



The Power to Surprise

Free Your Mind





Pushing the boundaries even further

Always moving forward, always evolving... that's the Soul. This exuberant, head-turning car has been given a makeover, with its unique design made even more unique through enhanced detailing, tweaked proportions and modern touches that give it a premium feel from top to bottom.

The shape of renewal

Distinctive Soul style, with added zest. That's what hits you at first glance, with a wider and more stable stance topped off by a robust tusk-shaped bumper. Wraparound LED rear combination lamps provide a high-end feel when the sun goes down.





More vitality for the young at heart

With audacity in every curve, the Soul sprints through the city without a care in the world. Uptown or downtown, it's a car that runs on healthy non-conformity.

Your kind of style, your kind of car

What good is style unless it gets you noticed? The Soul's designers have accentuated what matters, with updated headlamps, radiator grill, fog lamps, outside mirrors and rear combination lamps adding to the distinctive character.



1. Projection headlamps with LED lights

Projection headlamps provide a modern, classy look, while LED daytime running lights and turn signal lights add a high-tech and futuristic image.

2. Radiator grill

The squared-off, cubic design of the radiator grill announces the arrival of the new Soul with characteristic style. Luxurious yet no-nonsense.

3. LED rear combination lamps

LED rear combination lamps feature an inner crystal lens treatment, enhancing Soul's up-market feel. LEDs encircling the light cluster stand out at night.





Designed from the most important perspective - yours

The Soul's dashboard has been reconsidered from the point of view of usability and convenience, with a creative, ergonomic center fascia providing even more driver control.



Auto cruise control lets you drive comfortably at a set speed, and provides increased fuel efficiency.



Entertainment is high on the agenda, with the latest audio offering a sophisticated sound experience.



Bluetooth keeps you in touch by letting you make phone calls hands-free.



Supervision cluster with dot matrix trip computer

The supervision cluster features high-tech white illumination, plus a bright, highly visible red dot matrix trip computer that displays a variety of useful driving information.





A refined interior design means spaciousness and comfort of the highest order.



60/40 folding rear seats offer plenty of load-carrying flexibility and convenience.



Seat warmers provide warmth and comfort, ideal on those cold winter days.

Sit back and celebrate your decision

When the world looks in your window with a smile and a nod of approval, you'll have every right to look self-assured. Soul makes you feel good inside.



Cloth

The use of innovative fabrics continues. As well as luminescent Soul logos woven into the black Soul Shining seat cloth, the car now features textured fabrics made by advanced PVC moulding processes, nano tech fabrics that guard against liquid spillages, and premium leather-like fabrics produced by high frequency heat embossing.



Cloth



Leather



Beige two-tone
Beige combines with black in a chic colour combination, available in Houndstooth and Leather finishes.




Cloth



Leather



Red two-tone
Dramatic and with overtones of motor sport, red contrasts with black in this daring scheme. The dashboard, lower console, door trims and top half of the front and rear seats stand out with their bold panache.



Interior colours

Free thinking interior design

Choose a Soul and you can look forward to some pleasing interior design choices. A range of colour and trim options lets you match the car to your taste and personality. And with upgraded, tactile finishing materials, the Soul becomes your very own fashion statement.



Cloth



Cloth



Leather



Black
Sporty and classy, the basic Black scheme features luminous Soul logos woven into the seat covering and door trims. The Houndstooth option offers a touch of understated tradition, while the Leather option is smart and sophisticated.




Cloth



Brown two-tone
Brown may conjure up past eras, but the treatment it's been given here is very much up to date.





◀◀ **Manual transmission:** Now available with six-speeds, the Soul's manual transmission is silky-smooth. What's more, the shift pattern has been revised to incorporate a new reverse gear lockout mechanism for added safety and convenience.

◀ **Automatic transmission:** With next-generation Kia technology reducing the number of transmission parts and weight, the six-speed automatic transmission blends ultra-smooth shifting with outstanding fuel economy. At the same time, the manual + automatic gate is now located on the driver side for easier manual-style shifting.

The performance to gain an advantage

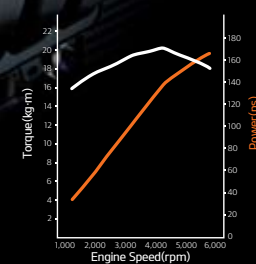
At Kia, engine performance is the result of endless refinement. And it's not just a matter of power output. Our engineers are on a quest to reduce noxious gases to create a clean, environmentally-friendly vehicle that burns less fuel.

