A marvel of **ADAPTABILITY**

The all-new 2020 Soul stands out everywhere, yet fits in anywhere. It’s versatile, bold, and moves with nimble confidence wherever it roams. It’s got intuitive features, smart technology, and available turbo power. And flexibility is in its DNA, whether you’re cruising around town, loading it with cargo, or hitting the open road on a last-minute getaway. Can you imagine anything else so multitalented?

*Optional feature available only on certain trims. See kia.com for details. X-LINE SHOWN*
COLORS EXPRESS ITS ROBUST ENERGY

MANY CHAMELEONS TURN VARYING VIBRANT SHADES OF COLOR TO DISPLAY THEIR MOOD. THE MORE ENERGIZED THEY FEEL, THE BRIGHTER THEY BECOME.

ATTENTION SEEKING
by nature

If you’re going to go out in the world, you may as well go all out — and Soul is the ultimate vehicle to do it in. Its modern, iconic shape, vibrant color options, and up-for-anything capability exude exhilaration — and put your positive vibes on full display.

GT-LINE TURBO SHOWN
Same species
DIFFERENT BREEDS

Soul comes in a total of six trims. Use this list to learn about some of the key features of the first three — the LX, S, and X-Line.

<table>
<thead>
<tr>
<th>TRIM</th>
<th>FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LX</strong></td>
<td>all the essentials, and then some</td>
</tr>
<tr>
<td><strong>S</strong></td>
<td>adds alloy wheels and more technology and features</td>
</tr>
<tr>
<td><strong>X-LINE</strong></td>
<td>adds larger wheels, body cladding, and a few more rugged, sporty features</td>
</tr>
</tbody>
</table>

**DRIVING**

- **LX**
  - 2.0L Multi-Point Injection (MPI) 4-cylinder engine
  - 147 hp @ 6,200 rpm
  - 6-speed manual transmission
  - 16" steel wheels
  - Drive Mode Select*†

- **S**
  - 2.0L Multi-Point Injection (MPI) 4-cylinder engine
  - 147 hp @ 6,200 rpm
  - Intelligent variable automatic transmission
  - 16" alloy wheels
  - Drive Mode Select

- **X-LINE**
  - 2.0L Multi-Point Injection (MPI) 4-cylinder engine
  - 147 hp @ 6,200 rpm
  - Intelligent variable automatic transmission
  - 18" alloy wheels
  - Drive Mode Select
  - Two-tone roof treatment*
  - Exterior body kit
  - Fog lights

**TECHNOLOGY**

- **LX**
  - AM/FM/MP3 audio system
  - Apple CarPlay® & Android Auto™
  - 7" touch screen
  - Rear-Camera Display

- **S**
  - AM/FM/MP3 audio system
  - Apple CarPlay® & Android Auto™
  - 7" touch screen
  - Rear-Camera Display
  - Blind Spot Collision Warning
  - Rear Cross Traffic Collision Warning
  - Lane Change Assist
  - Forward Collision-Avoidance Assist
  - Lane Keeping Assist
  - Driver Attention Warning

- **X-LINE**
  - AM/FM/MP3 audio system
  - Apple CarPlay® & Android Auto™
  - 7" touch screen
  - Rear-Camera Display
  - Blind Spot Collision Warning
  - Rear Cross Traffic Collision Warning
  - Lane Change Assist

**INTERIOR**

- **LX**
  - Cloth seat trim
  - 60/40 split-folding rear seats
  - 6-way adjustable driver’s seat

- **S**
  - Premium cloth seat trim
  - 60/40 split-folding rear seats
  - 6-way adjustable driver’s seat

- **X-LINE**
  - Cloth seat trim
  - 60/40 split-folding rear seats
  - 6-way adjustable driver’s seat
  - Leather-wrapped steering wheel & gearshift knob

*Optional feature available only on certain trims (highlighted on this page only). See Kia.com for details.
†Feature available with automatic transmission only
1-4 See last page for endnotes. X-LINE SHOWN
Want a little more luxury and sportiness? The EX, GT-Line, and GT-Line Turbo trims offer additional premium features to take your Soul to the next level.

