



2012.KIA.SOUL



1 See Specifications page for endnote. Cover & this page: Soul *f* (exclaim) shown.



NHTSA FIVE-STAR
SIDE-IMPACT CRASH RATING¹

FOR THE 2011 SOUL

The Soul. A new way to roll.[®]

Out with the old, in with the new.

These days, you don't have to look far to find that one car looks exactly like another. Whatever happened to being unique? To having some personality? Because no matter where you're going, there's always a better way to get there. The 2012 Kia Soul looks different because it is different. With its unique styling inside and out, impressive features and an industry-leading 10-year/100,000-mile warranty program,² it's a new way to roll.





Evolution by revolution.

Forget about trying to define the Soul. It's a leap ahead. Modern styling is highlighted by a wide stance. Soul ! (*exclaim*) models have distinctive front LED accent lights and LED taillights to stand apart from the rest. Simply put, there's no comparison to the Soul.







Express yourself.

Think of the Soul as your personal canvas. It's ready for custom touches. Unique colors inside and out for you to choose from. Plenty of optional accessories, like aluminum sill plates for the doors, all-weather floor mats and bumper appliqué. For the finishing touch — a sunshade with the name Soul on it. It's your masterpiece.



ONE OF THE CLEANEST AND
MOST FUEL-EFFICIENT VEHICLES ON THE ROAD

The first rule about the Soul...

...have fun. Jump into the Soul and, with its 4-wheel disc brakes and Anti-lock Braking System (ABS), you can take on the road with confidence. Enjoy the new 138-hp 1.6L GDI engine that delivers up to 35 hwy mpg³ or Soul+ (*plus*) and ! (*exclaim*) models' 164-hp 2.0L MPI engine and 6-speed automatic transmission.* An available Eco Package* on select models includes Idle Stop & Go (ISG)* to help maximize fuel efficiency. 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.





With so many possibilities, which way will you roll?





The Soul *plus*.

With the standard equipment you're looking for, the Soul and Soul+ (*plus*) are ready to roll. Both come with an AM/FM/CD/MP3/SiriusXM⁴ audio system, air conditioning and power windows/locks. In addition, the Soul+ has a 2.0L 4-cylinder engine, leather-wrapped steering wheel/gearshift knob, steering-wheel-mounted audio controls, *Bluetooth*[®] wireless technology,⁵ 16-inch alloy wheels and remote keyless entry. Soul+ also has unique black interior seating you have to see for yourself.



The Soul *exclaim*.

Soul *!* (*exclaim*) takes style to a new level with its sand-black interior, houndstooth design of its seating, or the available leather seat trim with heated front seats. You get all the standard features found on the Soul+ along with larger 18-inch alloy wheels, Infinity^{®6} audio, UVO⁷ in-vehicle infotainment w/HD Radio[™] Technology,⁸ power sunroof and fog lights. For a touch of luxury, add the available *!* Premium Package. Pure style.





Magic.

Open the hatch. That's some serious space. How can it be bigger inside than it is outside? Now flip down the split-folding rear seats for all kinds of cargo-carrying variations. Versatility. That's what it's all about. And in a car that's sized to park anywhere. Amazing.







Surprise! Tons of space and features.

Tons of gear? No problem. Flip down the 60/40 split-folding rear seats. And there's more. 1) While you can't see the hidden tray in the cargo floor, it's there.* 2) Check out the sunroof.* 3) Push-button start.* 4) Pulsating speaker lights.* 5) Heated front seats.* 6) Dual-level glove box. 7) Cruise control.* 8) Voice-command navigation system and automatic climate control.* 9) USB/aux for your MP3. An accessory cable lets you control your iPod^{®9} mobile digital device with the stereo controls.

4, 5, 7 * See Features and Specifications pages for availability and endnotes. **Not all optional features are available on all trims. Soul+ (plus) shown.



It's called "Soul" for a reason.

Because it's got soul. And it's got music. And life is good when you have music. It has standard USB/auxiliary input jacks that let you plug in practically any kind of MP3 player. A complimentary trial subscription to over 130 channels of SiriusXM Satellite Radio⁴ with commercial-free music, plus sports and entertainment. For serious sound quality, an Audio Upgrade Package* includes UVO⁷ in-vehicle infotainment w/HD Radio™ Technology system and an Infinity® audio system with a center speaker, subwoofer and external amplifier. Streaming audio lets you play music from your compatible Bluetooth®*5 wireless technology-enabled cell phone through the audio system.