Button start: Even before you start the engine, the sporty overtones are clear. There's no need to turn a key, just push the button. Starting and stopping the ignition become an exercise in convenience.



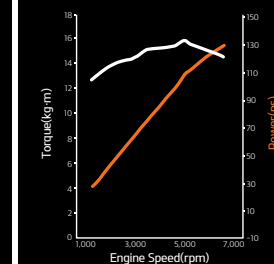
Nu 2.0 MPI Engine 166ps / 20.4kg-m

Providing more power and with dual continuous variable valve timing (D-CVVT) for improved fuel efficiency and higher performance, this engine runs quietly while keeping emissions low.



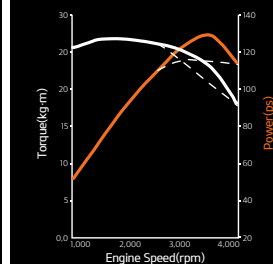
Gamma 1.6 MPI Engine 130ps / 16.0kg-m

This economical, high performance unit, built from a single block of lightweight aluminium, features dual continuous variable valve timing (D-CVVT) for added power and efficiency, and a silent timing chain.



U2 1.6 VGT Engine 128ps / 26.5kg-m

An advanced diesel unit combining performance, fuel economy, durability and eco-friendliness. A variable geometry turbocharger (VGT) cuts turbo-lag to a minimum.



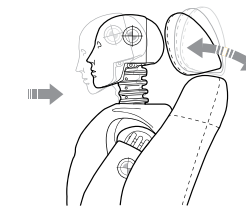


Body structure

Enhanced passenger protection is provided through an energy absorbing structure that minimises the damage from a side impact. The Soul features enhanced stiffness in the roof and centre pillar, optimal location of door beams, and a reinforced side sill made with ultra-high tensile steel.

With confidence comes understanding

Built with high-strength steel to absorb impacts, the Soul is a car with safety at its heart. New to the safety specification are Hill-start Assist control and Vehicle Stability Management - technologies that extend the car's wide range of active safety measures and provide reassurance whenever you get behind the wheel.



◀ **Active headrests:** The active headrests move forwards and up wards within milliseconds of the moment of an impact to cushion the head and prevent whiplash. (Optional)

▶ **15" disc brakes:** Large 15" disc brakes on the front wheels provide progressive, powerful braking to help you stay in control whenever the driving situation demands.



1. HAC (Hill-start Assist Control)

Using HAC, braking is sustained for two seconds during the brake-to-drive transition to improve driving stability and prevent roll-back and slipping which could endanger the vehicle and other road users.

2. VSM (Vehicle Stability Management)

Incorporates a steering assist system to provide effective braking in asymmetrical braking situations, as when one side of the car loses traction on a wet or slippery surface.

3. Front, side and curtain airbags

The six-airbag system is an effective active safety measure. The airbags will deploy during side or front impact to cushion the force on the occupants.

4. Rear parking assist system

The bumper-mounted parking assist sensors help prevent collisions when reversing by identifying objects or obstructions and emitting an audible warning signal.



6-airbag system





Make the Soul your own

The Soul comes in many guises, all of them uniquely yours. Distinctive on the outside, captivating on the inside, it quickly gains a special place in your imagination.

Soul is anything but standard

Soul raises the standard for what you can expect in a car. Its conceptual nature gives you little extras that set it apart from the rest of the pack with character and style. And with Kia's exceptional build quality you have a car that's a star.



Wrap around A-pillar
The black A-pillars, which flank the sides of the windscreen, create a sleek, aerodynamic and integrated feel to the windshield and front door windows.



Remote keyless entry system
When the smart key unlock button is activated, the exterior lamps illuminate for 15 seconds and the interior lamps for 30 seconds.



Rear tailgate / One-touch handle
The style of the rectangular tailgate hints at how simple life should be, providing easy access to the roomy rear of Soul. With one touch the door will glide open.



Tilt & slide power sunroof
The tilt and slide sunroof option will flood light into the Soul and features a safety mechanism to prevent it from closing when an obstruction is sensed.