**EX**
- features even more technology
- 2.0L Multi-Point Injection (MPI) 4-cylinder engine
- 147 hp @ 6,200 rpm
- Intelligent variable automatic transmission
- 17" alloy wheels
- Drive Mode Select
- Fog lights
- LED fog lights*
- LED headlights*
- Projection headlights
- Heated outside mirrors
- Two-tone roof treatment*

**GT-LINE**
- puts even more sporty style in your Soul
- 2.0L Multi-Point Injection (MPI) 4-cylinder engine
- 147 hp @ 6,200 rpm
- Intelligent variable automatic transmission
- 18" alloy wheels
- Drive Mode Select
- Fog lights
- Driver Attention Warning*
- Lane Keeping Assist3
- Forward Collision-Avoidance Assist w/Pedestrian Detection3
- Rear Cross Traffic Collision Warning3
- Lane Change Assist3
- Blind Spot Collision Warning3*
- Rear Camera Display3
- Smart Key w/push-button start
- Front Cruise Control
- Apple CarPlay® & Android Auto™
- Wireless smartphone charger*
- Premium Navigation w/10.25" touch screen
- Driver Attention Warning*
- Lane Keeping Assist3
- Forward Collision-Avoidance Assist w/Pedestrian Detection3
- Rear Cross Traffic Collision Warning3
- Lane Change Assist3
- Blind Spot Collision Warning3*
- Rear Camera Display3
- Smart Key w/push-button start
- Front Cruise Control
- Apple CarPlay® & Android Auto™
- Wireless smartphone charger*
- Premium Navigation w/10.25" touch screen
- Driver Attention Warning*
- Lane Keeping Assist3
- Forward Collision-Avoidance Assist w/Pedestrian Detection3
- Rear Cross Traffic Collision Warning3
- Lane Change Assist3
- Blind Spot Collision Warning3*
- Rear Camera Display3
- Smart Key w/push-button start
- Front Cruise Control
- Apple CarPlay® & Android Auto™
- Wireless smartphone charger*
- Premium Navigation w/10.25" touch screen
- Driver Attention Warning*
- Lane Keeping Assist3
- Forward Collision-Avoidance Assist w/Pedestrian Detection3
- Rear Cross Traffic Collision Warning3
- Lane Change Assist3
- Blind Spot Collision Warning3*
- Rear Camera Display3
- Smart Key w/push-button start
- Front Cruise Control
- Apple CarPlay® & Android Auto™
- Wireless smartphone charger*
- Premium Navigation w/10.25" touch screen
- Driver Attention Warning*
- Lane Keeping Assist3
- Forward Collision-Avoidance Assist w/Pedestrian Detection3
- Rear Cross Traffic Collision Warning3
- Lane Change Assist3
- Blind Spot Collision Warning3*
- Rear Camera Display3
- Smart Key w/push-button start
- Front Cruise Control
- Apple CarPlay® & Android Auto™
- Wireless smartphone charger*
- Premium Navigation w/10.25" touch screen
- Driver Attention Warning*
- Lane Keeping Assist3
- Forward Collision-Avoidance Assist w/Pedestrian Detection3
- Rear Cross Traffic Collision Warning3
- Lane Change Assist3
- Blind Spot Collision Warning3*
- Rear Camera Display3
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- Premium Navigation w/10.25" touch screen
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- Lane Keeping Assist3
- Forward Collision-Avoidance Assist w/Pedestrian Detection3
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- Lane Change Assist3
- Blind Spot Collision Warning3*
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- Lane Change Assist3
- Blind Spot Collision Warning3*
- Rear Camera Display3
- Smart Key w/push-button start
- Front Cruise Control
- Apple CarPlay® & Android Auto™
- Wireless smartphone charger*
- Premium Navigation w/10.25" touch screen
- Driver Attention Warning*
It loves THE WILD

Soul’s got more than personality; it’s got the moves to match. With an available turbocharged engine, quick-shifting transmission, and two different drive modes* to personalize your ride, Soul is designed for sporty action and endless satisfaction.

TWO EXCITING ENGINE CHOICES
include a 1.6L turbocharged GDI engine with 201 horsepower* and a 2.0L 4-cylinder engine with 147 horsepower.

