

Discover the new Kia

2017 SOUL



Niro expected availability January 2017. 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. Information in this brochure is current at the time of printing. Kia Motors America (KMA) cannot guarantee the accuracy of this information. Please see kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. By publishing this brochure, KMA does not create any express or implied warranties as to any products shown. See your Kia retailer or kia.com for details on Kia's available limited warranties. ©2016 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.

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Part #: UL170 PM001



SOUL EV



SOUL

A new way to roll®

With unique styling, exciting performance, and precise handling, the 2017 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 new turbocharged engine, along with updated sport styling to complement what's underneath its hood. Plus, Soul's superb engineering has resulted in J.D. Power recognizing the 2016 Soul as the "Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality"¹ for the second year in a row. The all-electric Soul EV¹ 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.²



"Highest Ranked Compact Multi-Purpose Vehicle in Initial Quality, Two Years in a Row"¹
FOR THE 2016 SOUL

Styling that stands out

The 2017 Soul has been redesigned with unique exterior styling that takes its design to the next level. From every angle, its striking lines, contemporary alloy wheels, and a variety of sleek new features are 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.



DID YOU KNOW?

Soul has numerous circular design cues, which represent the sound waves, as well as available piano black accents* throughout the interior. This was purposeful as music and sound are a big part of Soul's personality.



Uniquely entertaining

Featuring an available Harman Kardon®³ 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.¹ 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

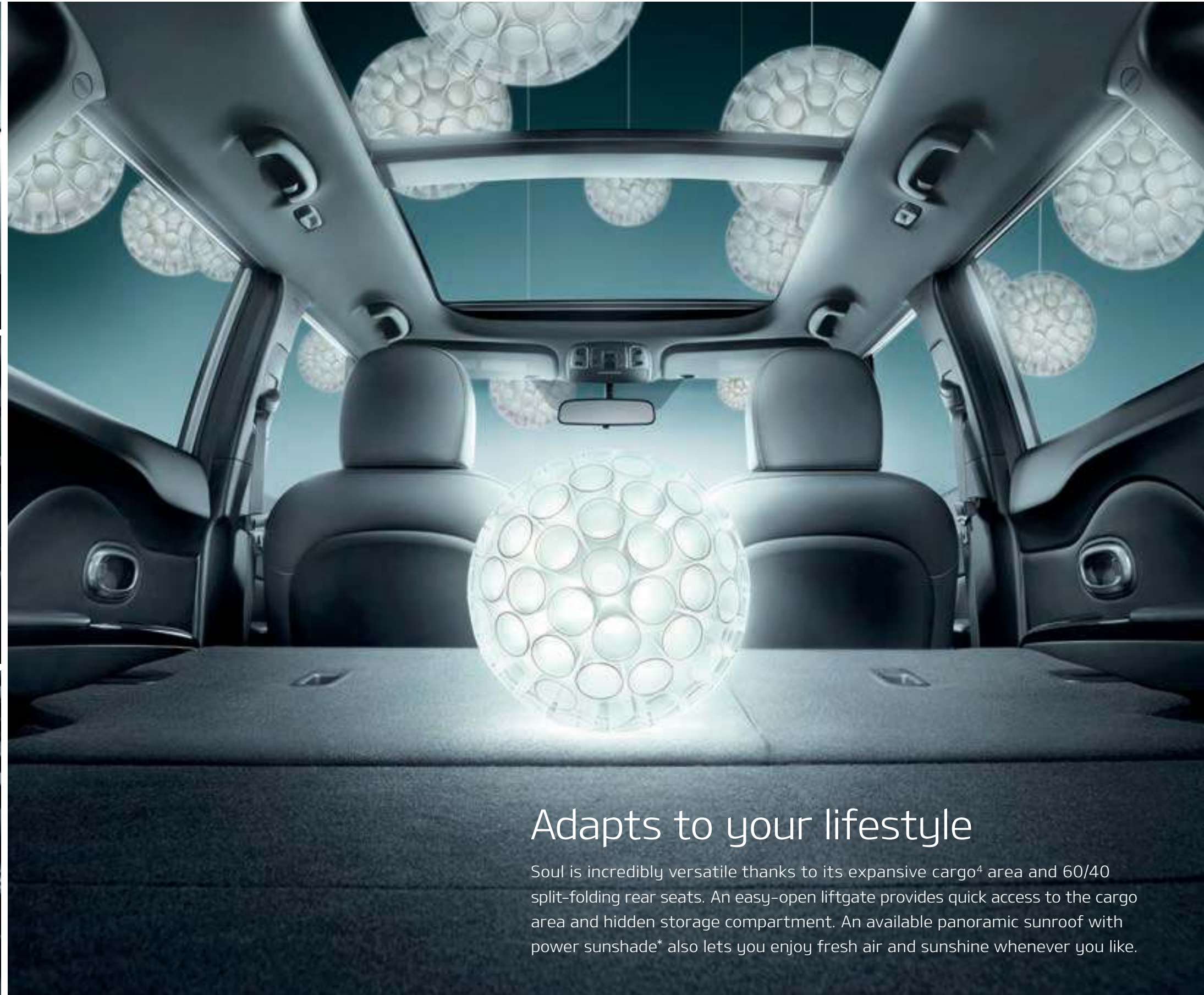
Soul's spacious rear seats and cargo area⁴ let you conveniently carry longer items, passengers — or a combination of both — by easily folding down one or both of the rear seats.

