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

errors, driving conditions, and/or injury. **18.** Warranties include 10-year/100,000-mile powertrain and





facebook.com/kia

instagram.com/kiamotorsusa



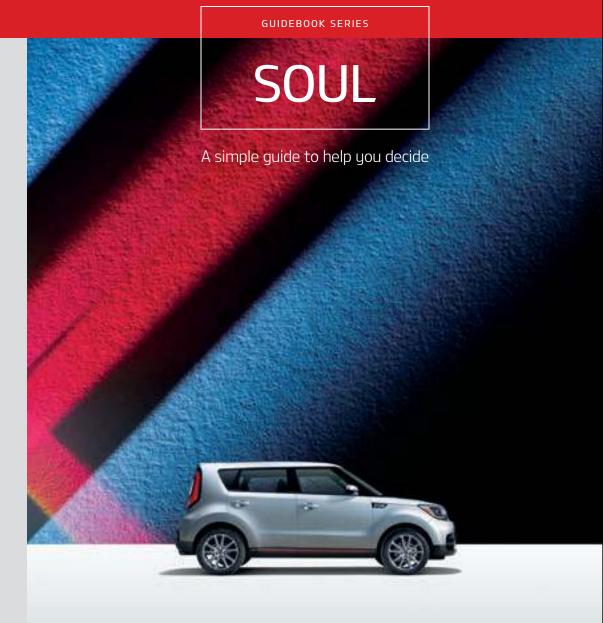
twitter.com/kia



youtube.com/kia



pinterest.com/kiamotorsusa









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 economy¹: (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 economy¹: (City/Highway/Combined) Automati<u>c transmission: 25/30/27</u> 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

HID headlights*

2019 EPA-estimated fuel economy¹: (City/Highway/Combined) Automatic transmission: 26/31/28

TECHNOLOGY

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

UVO eServices⁴ w/7" touch screen*
Apple CarPlay^{™S} & Android Auto^{™S*}
Cruise control*^

AM/FM/MP3/SiriusXM®² audio system Auto on/off headlights Rear-Camera Display³ UVO eServices⁴ w/7" touch screen Apple CarPlay™s & Android Auto™6 Cruise control

Supervision meter cluster w/4.3" TFT color LCD*

Push-button start w/Smart Key*

Harman Kardon^{®7} premium audio w/ center speaker, subwoofer & amplifier*

Premium Navigation⁸ w/8" touch screen*
Blind Spot Detection
w/Rear Cross Traffic Alert^{3*}

Lane Departure Warning System^{3*}
Forward Collision Warning System^{3*}
Autonomous Emergency Braking System³

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

Rear-Camera Display³

UVO eServices⁴ w/7" touch screen Apple CarPlay™5 & Android Auto™6

Cruise control

Supervision meter cluster w/4.3" TFT color LCD

Push-button start w/Smart Key

Harman Kardon^{®7} premium audio w/ center speaker, subwoofer & amplifier*

Premium Navigation⁸ w/8" touch screen*
Blind Spot Detection

w/Rear Cross Traffic Alert³*

INTERIOR

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

Automatic temperature contro w/cluster ionizer* Remote keuless entru*^ 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 wheel*

Heated front seats'

Heated rear outboard seat cushions*
Ventilated front seats*

Leather seat trim w/cloth accents (3) 12V power outlets Automatic temperature control w/cluster ionizer Remote keuless entru