Kia UVO*⁷ Powered by Microsoft.[®]

Technology keeps giving us new ways to be entertained, stay in touch and be kept informed. Getting to enjoy this, however, used to be complicated, especially while driving. UVO,^{*} short for “your voice,” is an in-vehicle infotainment system available on the Soul.⁷ Kia and Microsoft¹⁰ have teamed up to provide this voice-activated system. Developed on Windows^{®10} Embedded Automotive platform, it lets you manage your music conveniently and enjoy hands-free use of your phone.⁵ UVO has an intuitive touch screen and Microsoft advanced voice-activation technology that actually recognizes your own speech pattern and voice inflection.



COLOR TOUCH SCREEN

A vivid 4.3-inch LCD touch screen delivers access to your phonebook from your compatible cell phone.⁵



VOICE CONTROL

UVO can learn multiple users' speaking patterns. Finding a song is as easy as saying its title.



DIGITAL JUKEBOX

An in-dash hard drive can hold up to 700MB of music. You can load tunes into personal folders.



HD RADIO™

UVO offers available HD Radio™ Technology — 100% subscription free.



REAR-CAMERA DISPLAY

Whenever you shift into reverse, an image from an integrated rear camera is displayed on the screen.¹¹



2011 TOP SAFETY PICK
INSURANCE INSTITUTE FOR HIGHWAY SAFETY

FOR THE 2012 SOUL



NHTSA FIVE-STAR
SIDE-IMPACT CRASH RATING¹

FOR THE 2011 SOUL

Dual front advanced airbags¹²

Front seat-mounted side airbags¹²

Full-length side curtain airbags¹²

Front active headrests

Front & rear 3-point seat belts

Height-adjustable front seat-belt anchors

Lower Anchors & Tethers for Children (LATCH)

Side-impact door beams

Tire-Pressure Monitoring System (TPMS)¹³

4-wheel disc brakes

Anti-lock Braking System (ABS)

Electronic Stability Control (ESC)

Vehicle Stability Management (VSM)

Hill-start Assist Control (HAC)







Advanced safety systems designed to expect the unexpected.*

Soul's active safety systems are engineered to help you avoid accidents, and its passive systems are designed to help minimize injuries when they are unavoidable. This means that front to back and top to bottom, Soul is engineered to help enhance everyone's well-being. Six airbags placed throughout the cabin are designed to help protect occupants. The advanced front airbag system monitors the severity of an impact, the presence of a front passenger and seat-belt use, and then controls airbag inflation accordingly.¹² Front seat-belt pretensioners have been designed to tighten the seat belts in the event of certain collisions, helping to reduce the likelihood of injuries. The result? Safety awards from IIHS and NHTSA for added peace of mind.

A passion for excellence.

For decades, Kia Motors has focused on building vehicles that reflect a commitment to quality, durability and product innovation. Today, we offer models to suit most every driving need. The value found in every Kia vehicle has been widely recognized, and Kia Motors has been one of the fastest-growing automotive brands in America for the past five years.¹⁴

Industry-leading warranty program.

At Kia Motors America, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with an industry-leading warranty program.²

- 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 assistance¹⁵

Commitment to America.

Kia Motors' \$1 billion facility in West Point, Georgia, incorporates the latest manufacturing processes. Utilizing state-of-the-art robotics, the plant was built to produce 300,000 vehicles a year with maximum efficiency. When the 2011 Sorento went into production, it became Kia Motors' first vehicle to be built in the U.S.A.† The plant is in the process of expanding, with an additional investment of approximately \$100 million that will increase annual capacity to 360,000 vehicles in 2012. The plant has generated more than just high-quality vehicles. About 3,000 new jobs were created at the facility, and the surrounding area is expected to see an additional 7,500 jobs created as a result of Kia's presence. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA.



Exterior Features

| | SOUL | + | ! |
|---|------|----|---|
| 15" tires w/steel wheel covers | ● | — | — |
| 16" tires w/alloy wheels | ○‡ | ● | — |
| 18" tires w/alloy wheels | — | — | ● |
| 6-speed manual transmission | ● | ● | — |
| 6-speed automatic transmission | ○† | ○ | ● |
| Body-color fascia accents | — | — | ● |
| Body-color, power adjustable outside mirrors | ○‡ | ● | ● |
| Heated outside mirrors w/turn-signal indicators | — | ● | ● |
| Rear wiper/washer/defroster | ● | ● | ● |
| Privacy glass (rear doors and rear glass) | ○† | ● | ● |
| Power sunroof w/tilt | — | ○^ | ● |
| Front fog lights | — | ○^ | ● |
| Projection headlights | — | — | ● |
| Front LED accent lights | — | — | ● |
| LED taillights | — | — | ● |
| Auto on/off headlights | — | ○ | ● |

● STANDARD ○ OPTIONAL — NOT AVAILABLE

† ALL FEATURES GROUPED AS A PACKAGE ON SOUL W/AUTOMATIC TRANSMISSION

‡ 1.6L ECO PACKAGE (AVAILABLE ON SOUL ONLY)

^ SUNROOF PACKAGED W/FOG LIGHTS (N/A ON MANUAL TRANSMISSION)

* ECO PACKAGE IS EXPECTED TO BE AVAILABLE IN SOME MODELS EARLY 2012.