7-SPEED DUAL-CLUTCH TRANSMISSION*
optimizes the engine’s responsiveness for enhanced acceleration and a sporty feel.

INTELLIGENT VARIABLE TRANSMISSION (IVT)*
is designed with adaptive-style shift logic for smooth acceleration and a sporty feel.

DRIVE MODE SELECT SYSTEM*
lets you choose from Normal or Sport setting to fit your mood.

ISO-STRUCTURE™ CONSTRUCTION
is made with 54% advanced, high-strength steel to help improve frame rigidity for greater driving dynamics and a quieter ride.

ALSO TURBOCHARGED: A CHAMELEON’S TONGUE
ITS SUPER-FAST TONGUE CAN SNAG A CRICKET IN ABOUT 20 MILLISECONDS. IN AUTOMOTIVE TERMS, THAT’S 0-TO-60 IN A HUNDREDTH OF A SECOND!

*Optional feature available only on certain trims. See kia.com for details. GT-LINE TURBO SHOWN.
You’ll thrive in this ENVIRONMENT

Like all creatures, you require certain necessities for survival. So Soul is designed with the premium features to satisfy your high standards for comfort, fresh air, modern aesthetics, and, of course, plenty of room to stretch out and claim as your own.

**10-WAY POWER-ADJUSTABLE DRIVER’S SEAT**
with lumbar support lets you customize your comfort

**HEATED FRONT SEATS & STEERING WHEEL**
do just the trick on frosty mornings

**POWER SUNROOF**
with retractable sunshade keeps the fresh air flowing

**DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL**
allows you and your front passenger to each maintain your preferred temperature setting

---

*Optional feature available only on certain trims. See kia.com for details. GT-LINE TURBO SHOWN*
Pop the hatch and
FILL IT UP

60/40 SPLIT-FOLDING REAR SEATS fit your friends and their luggage
REAR PASSENGER COMFORT thanks to an abundance of headroom and legroom
CONCEALED UNDER-CARGO-FLOOR STORAGE corrals smaller items and keeps them securely hidden from view
ROOF-RACK READY* with available crossbars so you can throw even more gear on top

*Optional feature available only on certain trims. See kia.com for details. All cargo should be evenly distributed, properly secured, and never piled higher than the seatback. GT-LINE TURBO SHOWN

PERSONAL SPACE, PLEASE
CHAMELEONS GENERALLY PREFER TO GO SOLO, AND PREFER PLENTY OF THEIR OWN SPACE.
Everything you need to COMMAND your territory

Soul’s driver-centric, technology-filled cockpit is designed to put you in control with its oversized displays* and color touch screen, plus a range of available premium, sporty features.

8” HEAD-UP DISPLAY** projects an 8” color readout of important info such as current speed, navigation route, and Lane Departure Warning System onto the pop-up display.

BLUETOOTH® WIRELESS TECHNOLOGY gives you hands-free calling.

PREMIUM NAVIGATION** with 10.25” color touch screen displays info in easy-to-read, high-contrast graphics.

SUPERVISION METER CLUSTER* displays info in easy-to-read, high-contrast graphics.

STEERING WHEEL-MOUNTED CONTROLS* for your audio and cruise control.

WIRELESS SMARTPHONE CHARGER*** because, honestly, who likes cords?

*Optional feature available only on certain trims. See kia.com for details.
7, 8, 10, 11 See last page for endnotes. Simulated screen shown. GT-LINE TURBO SHOWN.
PARTY ANIMAL

CHAMELEONS CAN SEE IN BOTH VISIBLE AND ULTRAVIOLET LIGHT, BUT SHOW INCREASED SOCIABILITY AND ACTIVITY WHEN EXPOSED EXCLUSIVELY TO ULTRAVIOLET LIGHT.

for even more details
KIA.COM/SOUL

ENTERTAINMENT

CHANGE THE COLORS

to fit your mood

MULTICOLOR SPEAKER LIGHTS*
feature multiple ambiance themes that emit colorful mood lights to enhance your listening experience — so you can get your groove on while on the move

APPLE CarPlay®* & ANDROID AUTO™*
sync with your compatible smartphone to let you command your playlist, plus make calls, send texts, or play voicemails via voice command

10-SPEAKER HARMAN KARDON® PREMIUM AUDIO SYSTEM*
includes a center speaker, subwoofer, and amplifier for a crisp, fully dimensional sound experience

SiriusXM®
for your favorite music, sports, comedy, news, and more

*Optional feature available only on certain trims. See kia.com for details.