4-bulb headlamps
Fitted as standard, 4-bulb headlamps provide safer night time driving, their improved light beam distribution lighting the road ahead in a more even way.



Fog lamps
The fog lamps have been upgraded with more voluminous housings enhancing the feeling of strength and solidity.



Side repeaters
The side repeaters are located at the convex of the wheel arch, providing a highly visible turn indication to other road users. They are set within a black frame to accentuate the contemporary and sporty feel.



Rear spoiler / High mount stop lamp
The rear spoiler flows from the roofline, aiding aerodynamics and sheltering the high mounted stop light - a valuable safety feature that ensures your braking intentions are seen.



Outside mirrors with side repeaters
The outside mirrors now feature LED side repeaters, providing not only a more modern look, but also more visibility to oncoming traffic when turning for added safety.



Front bumper
The front bumper is a Soul trademark, and it's been given extra prominence thanks to beefed-up proportions and sculpted mouldings around the license plate.



Rear bumper
The tusk-shaped rear bumper helps accentuate the Soul's stable stance.



Outside door handles
New grip-type outside door handles offer a sure hold when getting into the car, while providing a touch of class to the Soul's side-on proportions.

You are an adopter of new ideas

Soul not only puts fun in your life but it also puts the 'fun' in functional. Soul takes care of your storage, comfort and convenience, adding little touches such as heated seats and full auto climate control that ensure you're prepared for the day ahead of you.



60:40 seat folding
Soul will never cramp your lifestyle. The rear seats split 60:40 and the backrests fold down almost flat to create 570 litres of space - enough for two mountain bikes.

Driver's seat

Your Soul gets personal! The 6-way adjustable driver's seat ensures you achieve the most comfortable and ergonomic driving position, keeping you relaxed and comfortable on long journey. (Arm rest: Optional)



Center fascia storage tray

A handy storage area is located above the audio system in the center fascia with a push open / close lid for storing items you need to keep safe or close at hand.



Glove box illumination

The glove box is fitted with a light to make it easier to find your things and for a welcome touch of convenience.



Aux and iPod®

The standard audio system looks into the future, enabling you to take your media with you. It has iPod® and MP3 compatibility, a USB port and auxiliary jack for simple connection of your compatible devices.



High tech style audio

The audio system is as funky as it looks, with red-lit buttons and display that let you max out your RDS radio or CDs. It also has Bluetooth streaming capability for handheld devices.



Sound volume reflecting speaker lamp

Lights in the in-door speakers respond to the music that's playing, varying in brightness depending on the volume, bass tone and beat. The light color can also be changed from red, blue and green with a turn of a switch.



2-stage seat warmer
In winter you can banish the chill with built-in front seat warmers, which provide gentle heat from within the seat back and base at the flick of a switch. The rear seat bases heat up, too.



Rear storage tray
Among the utility spaces in the Soul, the boot area has deep storage trays for keeping all sorts of items out of sight. It could hold your emergency care kit, lanterns or even an umbrella.



Auto light control
Auto light control saves you having to operate the lights manually, the headlamps and rear lights automatically turning on and off according to the light conditions.



Rear display / ECM room mirror
The rear view mirror uses an inconspicuous 130-degree rear-mounted camera to determine risk factors behind you when reversing. The electrochromic mirror (ECM) function will also dim any light glare from headlamps behind you. (Standard)



Manual tilt & telescopic steering wheel
The steering wheel can be adjusted both up and down and forward and back so that you can find the ideal position for comfortable driving.



Audio remote control
The audio remote control is handily located on the steering wheel. It allows you to adjust volume, skip tracks and perform other functions without taking your hands from the wheel, for safety and convenience.



Full auto climate control
Air-conditioning is standard but the full auto temperature control gives you the ultimate in-cabin climate, whatever the weather. Simply set the controls to your preferred temperature and let the system do the rest.



Center speaker / Upgraded sound system
Eight speakers and a trunk-mounted sub-woofer with a large center speaker above the fascia audio stack round out the upgraded sound system.

Body colors

The Soul comes in a choice of eleven colors, so you're sure to find the one you like.



