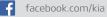
**ENDNOTES** 1. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. 2. SiriusXM® audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. 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. Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. 3. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. 4. Purchase/lease of a new 2019 Kia Soul vehicle with UVO eServices or eServices w/Premium Navigation ("UVO eServices") includes a complimentary 5-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 5-year UVO eServices subscription expires, your access to UVO eServices will immediately terminate. Use of UVO eServices is subject to agreement to the UVO Privacy Policy (available at https://www.myuvo.com/legal/privacy-policy.shtml) and Terms of Service (available at https://www.myuvo.com/legal/terms-of-service.shtml). UVO eServices is transferable to subsequent owner(s) during the original UVO eServices/eServices w/Premium Navigation service term. Only use UVO eServices when safe to do so. UVO eServices app is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO eServices at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage are required to use most features. UVO eServices features may vary by model, model year, and trim level. Features and specifications are subject to change. For more on details and limitations, visit myuvo.com or your authorized Kia dealer. 5. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. **6.** ©2018 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc. 7. ©2018 Harman International Industries, Inc. All rights reserved. Clari-Fi and QuantumLogic are trademarks and Harman Kardon is a registered trademark of Harman International Industries, Inc. 8. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. 9. Distracted driving can result in a loss of vehicle control. Never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. 10. Select Apple iPhone® and Android<sup>TM</sup> devices only are UVO eServices-compatible. 11. 911 Connect activates after airbag deployment and requires a cell phone connected via Bluetooth® wireless technology and a wireless signal. 12. 24-hour Roadside 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 and a wireless signal. 13. Vehicle Diagnostics checks powertrain, chassis, and airbag systems and is not a substitute for maintenance. See UVO eServices Maintenance Feature or Owner's Manual for maintenance schedule. 14. My Car Zone uses your smartphone data service. Features require optional Premium Navigation. Information must be manually synced in order to receive alerts. 15. The Bluetooth® word mark and logos are registered trademarks owned by SIG, Inc. and use of such marks by Kia is under license. A compatible Bluetooth®-enabled cell phone is required to use Bluetooth® wireless technology. 16. Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). 17. For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. **18.** Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.

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





instagram.com/kiamotorsusa



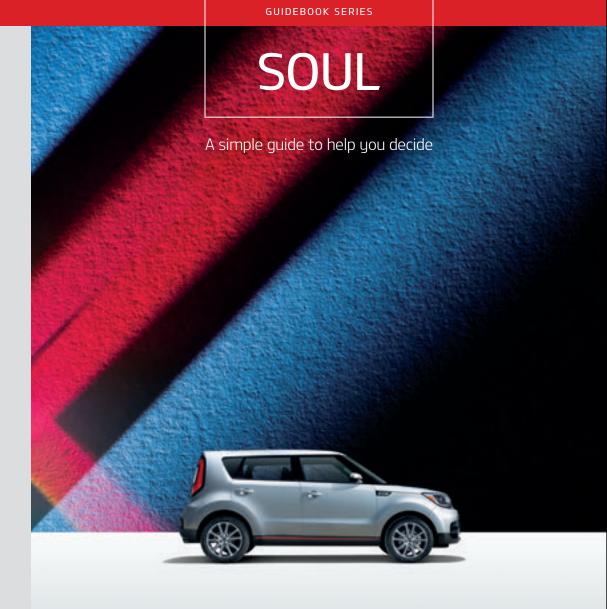
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JUST ASK KIAN GET YOUR KIA QUESTIONS ANSWERED.

GO TO WWW.KIA.COM/KIAN TO LEARN MORE,

OR SCAN THE FACEBOOK MESSENGER CODE AT RIGHT.



#### SOUL

all the essentials, and then some

#### + (plus)

offers more power, available leather seat trim, and more

#### ! (exclaim)

takes things up a notch with turbo power, larger wheels, and more premium, sportu details

#### DRIVING

1.6L Gasoline Direct Injection (GDI) 4-cylinder engine

130 hp @ 6,300 rpm

6-speed Sportmatic® transmission\*

16" tires w/alloy wheels

2019 EPA-estimated fuel economy<sup>1</sup>: (City/Highway/Combined) Automatic transmission: 26/31/28 Manual transmission: 24/30/27 2.0L Gasoline Direct Injection (GDI)
4-cylinder engine
161 hp @ 6,200 rpm
6-speed Sportmatic® transmission

17" tires w/alloy wheels

2019 EPA-estimated fuel economy<sup>1</sup>: (City/Highway/Combined) Automatic transmission: 25/30/27 1.6L Turbo Gasoline Direct Injection (GDI)
4-cylinder engine

