

Electric styling

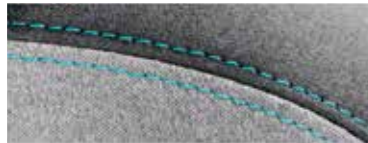


SHADOW BLACK W/INFERNO RED ROOF & TRIM*

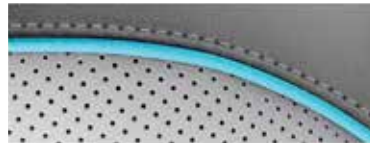
TITANIUM GRAY

CLEAR WHITE

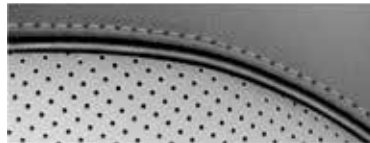
CARIBBEAN BLUE W/CLEAR WHITE ROOF & TRIM



SOUL EV
GRAY CLOTH WITH BLUE STITCHING



SOUL EV + (plus)
GRAY LEATHER WITH BLUE PIPING



SOUL EV + (plus)
GRAY LEATHER WITH BLACK PIPING
(BLACK EXTERIOR ONLY)*



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*Availability expected December 2014. All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors America makes every effort to ensure accuracy; however, accuracy cannot be guaranteed. 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 express or implied, to any Kia products. See your Kia retailer or kia.com for further details concerning Kia's available limited warranties. ©2014 Kia Motors America, Inc. Reproduction of this material without the expressed written approval of Kia Motors America, Inc. is prohibited.



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Part #: UL15E PM001

EV



ALL-NEW 2015 SOUL EV

A new, high-energy way to roll

Introducing a vehicle that's as technologically advanced as it is fun to drive — the new 2015 all-electric Kia Soul EV.[†] It features an advanced lithium-ion polymer battery that provides an impressive EPA-estimated range of 93 miles on a full charge¹ — eliminating stops at the gas station and oil changes while producing zero emissions. It also delivers outstanding acceleration, thanks to a 109-hp electric motor that produces 210 lb.-ft. of torque. The battery's flat, compact design and location beneath the floor contribute to a low center of gravity, which helps the Soul EV deliver precise and agile handling that you'll enjoy every time you drive. Like all Kia models, every Soul EV comes with an industry-leading, 10-year/100,000-mile warranty program.² All of this means you now have an exciting new way to roll.

[†]Soul EV available in certain markets with limited availability. 1, 2 See Specifications page for endnotes. Cover and this page: SOUL EV + (plus) SHOWN.





Expand your horizons

With Soul EV, Kia's engineers dedicated themselves to optimizing energy efficiency so that you can confidently plan your travels and get where you need to go. The Soul EV has a variety of technologically advanced features to help increase driving range and help you monitor energy consumption. First, the heating and air-conditioning system includes several innovative technologies that minimize energy use. In addition, regenerative braking captures a portion of the vehicle's kinetic energy, which is fed back into the battery while you're coasting or braking, while super-low-rolling-resistance tires further contribute to efficient operation. To help keep you informed, UVO EV Services³ Infotainment System provides key information like charging status, total driving range, energy efficiency, and the location of the nearest charging station³— information that you can also access through a compatible smartphone⁴ app and on the web. Plus, UVO EV Services³ provides feedback on your driving habits to help you drive more efficiently.

Level 2 (240V) charging station shown is not available for purchase and does not come with vehicle. Actual charging stations will vary. 120V charger is included with vehicle. 3, 4 See Specifications page for endnotes. SOUL EV + (plus) SHOWN.