3. CONCEALED STORAGE

The floor of the cargo area⁴ 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 view.

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.



Adapts to your lifestyle

Soul is incredibly versatile thanks to its expansive cargo⁴ 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.



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.

DID YOU KNOW?

Soul uses expansion foam in the body cavities to better seal out wind and road noise by being able to expand and help block smaller areas where sound can sneak through.

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. LED INTERIOR LIGHTING*

Available overhead LED front and rear reading lamps provide bright lighting for easy reading. Plus, there's a convenient holder for sunglasses.

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^{5*}

To enhance everyday convenience, an available voice-command navigation system features an 8-inch touch screen and delivers updated highway conditions from SiriusXM Traffic.^{TM6}

SIRIUSXM® SATELLITE RADIO⁶

Enjoy over 150 channels of commercial-free music, plus sports and news in your Soul during your 3-month SiriusXM All Access trial subscription,⁶ which also includes streaming 160-plus channels online or on the SiriusXM app.

Advanced technology at your command

Soul features an impressive variety of technologically advanced systems. They are designed to enhance your confidence on the road, make daily driving more convenient, provide added entertainment options, and deliver a steady stream of information designed to help you make better, more timely driving decisions.



1. UVO — SHORT FOR "YOUR VOICE"⁵

The available UVO Infotainment System provides you with an easy, hands-free way to connect to your Soul by seamlessly integrating your compatible smartphone⁷ with your vehicle. UVO can keep track of your vehicle's parking location with **Parking Minder**,⁸ download apps from the **App Download Center**, monitor your vehicle's driving habits, access **911 Connect**⁹ or **Enhanced Roadside Assist**,¹⁰ and check maintenance requirements with **Vehicle Diagnostics**¹¹ on the large touch screen. Additionally, there are no subscription fees⁵ for the first 10 years to access all of these benefits.

4. UVO link APP⁵

An available free app, downloaded at the App Store¹² or Google PlayTM Store,¹³ lets you use a compatible smartphone⁷ to access UVO* features. Or access UVO* through myUVO.com with a computer.

5. PUSH-BUTTON START*

For everyday driving convenience, you can start or stop the engine with the push of a button, and open a locked door, with the available Smart Key remote — even when you have it in your pocket or purse.

2. APPLE CarPlay^{TM12*} 3. ANDROID AUTO^{TM13*}

Apple CarPlay and Android Auto let you take full advantage of the available UVO^{5*} Infotainment System by simply connecting your compatible smartphone⁷ 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.

6. STEERING-WHEEL-MOUNTED CONTROLS⁵

You may operate a variety of features with the convenient steering-wheel-mounted controls, including the audio system's volume and mode selection and all of the available cruise control system's* functions.



