5-speed automatic transmission
- Front-door map pockets w/bottle holders
- Cargo-air/wall
- Under-cargo organization tray

RAINTIGHT & SAFETY SYSTEMS
- Dual front airbags
- Front & rear side airbags
- Front & rear head curtain airbags
- Dual front advanced airbags
- Front fog lights
- Hill-start Assist Control (HAC)
- Electronic Stability Control (ESC)
- Anti-lock Braking System (ABS)
- Front seat-belt pretensioners
- Front & rear 3-point seat belts
- Dual front advanced airbags
- Trip computer
- Power windows w/driver’s & front passenger’s one-touch auto up/down
- Power door locks w/two-turn entry system

INTERIOR & CONVENIENCE
- UVO eServices Infotainment System w/7" touch screen
- Apple CarPlay™ and Android Auto™
- Automatic temperature control for all passengers
- Rear-View Camera Display
- Steering-wheel-mounted cruise control
- Drive Mode Select System
- Power windows w/driver & front passenger’s one-touch auto up/down
- Remote keyless entry
- Auto-off headlights
- Rear-center armrest w/sliding rod
- (15) 12V power outlets

SEATING & TRIM
- Black cloth seats
- Cargo cover

ENDNOTES

5. The Kia Soul received the lowest number of problems per 100 vehicles in its class in J.D. Power’s 2015–2017 U.S. Initial Quality Study (IQS). IQS measures owners’ evaluations of new vehicles during the first 90 days of ownership, based on problems experienced in the previous 30 days and weighted by sales volume. Owners evaluate their vehicles’ quality in 23 different areas, ranging from in-vehicle audio to seats. Higher scores represent fewer problems. Data is from surveys completed by actual vehicle owners. The survey was fielded from October 2015 to January 2016 for the 2016 model year. May 2017. Your experiences may vary. Visit jdpower.com/cars.

6. All cargo should be evenly distributed and properly secured, and never piled higher than the seatback. Images shown for illustration purposes only. Normal cellular telephone data service may not be available in all areas. For safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

7. Certain parking assist rearview camera systems are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

8. 2017 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc.

9. Bluetooth® wireless technology and a wireless signal. Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires a cell phone connected via Bluetooth® wireless technology.

10. A compatible smartphone with Bluetooth® wireless technology is required. Operating conditions and other restrictions may apply. For safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

11. Vehicle Diagnostics checks powertrain, chassis, and airbag systems and is not a substitute for maintenance. See UVO eServices for a full list of the latest features and specifications, visit: www.kia.com/Soul

12. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. Android, Google Play, and other marks are the trademarks of Google Inc.

13. These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

14. Rear-Camera Display is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires a rearview camera system from Kia. Operating conditions and other restrictions may apply. For safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

15. 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 compatible smartphone with Bluetooth® wireless technology is required. Operating conditions and other restrictions may apply. For safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

16. These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

17. Traffic information not available in all markets. See siriusxm.com/traffic for details.

18. Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets. See siriusxm.com/traffic for details.

19. Lease 2016 Kia Soul for $230 per month for 36 months. MSRP $18,300. Due at signing $1,830. Including factory incentives and $995 S&H. $5,580 total acquisition cost. 5.0% APR lease. Subject to credit approval. Excludes states/territories where prohibited. Not all lessees will qualify. For well-qualified lessees. See dealer for complete details. National Lease Offer. Available only at participating Kia dealers and through participating Kia Financial Services Inc. Offer expires 12/31/16. May not be combined with other offers.

20. Kia affords you the opportunity to help protect the environment. Kia is the only automaker to offer a Built for Good program, an initiative that awards money to non-profits for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.