Interior Features

| | SOUL | + | ! |
|---|------|---|---|
| Air conditioning | ● | ● | ● |
| AM/FM/CD+MP3+SiriusXM ⁴ Satellite Radio | ● | ● | ● |
| Tweeter speakers | ○‡ | ● | ● |
| USB/auxiliary input jacks | ● | ● | ● |
| UVO ⁷ in-vehicle infotainment w/HD Radio™ Technology, ⁸ rear-camera display ¹¹ | — | ○ | ● |
| Audio Upgrade Package: Infinity ^{®6} audio w/center speaker, subwoofer, external amplifier, speaker lights | — | ○ | ● |
| Steering-wheel-mounted audio and cruise controls | ○† | ● | ● |
| Leather-wrapped steering wheel and gearshift knob | — | ● | ● |
| Tilt & telescoping steering column | ● | ● | ● |
| Bluetooth [®] wireless technology ⁵ | ○† | ● | ● |
| Power door locks | ● | ● | ● |
| Power windows w/driver's auto down | ● | ● | ● |
| Remote keyless entry | ○† | ● | ● |
| Center console armrest/storage | — | ● | ● |
| Active eco system | ○† | ○ | ● |
| Auto-dimming rear-view mirror | — | — | ● |
| One 12V power outlet (3 on +/!) | ● | ● | ● |

Seating and Trim

| | SOUL | + | ! |
|---|------|---|---|
| Black cloth seats | ● | - | - |
| Black cloth seats w/Soul logo inserts | - | ● | - |
| Unique sand-black interior trim | - | - | ● |
| Sand-black cloth seats w/houndstooth inserts | - | - | ● |
| Sand-black leather seat trim | - | - | ○ |
| 60/40 split-folding rear seats | ● | ● | ● |
| Driver's 6-way adjustable seat | ○† | ● | ● |
| Metal-finish trim on instrument panel and inside door handles | - | ● | ● |
| Floor mats | ○ | ○ | ● |
| Upper I/P storage bin w/cover | ○‡ | ● | ● |
| Dual-level glove box | ● | ● | ● |
| Dual front cup holders | ● | ● | ● |
| Front-door map pockets w/bottle holders | ● | ● | ● |
| Rear-door bottle holders | ● | ● | ● |
| Dual visor illumination vanity mirrors w/covers | ○‡ | ● | ● |
| Cargo-area light | ● | ● | ● |
| Luggage under-floor tray | ○‡ | ● | ● |

Restraint and Safety Systems

| | SOUL | + | ! |
|--|------|---|---|
| Dual front advanced airbags ¹² | ● | ● | ● |
| Dual front seat-mounted side airbags ¹² | ● | ● | ● |
| Full-length side curtain airbags ¹² | ● | ● | ● |
| Front active headrests | ● | ● | ● |
| 3-point seat belts for all seating positions | ● | ● | ● |
| Front seat-belt pretensioners | ● | ● | ● |
| Height-adjustable front seat-belt anchors | ● | ● | ● |
| 4-wheel disc brakes w/anti-lock brakes (ABS) | ● | ● | ● |
| Electronic Stability Control (ESC) | ● | ● | ● |
| Vehicle Stability Management (VSM) | ● | ● | ● |
| Hill-start Assist Control (HAC) | ● | ● | ● |
| Tire-Pressure Monitoring System (TPMS) ¹³ | ● | ● | ● |
| Side-impact door beams | ● | ● | ● |
| Front and rear crumple zones | ● | ● | ● |
| Impact-absorbing steering column | ● | ● | ● |
| Lower Anchors and Tethers for Children (LATCH) | ● | ● | ● |
| Rear child-safety door locks | ● | ● | ● |

Packages

1.6L ECO PACKAGE* (available on SOUL only, N/A on manual transmission)

- Idle Stop & Go (ISG)
- 16" alloy wheels
- Low-rolling-resistance tires
- Upper I/P pocket cover
- Tweeter speakers
- Body-color, power adjustable outside mirrors
- Luggage under-floor tray
- Dual visor illuminated vanity mirrors w/covers