7. 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.

10. HEATED STEERING WHEEL*

Soul's premium features include an available heated steering wheel that is especially appreciated on cold winter days.

11. REAR-CAMERA DISPLAY^{14*}

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.

8. FORWARD COLLISION WARNING SYSTEM^{14*}

Available Forward Collision Warning System activates 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^{14*}

This available system is designed to detect the vehicle moving out of its lane without the turn signal being used. When it does, it alerts you with a combination of audible and visual warnings.

12. BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERT^{14*}

An available radar system helps detect vehicles in the driver's blind spot and then provides audio 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.



Inspiring performance

Featuring a new 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 *+* (*plus*) provides its own impressive performance with a 161-horsepower,¹⁵ 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, maximizes efficiency in Eco mode,[†] and lets you enjoy Soul's agile handling in Sport mode.



Dedicated to making safety a top priority


**NHTSA Overall 5-Star
Crash Safety Rating¹⁶**
2017 SOUL

**2016 IIHS
TOP SAFETY
PICK**

2016 Top Safety Pick
For the 2017 Soul when equipped
with Forward Collision Warning
INSURANCE INSTITUTE FOR
HIGHWAY SAFETY

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.† These systems are designed to function automatically, freeing you to focus on safe driving.

VEHICLE STABILITY MANAGEMENT (VSM)
For additional steering-direction control capability, the VSM system is designed to intervene in appropriate situations to help the driver 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 wheels that have the most traction.

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

BRAKE ASSIST SYSTEM (BAS)
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps 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.

Strength



DID YOU KNOW?

Soul has narrow A-pillars due to Advanced High Strength Steel — improving visibility out of the windshield and lightening the car overall.

SIDE-IMPACT DOOR BEAMS

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. In addition, the body's 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 dissipate 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 engineered to let you securely install a compatible child seat at either end of the rear seat.

Intelligence



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.¹⁷

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 controls airbag inflation accordingly.¹⁷

FRONT SEAT-BELT PRETENSIONERS

Pretensioners have been 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 raised and lowered for a proper fit.

PASSIVE SAFETY

No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. ¹⁷ See Specifications page for endnote. Simulated image. Shown for illustration purposes only.

¹⁷ (exclaim) WITH TECH AND SUNROOF PACKAGE SHOWN

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 15,000 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.

TAKING ON THE COMPETITION

The Kia Racing team has gone head-to-head with world-class rivals — and won. Motorsport is a proven test bed for reliability, durability, and performance, and the knowledge gained on the racetrack has helped Kia manufacture award-winning vehicles that perform beyond your expectations. In six years of racing, Kia won a total of seven championships with three models — Rio 5-Door, Forte Koup, and Optima.



INDUSTRY-LEADING WARRANTY PROGRAM²

Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an 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 NOVO CONCEPT VEHICLE SHOWN (not available for sale)

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.



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE NBA[®]



OFFICIAL
AUTOMOTIVE
PARTNER
OF THE LPGA[®]

COLORS

EXTERIOR

CLEAR WHITE SOUL: G [^] /BK + (plus): G/BK ! (exclaim): BK	BRIGHT SILVER (M) SOUL: G [^] /BK + (plus): G/BK ! (exclaim): BK	TITANIUM GRAY (PM) SOUL: G [^] /BK [^] + (plus): G/BK ! (exclaim): BK	SHADOW BLACK (P) SOUL: G [^] /BK + (plus): G/BK ! (exclaim): BK
INFERNO RED (M) + (plus): BK ! (exclaim): BK	ALIEN II (PM) SOUL: BK + (plus): BK	MYSTERIOUS BLUE (P) + (plus): BK	CARIBBEAN BLUE (PM) + (plus): BK