1, 2, 6, 9 See last page for endnotes. Simulated screen shown. GT-LINE TURBO SHOWN
Your Soul’s
UNIVERSAL REMOTE

UVO link® is Kia’s smart telematics system that lets you integrate your compatible smartphone via an embedded modem to perform an array of impressive functions. Just activate UVO link® and download the Kia Access with UVO link app from the App Store® or Google Play™ Store. We’ll even cover your subscription fees for one year from the original retail purchase/lease date.

REMOTE LOCK/UNLOCK**
can lock or unlock your Soul from afar

REMOTE CLIMATE CONTROL**
lets you get the air conditioning or heater going before you get to your car

REMOTE FIND MY CAR**
can locate where you parked your Soul, and even give you directions to it

911 CONNECT™ & ROADSIDE ASSISTANCE**
will automatically attempt to call 911 to send help if your airbags deploy — or for nonemergencies, it lets you connect with our call center for 24/7 roadside assistance

MY CAR ZONE**
lets 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*
can sync your favorite POIs from your compatible smartphone* to the Premium Navigation™ system

*Optional feature available only on certain trims. See kia.com for details.
1, 2, 5, 7, 12–15 See last page for endnotes. Image shown for illustration only. GT-LINE TURBO SHOWN

GO TO OWNERS.KIA.COM OR DOWNLOAD THE KIA ACCESS WITH UVO LINK APP TO ACTIVATE
Even the best drivers can’t be perfect 100% of the time, so we created Kia Drive Wise*, a suite of available advanced driver-assistance technologies that are designed to help keep you alert, aware of surrounding traffic, and even intervene in certain situations to help you avoid collisions.  

Keenly aware of its surroundings, a chameleon can move its eyes in opposite directions simultaneously — allowing it to scan the environment for food or danger without even moving its head.  

*Optional feature available only on certain trims. See kia.com for details.  
3 See last page for footnote. Image shown for illustration only. GT-Line Turbo shown.
How to STAY CENTERED amid life’s chaos

Vehicles in your blind spot, changing lanes in traffic and unintentional drifting are just a few occasional hazards of life behind the wheel. Thankfully, these available advanced features are up to the challenge, providing you with alerts and assistance as you make your way down the road.³

LANE DEPARTURE WARNING SYSTEM* DW
If the system detects you drifting too close to lane markers without signaling, it can alert you with a warning beep.

LANE KEEPING ASSIST* DW
If the system detects the vehicle getting close to lane markers, it can apply corrective steering to help prevent you from drifting into another lane.

LANE CHANGE ASSIST* DW
When you put your blinker on to change lanes, it is designed to help warn you of vehicles that it detects in adjacent lanes approaching from behind.

BLIND SPOT COLLISION WARNING* DW
Radar is designed to detect vehicles in your blind spot and give visual and audible alerts to help you avoid some hazardous lane-change decisions.

*LWT = Optional feature available only on certain trims. See kia.com for details.
³ See last page for endnote. Image shown for illustration only. GT-LINE TURBO SHOWN.
Soul senses, alerts, and helps STOP

These available advanced features make Soul extra adept at helping you brake and stay aware:

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

FORWARD COLLISION-AVOIDANCE ASSIST WITH AVAILABLE PEDESTRIAN DETECTION** DW
This system is designed to help detect and alert you of a collision risk with a vehicle, and even automatically apply the brakes in some cases. Available Pedestrian Detection* uses even more advanced technology to help detect and avoid pedestrians in certain conditions.

DRIVER ATTENTION WARNING** DW
This system is designed to give you a warning signal to take a break if it detects inattentive driving practices.

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.