1D_White No. 1 (Solid)



3D_Bright Silver (Metallic)



IM_Titanium Silver (Pearl Metallic)



A1_Vanilla Shake (Solid)



17_Green Tea Latte (Pearl Metallic)



1E_Tomato Red (Solid)



BD5_Olive Green (Pearl Metallic)



12_Moonlight Blue (Metallic)



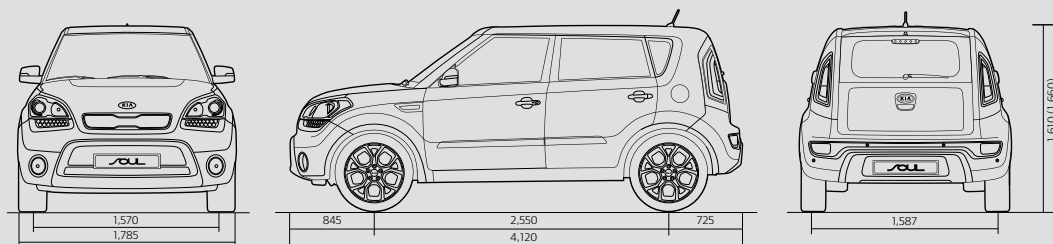
9H_Black Soul (Pearl Metallic)

Specifications

Dimensions (mm)

Overall length	4,120	Wheeltrack (Rear)	1,587	Shoulder room (Front / Rear)	1,403 / 1,400
Overall width	1,785	Overhang (Front)	845	Hiproom (Front / Rear)	1,353 / 1,339
Overall height	1,610	Overhang (Rear)	725	Fuel tank (Liters)	48
Wheelbase	2,550	Headroom (Front / Rear)	1,020 / 1,005		
Wheeltrack (Front)	1,570	Legroom (Front / Rear)	1,070 / 990		

Dimensions (mm)



Wheels

The Soul comes with a choice of wheels. There's the standard 15" steel wheel, or a 16" alloy with 5 split spokes for added style. Or go for the ultimate - an 18" machine finished alloy. A steel spare wheel is located in the trunk.



195/65R 15" Steel Wheel
(Full size cover)



205/55R 16" Alloy Wheel
(Silver painted)



225/45R 18" Alloy Wheel
(Machine Finished)



225/45R 18" Alloy Wheel
(Machine Finished)



225/45R 18" Alloy Wheel
(White painted)



As eco-conscious as you are

So you value sustainable living? We do too. That's why we take pride in rising to meet the expectations and challenges of the 21st century while making tangible contributions to the preservation of the environment and sustainable development of society as a whole.

Kia Motors designated environmental management as one of the core objectives of our socially responsible management initiative launched in 2008 and has put the environment at the forefront of all our business activities. We aim to spearhead efforts to combat the global challenges of natural resource depletion and climate change.

We are applying innovative automotive technologies to dramatically improve energy efficiency and are making consistent investments in technology innovation to commercialize hybrid, electric and fuel cell vehicles. We are also building a clean production system, raising the resource recovery rate,

designing vehicles with the disposal phase in mind, increasing energy efficiency, and adopting low-carbon fuels.

Wherever possible, recycled and recyclable materials are being used in the production of every Kia. Even at the end of your car's life, one of our environmental targets is the eco-friendly return and treatment of end-of-life vehicles. Operating a rigid process, we guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

In short, we are committed to finding fundamental solutions to cut energy consumption and combat climate change. As you see, what you do on a small scale with your household refuse, we at Kia motors do on a large scale around the world.



Kia Motors Corporation

231 Yangjae-dong, Seocho-gu, Seoul, 137-938, Korea

www.kiamotors.com

1206-JS-SW/GE-LHD

The Power to Surprise

Kia is the newest and most exciting force of change in the automotive world and we are ready to change the way you feel and think about driving. More than just a promise, we are committed to making driving a true pleasure for customers across the globe. With youthful styling and the latest in advanced technologies, Kia cars are turning heads the world over with the power to surprise. From the Picanto to the Mohave, Kia offers a full lineup of sedans, SUVs and MPVs that are not only practical but downright exhilarating to drive. Keep your eyes on Kia because our best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.kiamotors.com) -- a maker of quality vehicles for the young-at-heart -- was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 2.5 million Kia vehicles a year are produced in 15 manufacturing and assembly operations in ten countries which are then sold and serviced through a network of distributors and dealers covering 170 countries. Kia today has over 47,000 employees worldwide and annual revenues of over US\$39 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA -- the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan -- "The Power to Surprise" -- represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.



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