Every feature is meticulously engineered for maximizing efficiency and increasing driving range

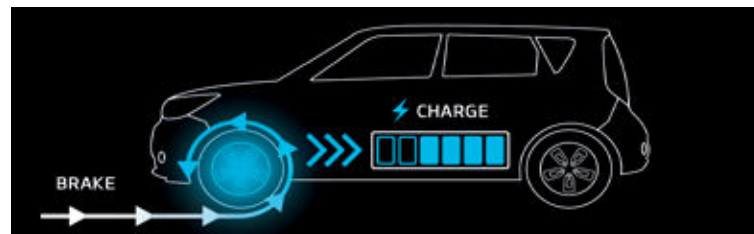


ADVANCED AND POWERFUL LITHIUM-ION POLYMER BATTERY

A 27-kWh, 360-volt, 192-cell lithium-ion polymer battery is designed for high-energy capacity and thermal stability. Its flat design and location beneath the floor mean there's minimal battery intrusion into the cabin, which helps Soul EV provide plenty of interior space. It was engineered with state-of-the-art materials to increase durability — allowing Kia to back the battery with a 10-year/100,000-mile warranty² — while also reducing its weight and increasing energy density.

THREE WAYS TO CHARGE AND GO

Two charging ports are located behind a sliding door in the front grille. The first port is for 120V charging — or 240V charging that allows a full charge in less than five hours. The second is a DC Fast Charge port designed for 480V charging that can achieve an 80 percent charge from empty in 33 minutes.¹



HIGHLY EFFICIENT REGENERATIVE BRAKING

To help maximize Soul EV's driving range, a third-generation regenerative braking system captures a portion of the vehicle's kinetic energy. As you brake or coast, kinetic energy is captured and fed back into the battery. You can choose between four driving modes: Drive or Brake with Active ECO mode either on or off.

UVO EV SERVICES³ INFOTAINMENT SYSTEM

With this system you can stay informed of key functions via the web, phone app, or in your EV. You can also access services like 911 Connect,⁵ Enhanced Roadside Assist,⁶ and more.



AUTOMATICALLY CHARGE OVERNIGHT

To schedule charging during off-peak hours when electric rates are lower, use UVO EV Services³ Charging Reservation. You can also set the schedule to repeat automatically.

PREHEAT OR PRECOOL THE CABIN

Climate Scheduling with UVO EV Services³ reduces energy use by preheating or precooling the interior before starting the car, while still plugged into a charger.

QUICKLY LOCATE CHARGING STATIONS

With UVO EV Services³ finding a charging station is quick and easy. Touch the Nearby Stations icon on UVO's screen and get real-time information on nearby locations.³

CONNECT TO YOUR SMARTPHONE⁴

Control functions like Climate Scheduling or even remotely unlock the doors by sending commands with a compatible smartphone app through the in-vehicle wireless modem.³



CONTROLLED AIRFLOW INTO THE CABIN

An air intake control system regulates inner and outer airflow to minimize air-conditioning usage, adjusting interior temperature by managing the blending of outside and inside air.

INDIVIDUAL VENTILATION

To avoid significant air-conditioning energy drain, Soul EV allows you to select driver-only ventilation to completely shut off the airflow to the passenger-side vents.



REHARNESSED HEAT ENERGY

The heat pump is smaller, lighter, and more efficient than a traditional heater and A/C system. For heating, it utilizes waste heat from the vehicle's electronics to increase the system's overall efficiency.



¹Fast Charge times based on charger speed of 50 kW. Level 2 (240V) charging station shown is not available for purchase and does not come with vehicle. Actual charging stations will vary. 120V charger is included with vehicle. Images shown for illustration only. 2, 3, 4, 5, 6 See Specifications page for endnotes. SOUL EV + (plus) SHOWN.

Uncompromising comfort for all

Soul EV provides a spacious interior with plenty of headroom and legroom for driver and passengers. For enhanced comfort, it features a heated steering wheel and heated front seats plus available features like ventilated front seats* and heated rear seat cushions.* In addition, soft-touch material on the dash and upper door panels and available leather seat trim* lend sophisticated styling.

*See Features page for availability. Not all optional features are available on all trims. SOUL EV + (plus) SHOWN.

