A MARVEL OF ADAPTABILITY

The 2021 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.

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.

LX
all the essentials, and then some

DRIVING
2.0L Multi-Port Injection
4-cylinder engine
147 hp @ 6,200 rpm
Intelligent Variable Transmission*
6-speed manual transmission
Drive Mode Select†
16" steel wheels
Roof rack ready (mounting points)

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

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

S
adds alloy wheels and more technology and features

DRIVING
2.0L Multi-Port Injection
4-cylinder engine
147 hp @ 6,200 rpm
Intelligent Variable Transmission
Drive Mode Select
16" alloy wheels
Roof rack ready (mounting points)

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

INTERIOR
Premium cloth seat trim
60/40 split-folding rear seats
10-way power-adjustable driver’s seat
Leather-wrapped steering wheel & gear shift knob

X-LINE
adds larger wheels, body cladding, and a few more rugged, sporty features

DRIVING
2.0L Multi-Port Injection
4-cylinder engine
147 hp @ 6,200 rpm
Intelligent Variable Transmission
Drive Mode Select
18" alloy wheels
Roof rails
Two-tone roof treatment*
Exterior body kit
Fog lights

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

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

*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 INSIDE BACK COVER FOR ENDNOTES. X-LINE SHOWN.
EX
features even more technology

GT-LINE
puts even more sporty style in your Soul

TURBO
adds Turbo, premium features, and color-themed speaker lights

DRIVING
2.0L Multi-Port Injection 4-cylinder engine 147 hp @ 6,200 rpm Intelligent Variable Transmission Drive Mode Select 17” alloy wheels Fog lights Heated outside mirrors

2.0L Multi-Port Injection 4-cylinder engine 147 hp @ 6,200 rpm Intelligent Variable Transmission Drive Mode Select 18” alloy wheels Fog lights Sporty front & rear bumpers Side skirts w/red accents

1.6L Turbo Gasoline Direct Injection 4-cylinder engine 201 hp @ 5,600 rpm 7-speed Dual-Clutch Transmission Drive Mode Select 18” alloy wheels LED fog lights & headlights Heated outside mirrors Sporty front & Rear bumpers Side skirts w/red accents Chrome-tipped center exhaust

TECHNOLOGY
UVO link® AM/FM/MP3/SiriusXM® audio system

Apple CarPlay® & Android Auto™ Premium Navigation® w/10.25” touch screen Wireless smartphone charger® Push Button Start w/Smart Key Cruise control Rear View Monitor® Blind Spot Collision Warning® Rear Cross Traffic® Collision-Avoidance Assist® Lane Change Assist® Forward Collision-Avoidance Assist® Lane Keeping Assist® Driver Attention Warning®

AM/FM/MP3 audio system Apple CarPlay® & Android Auto™ 7” touch screen Cruise control Rear View Monitor® Blind Spot Collision Warning® Rear Cross Traffic® Collision-Avoidance Assist® Lane Change Assist® Forward Collision-Avoidance Assist® Lane Keeping Assist® Driver Attention Warning®

UVO link® AM/FM/MP3/SiriusXM® audio system Harman Kardon® premium audio system w/10 speakers Apple CarPlay® & Android Auto™ Premium Navigation® w/10.25” touch screen Wireless smartphone charger® Push Button Start w/Smart Key Head-Up Display® Smart Cruise Control Rear View Monitor® Blind Spot Collision Warning® Rear Cross Traffic® Collision-Avoidance Assist® Lane Change Assist® Forward Collision-Avoidance Assist® w/Pedestrian Detection® Lane Keeping Assist® Driver Attention Warning®

INTERIOR
Premium cloth seat trim

60/40 split folding rear seats 10-way power-adjustable driver’s seat w/lumbar support Heated front seats® Dual Zone – Full Automatic Temperature Control Leather-wrapped steering wheel & gear shift knob Dual-level cargo area w/cargo cover Power sunroof w/sunshade