(PM) = PEARL METALLIC PAINT (M) = METALLIC PAINT (P) = PEARL PAINT
[^]AVAILABLE ON AUTOMATIC TRANSMISSION ONLY

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

INTERIOR

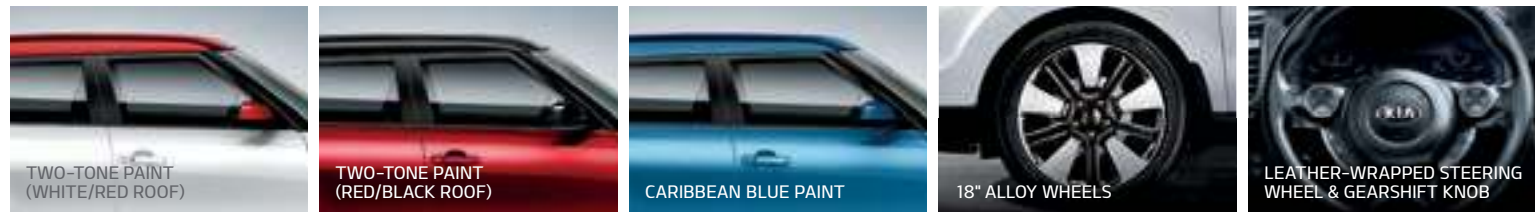
SOUL	+ (plus)	! (exclaim)
BLACK CLOTH	BLACK CLOTH	BLACK LEATHER W/BLACK CLOTH INSERTS & ORANGE STITCHING
BLACK & GRAY CLOTH	BLACK/GRAY LEATHER*	

PACKAGES

CONVENIENCE PACKAGE



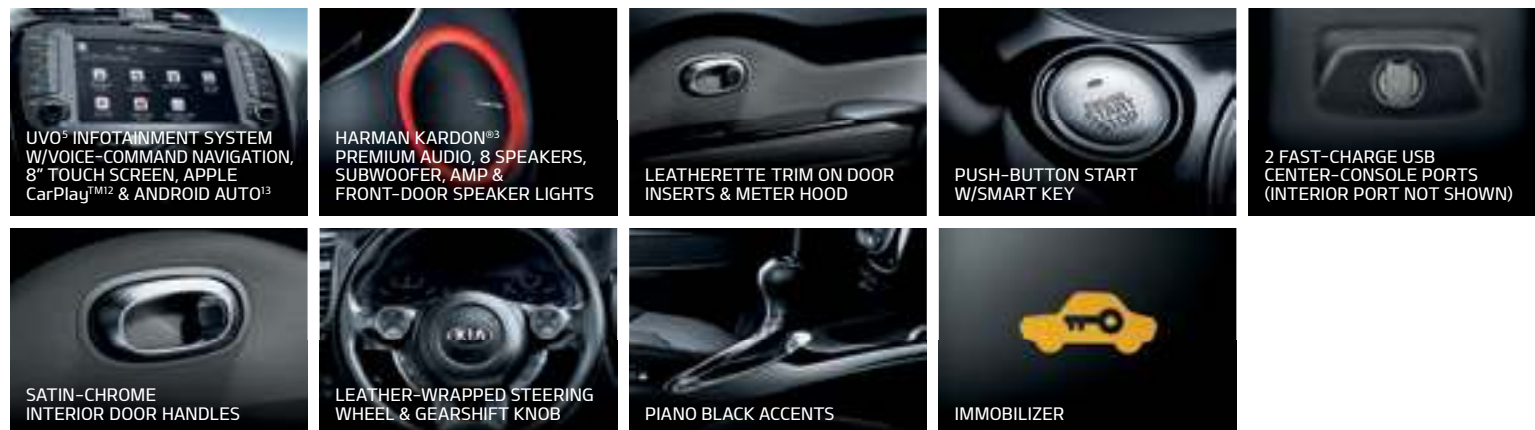
+ (plus) DESIGNER PACKAGE



+ (plus) UVO PACKAGE



+ (plus) AUDIO PACKAGE



+ (plus) PRIMO PACKAGE (REQUIRES AUDIO PACKAGE)



! (exclaim) TECH PACKAGE



! (exclaim) SUNROOF PACKAGE (REQUIRES TECH PACKAGE)