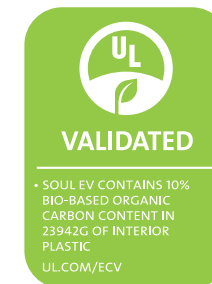


A REMARKABLY QUIET RIDE

Attention to aerodynamics and the absence of engine noise, combined with superb interior insulation, reduce road noise so you and your passengers can enjoy an exceptionally quiet ride.

ALTERNATIVE BIO-BASED MATERIALS

Driven by a deep concern for the environment, Kia has launched an initiative to produce the Soul EV with a variety of bio-based materials instead of petroleum-based products. This effort has resulted in the Soul EV achieving a UL Environmental Claim Validation for use of 10% bio-based content in its interior parts. This is the first validation of its kind in the automotive industry, and it follows a rigorous evaluation of 19 interior materials, which include door trim, headliner, and floor carpet, as well as on-site inspections of Kia's manufacturing sites. UL Environment — part of UL's sustainability business — supports the growth and development of environmentally preferable products, processes, and organizations.



INTERIOR PLASTIC INCLUDES TRIM, FABRIC, BOARD.
SEE OWNER'S MANUAL FOR LIST OF SPECIFIC PARTS.



FRONT AND REAR PARKING ASSIST^{7*}

An available sonar system in the front and rear bumpers gives audible and visual warnings if it detects certain objects close to your vehicle when you're parking.



PUSH-BUTTON START

To make everyday driving more convenient, Smart Key remote lets you start or stop the motor with the push of a button, even when you have the key fob in your pocket or purse.

REAR-CAMERA DISPLAY⁷

To help you see things behind your vehicle that you might not see by looking over your shoulder, Soul EV features a Rear-Camera Display with a large and bright screen.



ELECTRONIC PARKING BRAKE

Soul EV features a compact electronic parking brake that tucks neatly into the center console to conserve space. It automatically releases the parking brake when you shift out of Park.

VOICE-COMMAND NAVIGATION

The convenient voice-command navigation system has a vivid 8-inch color touch screen and delivers continuously updated highway conditions from SiriusXM[®] Traffic.⁸



HEATED & VENTILATED FRONT SEATS^{*}

To help ensure year-round driving comfort in any weather, Soul EV features heated front seats, available ventilated front seats,^{*} and available heated rear outboard seats.^{*}

OLED METER CLUSTER

3.5-inch OLED display has efficient energy consumption and features sharp, high-contrast graphics. It includes information on remaining charge, energy flow, and energy consumption.



60/40 SPLIT-FOLDING REAR SEATS

Conveniently carry longer items by folding down one or both sides of the rear seat. The battery's flat design and minimal intrusion help maintain the spacious cargo area.

7, 8, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Images shown for illustration only. SOUL EV + (plus) SHOWN.



Technologically advanced safety systems[†] designed for peace of mind

ADVANCED AIRBAGS

Dual front airbags, full-length side curtain airbags, and dual front seat-mounted side airbags comprise a sophisticated system managed by advanced sensors that can even respond in certain rollover situations.⁹

SAFETY-ORIENTED BATTERY

Battery-cell chemistry and construction are designed for thermal stability, with a device to monitor temperature to help prevent overheating. Plus, five crossbeams help protect against under-car intrusion.

VEHICLE STABILITY MANAGEMENT (VSM)

VSM adds steering direction control capability to Soul EV. This advanced system intervenes 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 can control the motor and brakes to help keep your Soul EV on course.

TRACTION CONTROL SYSTEM (TCS)

When TCS senses wheelspin during vehicle acceleration, it uses motor power and brake force to help transfer power to the wheels that have the most traction.

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.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help Soul EV maintain more consistent braking in the event that loads and weight distribution in the vehicle change, EBD adjusts the front-to-rear balance of brake pressure.

HILL-START ASSIST CONTROL (HAC)

To help keep you from rolling backward 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.