Leather-wrapped D-shaped steering

wheel & gearshift knob

Speaker lights*

Panoramic sunroof w/power sunshade* Heated steering wheel*

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*

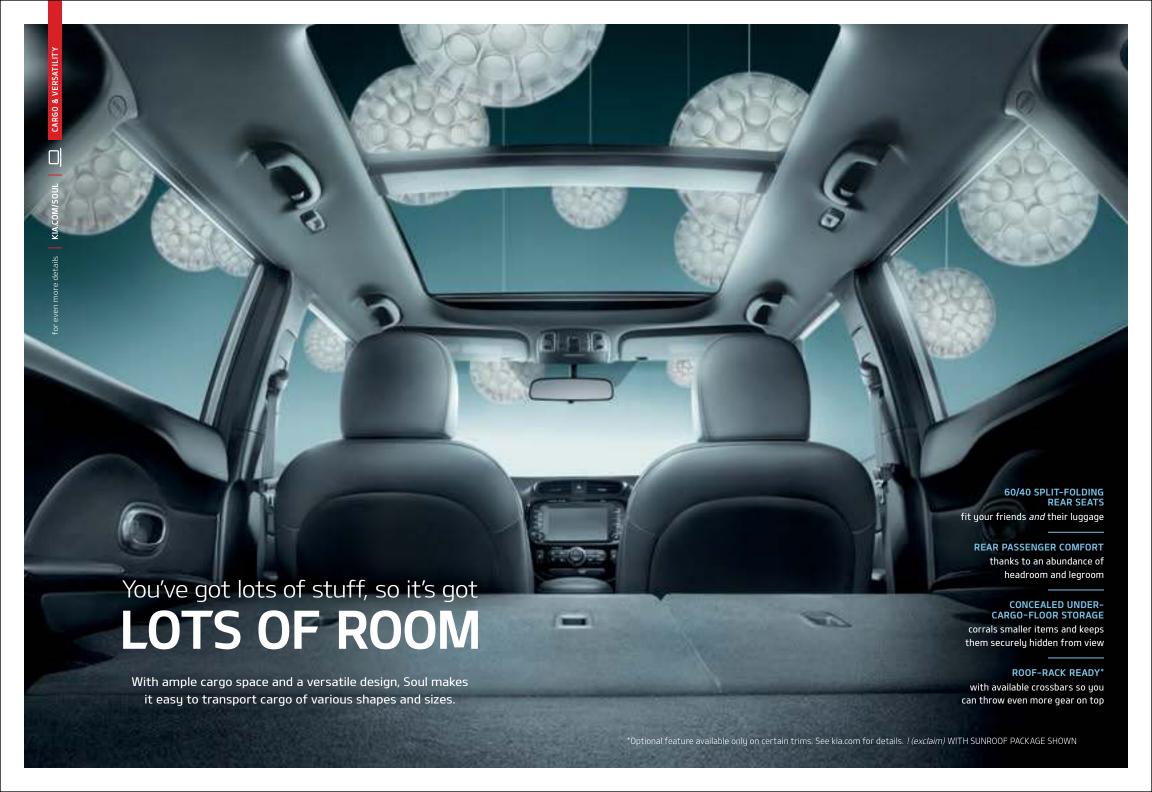
include heated front seats and heated rear outboard sea cushions to help beat the chill

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^{TM5*} & ANDROID AUTO^{TM6*}

sync with your compatible smartphone¹⁰ to let you make calls, send texts, or play voicemails via voice command

CHARGING PORTS FOR YOUR GADGETS

include USB fast-charging ports and 12-volt power outlets

PREMIUM NAVIGATION8*

features a vivid 8" touch screen and SiriusXM Traffic^{TM2} 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^{4*} smart telematics lets you integrate your compatible smartphone¹⁰ 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^{4*} and download the UVO eServices^{4*} app from the App Store^{®5} or Google Plau^{TM6} Store. The best part is, there are no subscription fees for five years.

911 CONNECT^{11*}

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

ROADSIDE ASSISTANCE^{12*}

VEHICLE DIAGNOSTICS^{13*}

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.³



It looks great from the back BUT IT SEES EVEN BETTER

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.