AUDIO UPGRADE PACKAGE (available on + only, N/A on manual transmission)

- UVO⁷ in-vehicle infotainment w/HD Radio™ Technology,⁸ rear-camera display¹¹
- Infinity[®] audio system w/center speaker, subwoofer, external amplifier & speaker lights
- Auto on/off headlights

2.0L ECO PACKAGE* (available on + only, N/A on manual transmission)

- Idle Stop & Go (ISG)
- Low-rolling-resistance tires

PREMIUM PACKAGE (available on ! only)

- Leather seating surfaces
- Heated front seats
- Automatic climate control
- Navigation system w/SiriusXM Traffic™¹⁴ & rear-camera display¹¹ (replaces UVO w/HD Radio & upper I/P storage bin w/cover)
- Push-button start w/Smart Key

Exteriors



SHADOW (M)



ALIEN (M)



MOSS (M)



BRIGHT SILVER (M)



DUNE



TITANIUM (M)



MOLTEN



CLEAR WHITE

Interiors



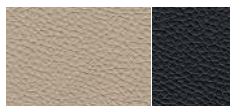
SOUL



+



!



! leather trim

Color Combinations



SOUL + !

| | | | |
|-------------------|---|---|---|
| SHADOW (M) | ● | ● | ● |
| ALIEN (M) | ● | ● | ● |
| MOSS (M) | | ● | ● |
| BRIGHT SILVER (M) | ● | ● | ● |
| DUNE | ● | | ● |
| TITANIUM (M) | | ● | ● |
| MOLTEN | | ● | ● |
| CLEAR WHITE | ● | ● | |

(M) = METALLIC

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.



kia.com

Our website lets you check out specifications, videos, packages, accessories and more. You can experience 360-degree interior and exterior views, see available colors, get price quotes — even calculate your monthly payment and find out which of our over 740 retailers is nearest to you. If you prefer, call us at 1-800-333-4KIA.

Vehicle shown not available. Artist's rendering only.

Make it personal. We're constantly adding new optional accessories. Stay up to date on kia.com.

1. Splash guards



2. Carpet floor mats



3. USB/aux iPod® cable



4. Auto-dimming rear-view mirror with HomeLink®¹⁷ and compass



5. UV sunshade



6. All-weather floor mats



7. License plate frames



8. Cargo liner



9. Center console armrest w/storage



10. Alloy fuel door

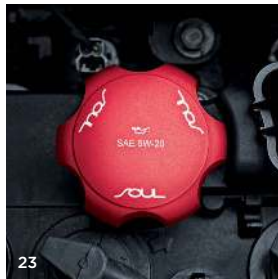
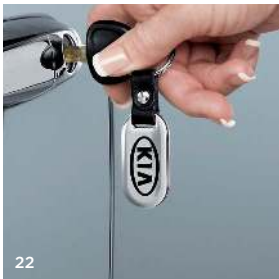


11. Universal electronics holder



12. Sport visors





13. Door sill plates, illuminated

14. Door sill plates, aluminum

15. Ash cup

16. Rear spoiler

17. Wheel locks

18. Cargo net

19. Sunroof deflector

20. Rear bumper appliqué

21. Cargo Logic® tray

22. Kia key chains

23. Billet oil cap

24. Valve stem caps

Specifications

| | SOUL | + | ! |
|-------------------------|--|--|---|
| ENGINE | 1.6L I4 | 2.0L I4 | 2.0L I4 |
| Type | 4-cylinder, aluminum block & head | 4-cylinder, aluminum block & head | 4-cylinder, aluminum block & head |
| Valve gear | Dual Continuously Variable Valve Timing (CVVT) | Dual Continuously Variable Valve Timing (CVVT) | Dual Continuously Variable Valve Timing (CVVT) |
| Displacement | 1,591 cc | 1,999 cc | 1,999 cc |
| Compression ratio | 11.0:1 | 10.3:1 | 10.3:1 |
| Horsepower (SAE net) | 138 hp @ 6,300 rpm | 164 hp @ 6,500 rpm | 164 hp @ 6,500 rpm |
| Torque (SAE net) | 123 lb.-ft. @ 4,850 rpm | 148 lb.-ft. @ 4,800 rpm | 148 lb.-ft. @ 4,800 rpm |
| Fuel system | Gasoline Direct Injection | Multi-Point Injection | Multi-Point Injection |
| Transmission | 6-speed manual Electronically controlled, 6-speed automatic, overdrive | 6-speed manual Electronically controlled, 6-speed automatic, overdrive | — Electronically controlled, 6-speed automatic, overdrive |
| CURB WEIGHT | | 1.6L I4 | 2.0L I4 |
| 6-speed manual | | 2,615 lbs. | 2,707 lbs. |
| 6-speed automatic | | 2,690 lbs. | 2,778 lbs. |
| BODY AND CHASSIS | 1.6L I4 & 2.0L I4 | | |
| Layout | Front engine, front-wheel drive | | |
| Front suspension | Independent, MacPherson struts, stabilizer bar, gas-filled shock absorbers | | |
| Rear suspension | Torsion beam, gas-filled shock absorbers | | |
| Steering type | Rack & pinion, Electric Power Steering | | |