Premium cloth seat trim

60/40 split folding rear seats 10-way adjustable driver’s seat D-shaped leather-wrapped steering wheel & gear shift knob Dual-level cargo area Power sunroof w/sunshade

Leatherette seat trim w/cloth accents Red stitching & door trim accents 60/40 split folding rear seats 10-way power-adjustable driver’s seat w/lumbar support Heated front seats® Dual Zone – Full Automatic Temperature Control D-shaped leather-wrapped steering wheel (heated) & gear shift knob Dual-level cargo area w/cargo cover Power sunroof w/sunshade Speaker lights w/color themes

Even More Highly Evolved
Want a little more luxury and sportiness? The EX, GT-Line, and Turbo trims offer additional premium features to take your Soul to the next level.
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 three 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*
is designed with adaptive-style shift logic for smooth acceleration and a sporty feel.

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

ISO-STRUCTURE™ CONSTRUCTION
is made with 51% advanced, high-strength steel to help improve frame rigidity for greater driving dynamics and a quieter ride.

*Optional feature available only on certain trims. See kia.com for details. 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 — FULL 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. 9 See inside back cover for endnote. TURBO SHOWN
POP THE HATCH AND FILL IT UP

PERSONAL SPACE, PLEASE
CHAMELEONS GENERALLY LIKE TO GO SOLO, AND PREFER PLENTY OF THEIR OWN SPACE.

*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. TURBO SHOWN

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
corral 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. TURBO SHOWN
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

PREMIUM NAVIGATION™
with 10.25” color touch screen

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.
3, 7, 8, 11 See inside back cover for endnotes. Simulated screen shown. TURBO SHOWN
CHANGE THE COLORS TO FIT YOUR MOOD

MULTICOLOR SPEAKER LIGHTS*
feature multiple ambient 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™*
let you plug in to sync your compatible smartphone to listen to your playlist, 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®
to enjoy over 100 channels in your car including your favorite music, ad-free, plus sports, comedy, news, and more.

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

*Optional feature available only on certain trims. See kia.com for details.
1, 2, 6, 10 See inside back cover for endnotes. Simulated screen shown. TURBO SHOWN.
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 START WITH CLIMATE CONTROL™
allows you to preheat or precool the cabin before you get to your car

ENGINE IDLE NOTIFICATION*
alerts you if the engine is left idling for a set duration

IN-VEHICLE & NEXT GEN CONNECTED NOTIFICATIONS*
provide updates on maintenance scheduling, your warranty, battery status, low-fuel warning, and other key info

911 CONNECT™ & ROADSIDE ASSISTANCE™
will automatically attempt to call 911 if your airbags deploy — or for non-emergencies, it can connect you with 24/7 roadside assistance

UVO & SMART SPEAKER INTEGRATION*
allows you to utilize a nearby, paired Amazon Alexa® or Google Assistant™ enabled smart speaker or device to remotely control some functions on your Kia with just your voice. To activate this feature, enable UVO Skill in the Amazon Alexa app or link the UVO Agent on your Google Account.

*Optional feature available only on certain trims. See kia.com for details. 1, 2, 5, 12–16 See inside back cover for endnotes. Image shown for illustration only. TURBO SHOWN.
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.³
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:

LANE CHANGE ASSIST
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
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.

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

LANE KEEPING ASSIST
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.

*Optional feature available only on certain trims. See kia.com for details.
3 See inside back cover for endnote. Image shown for illustration only. 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. 3, 4 See inside back cover for endnotes. Image shown for illustration only. TURBO SHOWN
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.

**REAR CROSS-TRAFFIC COLLISION-AVOIDANCE ASSIST**

This feature uses visual and audible alerts that can help warn of traffic the system detects coming from either side when you’re in reverse, and, in some cases, can even automatically apply the brakes to help you avoid collisions.

**REAR VIEW MONITOR WITH PARKING GUIDANCE**

This feature uses the large, center screen to help you see what’s behind your vehicle, and includes guidelines that adjust to follow the direction you’re turning.