201 hp @ 6,000 rpm

7-speed Sportmatic® Dual-Clutch Transmission

18" tires w/alloy wheels

HD headlights\*

2019 EPA-estimated fuel economy<sup>1</sup>: (City/Highway/Combined) Automatic transmission: 26/31/28

#### **TECHNOLOGY**

AM/FM/MP3/SiriusXM®² audio system Auto on/off headlights Rear-Camera Display³

JVO eServices<sup>4</sup> w/7" touch screen\* Apple CarPlay<sup>TMS</sup> & Android Auto<sup>TMS\*</sup> Cruise control\*^ AM/FM/MP3/SiriusXM®<sup>2</sup> audio system Auto on/off headlights Rear-Camera Display<sup>3</sup> UVO eServices<sup>4</sup> w/7" touch screen Apple CarPlay<sup>TMS</sup> & Android Auto<sup>TM6</sup> Cruise control

Supervision meter cluster w/4.3" TFT color LCD\*

Push-hutton start w/Smart Keu\*

Harman Kardon<sup>®7</sup> premium audio w/ center speaker, subwoofer & amplifier\*

Premium Navigation<sup>8</sup> w/8" touch screen\*
Blind Spot Detection

w/Rear Cross Traffic Alert<sup>3\*</sup>
Lane Departure Warning System<sup>3\*</sup>
Forward Collision Warning System<sup>3\*</sup>
Autonomous Emergency Braking System

AM/FM/MP3/SiriusXM®2 audio system Auto on/off headlights

Rear-Camera Display<sup>3</sup>

UVO eServices⁴ w/7" touch screen Apple CarPlay™ & Android Auto™

Cruise control

Supervision meter cluster w/4 3" TFT color I CD

Push-button start w/Smart Key

Harman Kardon<sup>®7</sup> premium audio w/ center speaker, subwoofer & amplifier\*

Premium Navigation<sup>8</sup> w/8" touch screen\*
Blind Snot Detection

w/Rear Cross Traffic Alert³\*

#### INTERIOR

Cloth seat trim
(2) 12V power outlets
Automatic temporature

w/cluster ionizer\*
Remote keyless entry\*^

Cloth seat trim or leather seat trim\*
(3) 12V power outlets
Automatic temperature control
w/cluster ionizer
Remote keyless entry

Leather-wrapped steering wheel & gearshift knob\*

Speaker lights\*

Panoramic sunroof w/power sunshade\*

Heated steering whee

Heated rear outboard seat cushions\*
Ventilated front seats\*

(3) 12V power outlets
Automatic temperature control
w/cluster ionizer
Remote keyless entry

Leather seat trim w/cloth accents

Leather-wrapped D-shaped steering wheel & gearshift knob

Speaker lights\*
Panoramic sunroof w/power sunshade\*

Heated steering whe Heated front seats\*

Heated rear outboard seat cushions\*

\*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS.

^With Sportmatic® transmission only. 1–8 See back cover for endnotes. + (plus) WITH PRIMO PACKAGE SHOWN



\*Optional feature available only on certain trims. See kia.com for details. ! (exclaim) WITH SUNROOF PACKAGE SHOWN



## SEATS THAT DO MORE than just sit there

Soul's available multitasking seats adjust to an array of temperatures and positions to help give you and your passengers personalized comfort.