All information contained herein was accurate and correct at the time of printing. From time to time, Kia Motors America may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown may include optional equipment. All video and camera screens shown in brochure are simulated. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either expressed or implied, to any Kia products. See your Kia retailer or website for further details concerning Kia's available limited warranties. ©2011 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc., is prohibited.

Specifications

| DIMENSIONS | 1.6L I4 & 2.0L I4 |
|----------------------------|---|
| Wheelbase | 100.4 in. |
| Track (front/rear) | 61.8 in./62.5 in. |
| Length | 162.2 in. |
| Width | 70.3 in. |
| Height | 63.4 in. |
| Ground clearance | 6.5 in. |
| Headroom (front/rear) | 40.2 in./39.6 in. |
| Shoulder room (front/rear) | 55.2 in./55.1 in. |
| Legroom (front/rear) | 42.1 in./39.0 in. |
| Hip room (front/rear) | 53.3 in./52.7 in. |
| Passenger volume | 102.3 cu. ft. |
| Cargo volume | 19.3 cu. ft. (rear seat up) |
| | 53.4 cu. ft. (rear seat down) |
| BRAKES | 1.6L I4 & 2.0L I4 |
| Type | Hydraulic, power-assisted vacuum, 4-sensor, 4-channel ABS |
| Front | Disc |
| Rear | Disc |
| TIRES | 1.6L I4 & 2.0L I4 |
| Type | 195/65R15 (Soul) |
| | 205/55R16 (+) |
| | 235/45R18 (!) |

2012 EPA-Estimated Fuel Economy¹⁸

| ESTIMATED CITY/HIGHWAY MPG | 1.6L I4 | 2.0L I4 |
|------------------------------|------------------------------------|------------------------------------|
| Manual transmission | 27/35 | 26/34 |
| Automatic transmission | 27/35 (w/ISG: 29/36) ¹⁹ | 26/34 (w/ISG: 27/35) ¹⁹ |
| Fuel tank capacity (gallons) | 12.7 | 12.7 |

Endnotes

¹ Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

² The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and basic. All warranties and roadside assistance are limited. See retailer for warranty details or go to kia.com.

³ Refer to specifications above for 2012 EPA fuel economy estimates. Actual mileage may vary.

⁴ Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at www.siriusxm.com. **If you decide to continue your Sirius service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call Sirius at 888-539-7474 to cancel.** Sirius U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States, D.C. and PR. Go to www.siriusxm.com/traffic for available coverage. ©2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

⁵ A compatible *Bluetooth*[®] wireless technology enabled cell phone is required to use *Bluetooth*[®] wireless technology. The streaming audio function may not be supported in all *Bluetooth*[®] wireless technology enabled cell phones. The *Bluetooth*[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks is pursuant to license. Other trademarks and trade names are those of their respective owners.

⁶ Infinity[®] is a registered trademark of Harman International Industries, Incorporated.

⁷ Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. The driver's primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment, or vehicle systems which take the driver's eyes, attention and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. See retailer for details.

⁸ HD Radio[™] and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.

⁹ Kia accessory cable required for iPod[®] connectivity. Cable and iPod[®] mobile digital device sold separately. iPod[®] is a registered trademark of Apple Inc.

¹⁰ Microsoft[®] and Windows[®] are registered trademarks of Microsoft[®] Corporation in the United States and/or other countries.

¹¹ The rear-camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.

¹² For maximum protection, always wear your seat belt.

¹³ Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

¹⁴ Based on comparison of 12-month retail sales from June 2006 to June 2011 of all U.S. automotive brands and 5-year average sales growth.

¹⁵ 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. See retailer or kia.com for details.

¹⁶ NBA Identifications are the intellectual properties of NBA Properties, Inc. ©2011 NBA Properties, Inc. All rights reserved.

¹⁷ HomeLink[®] is a registered trademark of Johnson Controls, Inc.

¹⁸ Actual mileage may vary.

¹⁹ Eco Package is expected to be available in some models early 2012.



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