**REAR OCCUPANT ALERT**

This feature is designed to display a reminder message on the dashboard to check the rear seat for occupants at the end of your drive.

*Optional feature available only on certain trims. See kia.com for details.
3, 17 See inside back cover for endnotes. Image shown for illustration only. TURBO SHOWN.
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.

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.

†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 SYSTEM18
includes dual front, front seat-mounted side, and full-length side curtain airbags to help protect driver and passengers

AIRBAG & SEAT-BELT SENSORS18
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.1

1No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely. 18 See inside back cover for endnote. Inflated airbags shown for illustration only. EX SHOWN
FIND OUT WHICH OF THESE POWERTRAIN WARRANTIES IS TOP OF THE LINE

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

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

19 See inside back cover for endnote.
Actual colors may vary from printed brochure. See kia.com/soul for interior combinations.
**FIVE WAYS TO ROLL**

Soul offers the following unique wheel designs:

- **LX**
  - 16” STEEL WHEELS
- **S**
  - 16” ALLOY WHEELS
- **EX**
  - 17” ALLOY WHEELS
- **X-LINE**
  - 18” ALLOY WHEELS
- **GT-LINE, TURBO**
  - 18” ALLOY WHEELS

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2. Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android™ 5.0 Lollipop or higher. Data plan rates apply. Android Auto is a trademark of Google LLC.
3. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution.
4. Driver Attention Warning is not a substitute for safe driving and may not detect all instances of inattentive driving practices. Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution.
5. Purchase/lease of certain 2021 and newer Kia vehicles with UVO link includes a complimentary 1-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 1-year UVO link subscription expires, continued access to the full suite of UVO link services available on your Kia will require a paid subscription at the then-current subscription rate or your use of certain UVO link features may immediately terminate. Use of UVO is subject to agreement to the UVO Privacy Policy (available at owners.kia.com/us/en/privacy-policy.html) and Terms of Service (available at owners.kia.com/us/en/terms-of-service.html). UVO link is transferable to subsequent owner during the original UVO link service term. Only use UVO link when safe to do so. Kia Access with UVO link app is available from the Apple® App Store® or Google Play™ Store. Kia Motors America, Inc reserves the right to change or discontinue UVO link 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 link features may vary by model, model year, and trim level. Features, specifications, and fees are subject to change. For more on details and limitations, visit www.kia.com or your authorized Kia dealer. Apple and App Store are registered trademarks of Apple Inc. Google, Google Play, Android Auto, and other marks are trademarks of Google LLC.
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7. Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. Charging system only works with select devices. Refer to the vehicle’s Owner’s Manual for warnings and instructions.
8. Use extreme caution when using the seat warmers or heated steering wheel to avoid burns. Refer to the Owner’s Manual for more safety information.
9. Harman Kardon is a registered trademark of Harman International Industries, Inc.
10. Harman Kardon is a registered trademark of Harman International Industries, Inc.
11. Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution.
12. Remote features require a UVO subscription, a compatible smartphone, and a wireless signal with good coverage to function. Normal cellular service rates may apply. Do not use remote climate control if vehicle is in an enclosed area (e.g., closed garage) or a partially enclosed area without ventilation. Close all doors leading from adjacent living areas to the vehicle area before executing a remote climate control command. If any of the vehicle’s doors or hatch are not closed and locked properly, the remote functions will not work.
13. 911 Connect must be enabled on head unit, and activates after airbag deployment. Requires cellular coverage.
14. 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 cellular coverage.
15. Amazon devices are sold separately and require a Wi-Fi internet connection in order to use the UVO Skill. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Google devices are sold separately and require a Wi-Fi internet connection. Google, Google Assistant, Google Play, and all related logos are trademarks of Google LLC.
16. This system is not a substitute for one’s attention and may not detect all movement within the vehicle. Always check the vehicle interior when exiting the vehicle. Rear Occupant Alert notifications require a UVO subscription, a compatible smartphone, and a wireless signal with good coverage to function. Normal cellular service rates may apply.
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. 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.

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