KIA

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 DISPLAY³

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

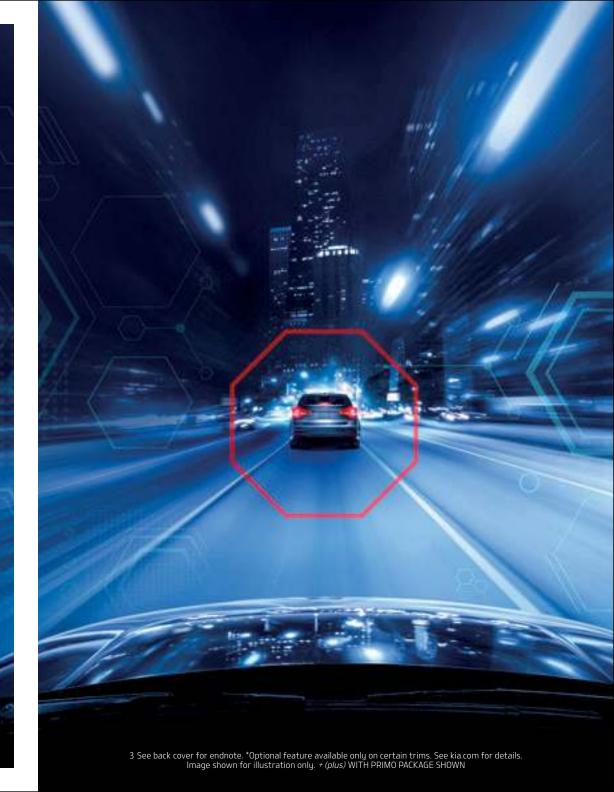
This system is designed to help detect and alert you of a collision risk or pedestrian approaching, and even automatically apply the brakes in some cases.

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.

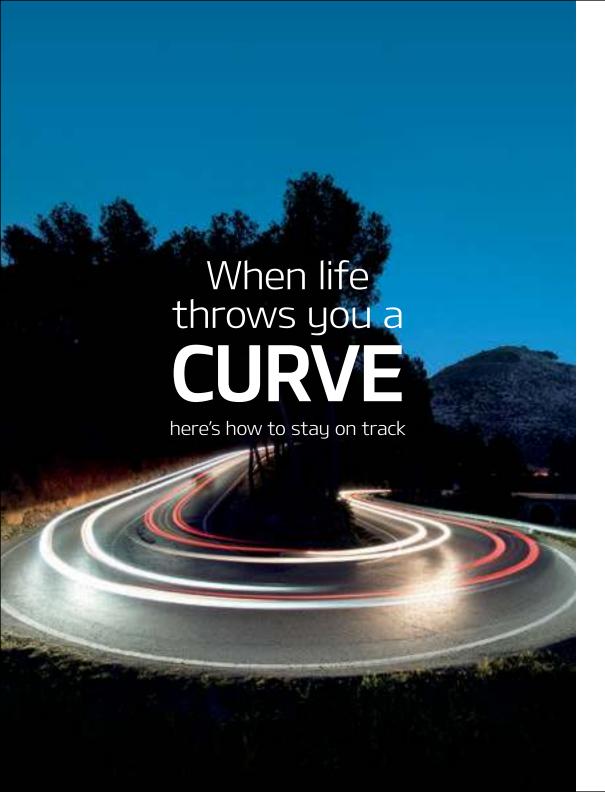
ELECTRONIC BRAKE-FORCE DISTRIBUTION

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





*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 SYSTEM¹⁷

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

AIRBAG & SEAT-BELT SENSORS¹⁷

monitor the severity of certain impacts and seat-belt use, then help to control airbag inflation accordingly

FRONT SEAT-BELT PRETENSIONERS

tighten driver and front-passenger seat belts in certai 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

REINFORCED BODY CAGE

helps absorb impact energy to help protect the structura integrity of the passenger compartment in certain collision



Find out which of these powertrain

WARRANTIES

comes out on top

INDUSTRY-LEADING WARRANTY PROGRAM¹⁸:

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 PIE, 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.



CLEAR WHITE 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^{TM6}

+ (plus) DESIGNER COLLECTION PACKAGE

18" allou wheels

+ (plus) AUDIO PACKAGE

Premium Navigation⁸ 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)