*Optional feature available only on certain trims. See kia.com for details. See last page for endnotes. Image shown for illustration only. GT-LINE TURBO SHOWN.
INCREDIBLE REAR VISION
CHAMELEONS HAVE AN ENVIABLE HORIZONTAL RANGE OF MOTION, ALLOWING THEM TO SEE WHAT’S DIRECTLY BEHIND THEM.

for even more details
KIA.COM/SOUL

BACKING-UP TECHNOLOGY
Like having EYES IN THE BACK of your head

The parking lot speed demon, the wayward shopping cart, the pole that wasn’t there just moments ago — there’s a lot to watch out for in the midst of everyday driving. That’s why Soul is equipped with these advanced features designed to give you a heads-up to all the activity going on behind you.

*Optional feature available only on certain trims. See kia.com for details.

1. See last page for endnote. Image shown for illustration only. GT-LINE TURBO SHOWN
Four ways to help keep your grip

**ELECTRONIC STABILITY CONTROL (ESC)**
In difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability.

**VEHICLE STABILITY MANAGEMENT (VSM)**
VSM can intervene to help enhance stability and steering responses when driving on some slippery roads.

**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.

**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.

**SUPER-GRIppy FEET**
A CHAMELEON’S FOOT CONSISTS OF TWO FLESHY PADS THAT OPPOSE EACH OTHER. TOGETHER, THEY WORK LIKE A SET OF PINCERS TO FIRMLY CLAMP DOWN ONTO VINES AND BRANCHES.

†No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely. X-LINE SHOWN.
Protection
EVOLVED

ADVANCED AIRBAG SYSTEM\(^{16}\)
includes dual front, front seat-mounted side, and full-length side curtain airbags to help protect driver and passengers

AIRBAG & SEAT-BELT SENSORS\(^{16}\)
are designed to monitor the severity of certain impacts and seat-belt use, then help to control airbag inflation accordingly

REINFORCED BODY CAGE
is designed to help absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions

FRONT SEAT-BELT PRETENSIONERS
are designed to tighten driver and front-passenger seat belts in certain collisions to help reduce injuries

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS
let you adjust the front seat belts for a more customized fit to help improve effectiveness

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

\(^{†}\)No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely. 16 See last page for endnote. Inflated airbags shown for illustration only. EX W/DESIGNER PACKAGE SHOWN
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

Find out which of these powertrain WARRANTIES is top of the line

Kia
Subaru
Toyota
Honda
Chrysler
Ford
Mazda
Porsche
Mercedes
BMW
Volvo
Audi

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

Kia 10-year/100,000-mile

17 See last page for endnote.
PICK A COLOR that reflects your mood

**PLATINUM GOLD**
- EX
  - A LITTLE LUXURY SOUNDS GOOD RIGHT NOW

**INFERNO RED & CLEAR WHITE**
- GT-Line

**CHERRY BLACK & MARS ORANGE**
- X-Line

**CHERRY BLACK & GRAVITY GRAY**
- EX Design Driver Package

**CLEAR WHITE & PLATINUM GOLD**
- EX Design Driver Package

**CLEAR WHITE & INFERNO RED**
- GT-Line

**INFERNO RED & CHERRY BLACK**
- GT-Line

**CHERRY BLACK & NEPTUNE BLUE**
- EX, X-Line

When just one color isn’t enough

**EX DESIGNER PACKAGE**
- 18” black-spoke alloy wheels
- LED headlights/positioning lights
- LED fog lights
- LED taillights
- Two-tone roof treatment

**GT-LINE SUNROOF PACKAGE**
- Power sunroof with shade
- Wireless smartphone charger*
- Blind Spot Collision Warning*
- Rear Cross Traffic Collision Warning*
- Lane Change Assist*
- Dual-level cargo area & cover
- Smart Key w/push-button start

*Optional feature available only on certain trims. See kia.com for details.

3, 8 See last page for endnotes. †Available on the EX Designer Package only.
Six ways TO ROLL

Soul offers the following unique wheel designs:

- **X-LINE**
  - 18” ALLOY WHEELS

- **EX DESIGNER PACKAGE**
  - 18” ALLOY WHEELS (BLACK SPOKE)

- **GT-LINE, GT-LINE TURBO**
  - 18” ALLOY WHEELS

- **18” ALLOY WHEELS (BLACK SPOKE)**

- **16” STEEL WHEELS**

- **17” ALLOY WHEELS**

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