#### **VENTILATED FRONT SEATS\***

with three fan settings help you keep your cool on hot days

#### **HEATED SEATS\***

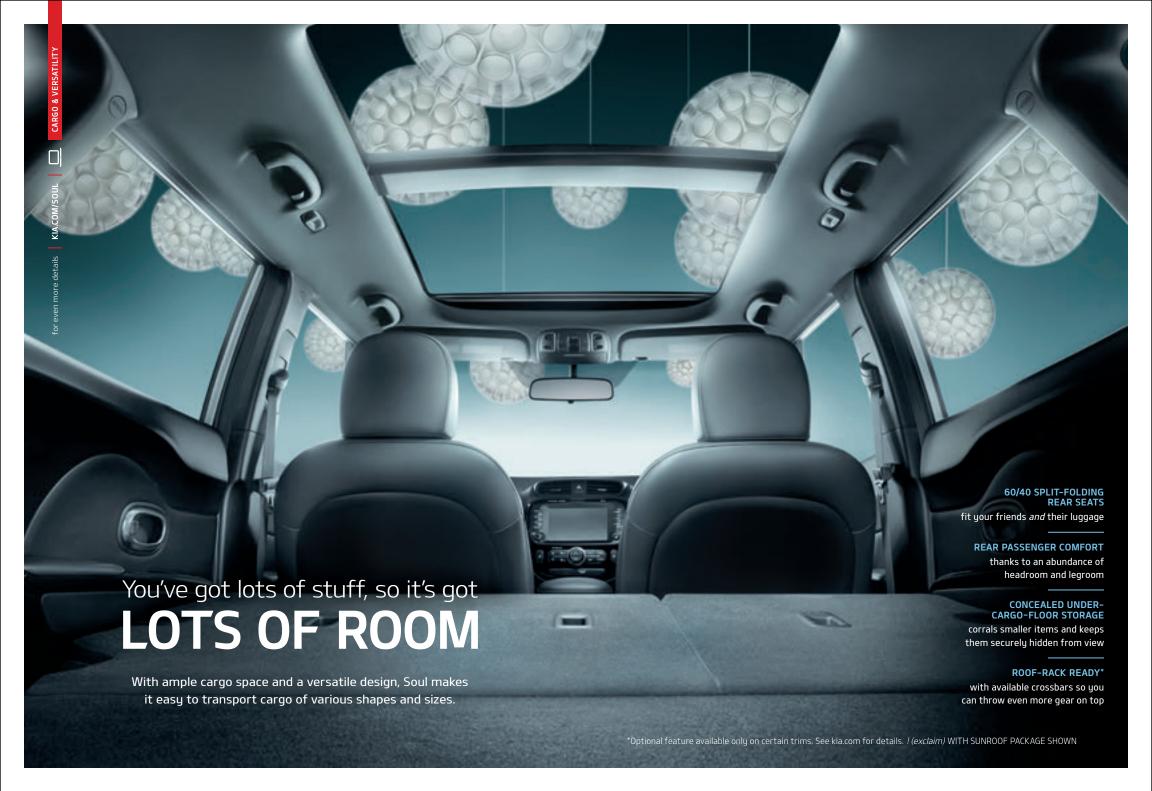
include heated front seats and heated rear outboard seat cushions to help beat the chill

#### POWER-ADJUSTABLE FRONT SEATS\*

include a 10-way power-adjustable driver's seat with lumbar support and 8-way power-adjustable front passenger's seat\*

#### **LEATHER SEAT TRIM\***

adds soft, premium style



## How to tell if you're **LEFT-BRAINED**:

you're reading about the features right now



#### **ORANGE ACCENT STITCHING\***

to satisfy your wild streak

#### SEAT TRIM

choices include cloth, leather or leather and cloth combo\*

#### LEATHER-WRAPPED D-SHAPED STEERING WHEEL\*

and gearshift knob give you a firm grip on style

#### APPLE CarPlay<sup>TM5\*</sup> & ANDROID AUTO<sup>TM6\*</sup>

sync with your compatible smartphone<sup>10</sup> to let you make calls, send texts, or play voicemails via voice comman

#### CHARGING PORTS FOR YOUR GADGETS

include USB fast-charging port: and 12-volt power outlets

#### PREMIUM NAVIGATION8\*

features a vivid 8" touch screen and SiriusXM Traffic<sup>TM2</sup> updates

#### STEERING WHEEL-MOUNTED CONTROLS9

for your audio and cruise control\*

#### SUPERVISION METER CLUSTER\*

displays info in easy-to-read, high-contrast graphics

#### **PUSH-BUTTON START\***

lets you start or stop the engine with the Smart Key\* in your pocket or bag

#### **REMOTE KEYLESS ENTRY\***

will unlock your Soul automatically

## OR RIGHT-BRAINED:

you're already planning a road trip







**UVO** eServices







## **MEET UVO**

#### your personal assistant

Kia's UVO eServices<sup>4\*</sup> smart telematics lets you integrate your compatible smartphone<sup>10</sup> with your Soul to stay connected with a range of ingenious features (see a few of our favorites below). All you have to do is activate UVO eServices<sup>4\*</sup> and download the UVO eServices<sup>4\*</sup> app from the App Store<sup>®5</sup> or Google Plau<sup>TM6</sup> Store. The best part is, there are no subscription fees for five years.

#### 911 CONNECT<sup>11\*</sup>

will attempt to call 911 and give emergency responders your location if your airbag deploys

#### **ROADSIDE ASSISTANCE<sup>12\*</sup>**

#### **VEHICLE DIAGNOSTICS**<sup>13\*</sup>

helps you monitor the condition of your Soul and even schedule service if needed

#### **PARKING MINDER\***

keeps track of where you parked and even sets reminders for your parking meter

#### MY CAR ZONE14\*

works with the available Premium Navigation8\* system to let you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, geographic boundaries, or curfew

#### MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR\*





## STAY CENTERED

Smart advice for life and driving

Vehicles in your blind spot, changing lanes in traffic, and unintentional drifting are just a few of the hazards that are part of everyday driving. Thankfully, these available advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.<sup>3</sup>





From approaching cars to that wayward shopping cart hiding in your blind spot, a little extra help goes a long way when backing up. That's why Soul's got your back, with available features that can help alert you to a variety of potential hazards that are already behind you — as well as those heading your way.

CKIIA

#### REAR CROSS TRAFFIC ALERT3\* DW

uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you're in reverse

#### REAR-CAMERA DISPLAY<sup>3</sup>

is designed to automatically display the rear view on your screen when you put your Soul in reverse

#### GRID LINES ON THE SCREEN HELP GUIDE YOU

with yellow (getting close) and red (stop!) grid lines that help track how much space you have before you bump into something



# Senses, alerts, and helps STOP

Who needs a copilot when you can have the help of all these available advanced features?

#### FORWARD COLLISION WARNING SYSTEM3\* DW

This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close.

#### AUTONOMOUS EMERGENCY BRAKING SYSTEM3\* DW

This system is designed to help detect and alert you of a collision risk or pedestrian approaching, and even automatically apply the brakes in some cases.

#### **BRAKE ASSIST SYSTEM**

If you suddenly slam on your brakes, it's designed to sense the urgency and apply full braking power, which can help shorten your braking distance.

#### **ELECTRONIC BRAKE-FORCE DISTRIBUTION**

Based on the vehicle's weight distribution, it helps adjust the balance of braking power accordingly.

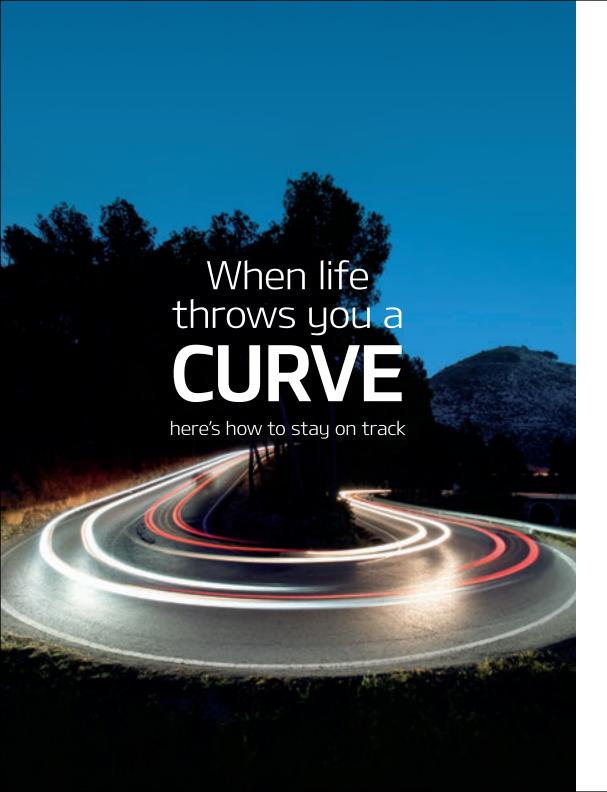






precise-handling, smooth-shifting Soul out there with your name on it.

\*Optional feature available only on certain trims. See kia.com for details. Image shown for illustration only. ! (exclaim) WITH SUNROOF PACKAGE SHOWN



Soul is packed with advanced technologies to help combat slipping or skidding in a variety of challenging situations. Here's how each one works to help you stay in control.

#### TO ENHANCE CONTROL

#### **ELECTRONIC STABILITY CONTROL (ESC)**

In difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability.

#### TO KEEP YOU ON COURSE

#### **VEHICLE STABILITY MANAGEMENT (VSM)**

VSM is designed to intervene to help enhance stability and steering responses when driving on some slippery roads.

#### TO HELP PREVENT SLIPPING

#### TRACTION CONTROL SYSTEM (TCS)

When TCS senses wheelspin during acceleration, it uses a combination of engine power and brake force to help transfer power to the wheel that has more traction.

#### FOR HELP ON AN INCLINE

#### HILL-START ASSIST CONTROL (HAC)

HAC can help prevent the vehicle from rolling backward when starting on an incline by holding the brakes for approximately 2 seconds.

#### WHEN YOU HIT THE BRAKES

#### ANTI-LOCK BRAKING SYSTEM (ABS)

The cornerstone of active safety features, ABS helps provide greater control when stopping in difficult conditions like wet or slippery roads.



### IT HELPS DETECT, COORDINATE, AND REACT

to give you more peace of mind

Advanced sensor systems, strategically placed airbags, and breakthroughs in materials and design that have led to stronger body construction are just a few of the ways Kia never stops working to help increase your protection.†

#### ADVANCED AIRBAG SYSTEM<sup>17</sup>

side curtain airbags to help protect driver and passengers

#### AIRBAG & SEAT-BELT SENSORS<sup>17</sup>

then help to control airbag inflation accordingly

#### FRONT SEAT-BELT PRETENSIONERS

#### HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

#### **REINFORCED BODY CAGE**



# Find out which of these powertrain WARRANTIES

comes out on top

INDUSTRY-LEADING WARRANTY PROGRAM<sup>18</sup>:

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 Kia

10-year/100,000-mile

Subaru

5-year/60,000-mile

Toyota

5-year/60,000-mile

Honda

5-year/60,000-mile

Chrysler

5-year/60,000-mile

Ford

5-year/60,000-mile

Mazda

5-year/60,000-mile

Porsche

4-year/50,000-mile

Mercedes

4-year/50,000-mile

**BMW** 

4-year/50,000-mile

Volvo

4-year/50,000-mile

Audi

4-year/50,000-mile

#### Find out which color is your

## PERFECT MATCH



#### **CLEAR WHITE**

SOUL/+(plus)/! (exclaim) YOU ARE OPEN TO EXPLORING ENDLESS OPPORTUNITIES. YOUR GLASS IS ALWAYS HALF-FULL.



#### **BRIGHT SILVER**

SOUL/+(plus)/! (exclaim) YOU HAVE A SPARKLE IN YOUR EYE, WHICH IS SOMETIMES HIDDEN BEHIND YOUR SUNGLASSES.



#### TITANIUM GRAY

SOUL/+(plus)/!(exclaim) THINGS RARELY SEEM BLACK AND WHITE TO YOU, THOUGH YOU HOLD STRONG IN YOUR OPINIONS.



#### **INFERNO RED**

SOUL/+(plus)/!(exclaim) YOU HAVE A FIRE IN YOUR BELLY AND ARE NOT AFRAID TO STAND OUT IN THE CROWD.



#### SHADOW BLACK

SOUL /+(plus)/! (exclaim) YOU'RE NOT AFRAID OF THINGS THAT GO BUMP IN THE NIGHT - AFTER ALL, IT'S PROBABLY JUST THE CAT.



#### MYSTERIOUS BLUE

+(plus) YOU'RE KNOWN FOR KEEPING THE JUICIEST SECRETS, THOUGH YOUR EYES SOMETIMES GIVE YOU AWAY.



#### ALIEN II

SOUL/+(plus) YOU ENJOY SCI-FI MOVIES AND KEY LIME PIF. OFTEN AT THE SAME TIME.



#### CARIBBEAN BLUE

+(plus) DESIGNER COLLECTION YOU'RE DREAMING OF A TROPICAL VACATION WHICH YOU'LL PLAN RIGHT AFTER YOU PICK THIS COLOR.



#### WILD ORANGE

+(plus) DESIGNER COLLECTION YOU LEAVE A COLORFUL IMPRESSION ON ALL YOU MEET. YOUR FAVORITE JAM? MARMALADE, OF COURSE.



#### W/RED ROOF

+(plus) DESIGNER COLLECTION YOU PREFER YOUR VANILLA ICE CREAM WITH A CHERRY ON TOP.



#### INFERNO RED W/BLACK ROOF

+(plus) DESIGNER COLLECTION YOU HAVE A FIERY PERSONALITY BUT KNOW WHEN TO TAMP IT DOWN.

## Cap it off with your favorite **PACKAGE**

#### SOUL 6-SPEED SPORTMATIC® TRANSMISSION PACKAGE

#### SOUL CONVENIENCE PACKAGE

UVO eServices4 w/7" touch & Android Auto<sup>TM6</sup>

#### + (plus) DESIGNER COLLECTION PACKAGE

18" allou wheels

#### + (plus) AUDIO PACKAGE

Premium Navigation<sup>8</sup> w/8" touch screen w/center speaker, subwoofer & amplifier

#### + (plus) PRIMO PACKAGE (REOUIRES AUDIO PACKAGE)

Supervision meter cluster w/4.3" TFT color LCD Leather seat trim

10-way power driver's seat w/lumbar support

#### ! (exclaim) TECH PACKAGE

w/8" touch screen

audio w/center speaker, subwoofer & amplifier

10-way power driver's seat w/lumbar support

Heated rear outboard seat

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