[†]No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. Inflated airbags shown for illustration only.
⁹ See Specifications page for endnote. SOUL EV + (plus) SHOWN.

FEATURES

EV
EV+ (plus)

MECHANICAL & EXTERIOR

27 kWh lithium-ion polymer battery	● ●
109-hp, AC Synchronous Permanent Magnet electric motor	● ●
6.6 kW On-Board Charger	● ●
Sliding charge port door w/light	● ●
DC Fast Charge port (480V) (CHAdeMO)	● ●
AC charge port (120V, 208V-240V)	● ●
120V charge cable	● ●
16" super-low-rolling-resistance tires w/alloy wheels w/cover	● ●
Regenerative braking system	● ●
Two-mode transmission shifter (Drive/Brake)	● ●
Heated, power outside mirrors w/turn-signal indicators	● ●
Power-folding outside mirrors	- ●
Projection headlights w/auto light control	● ●
LED accent lights	● ●
Front fog lights	- ●
LED taillights	● ●
Privacy glass	● ●
Aero windshield wipers	- ●

INTERIOR & CONVENIENCE

Heat pump HVAC system	● ●
Driver-only HVAC function	● ●
AM/FM/SiriusXM [®] audio system w/6 speakers	● ●
UVO EV Services ³ Infotainment System w/voice-command navigation & Apple ^{®10} Siri [®] compatibility	● ●
Rear-Camera Display ⁷	● ●
Park assist system ⁷ w/front & rear sensors	- ●
Push-button start with Smart Key	● ●
USB/auxiliary input jacks	● ●
<i>Bluetooth</i> ^{®11} wireless technology	● ●
Steering-wheel-mounted ³ audio controls	● ●
Cruise control	● ●
Active ECO mode	● ●
FlexSteer™ driver-selectable steering assist	● ●
Electronic parking brake	● ●
Power windows w/driver's one-touch auto down	● ●
3.5" OLED meter cluster screen	● ●
Auto-dimming rearview mirror	- ●
Heated steering wheel	● ●
2 front 12V power outlets	● ●
12V power outlet in cargo area	- ●
Luggage net	- ●
Cargo cover	- ●
Tire-Pressure Monitoring System (TPMS) ¹²	● ●

EV
EV+ (plus)

SEATING & TRIM

Gray two-tone cloth seats	● -
Gray two-tone leather seats	- ●
Ventilated front seats	- ●
Heated front seats (2 levels)	● -
Heated front seats (3 levels)	- ●
Heated rear outboard seats (2 levels)	- ●
6-way adjustable driver's seat	● ●
60/40 split-folding rear seat	● ●
Soft-touch dash & front upper door panels	● ●
Leatherette cluster housing & center door trim	- ●
Front-passenger-seat side tray	- ●

EV
EV+ (plus)

RESTRAINT & SAFETY SYSTEMS⁹

Dual front advanced airbags	● ●
Dual front seat-mounted side airbags	● ●
Full-length side curtain airbags	● ●
Front seat-belt pretensioners	● ●
Anti-lock Braking System (ABS)	● ●
Vehicle Stability Management (VSM)	● ●
Electronic Stability Control (ESC)	● ●
Traction Control System (TCS)	● ●
Brake Assist System (BAS)	● ●
Electronic Brake-force Distribution (EBD)	● ●
Hill-start Assist Control (HAC)	● ●
Side-impact door beams	● ●
Front & rear crumple zones	● ●
Lower Anchors & Tethers for Children (LATCH)	● ●

SPECIFICATIONS

MOTOR

Type	AC Synchronous Permanent Magnet
Horsepower (SAE net)	109 hp (81.4 kW)
Torque (SAE net)	210 lb.-ft.
Transmission	1-speed
Active ECO modes	ECO on/ECO off
Drive modes	Drive/Brake
On-Board Charger	6.6 kW

BATTERY

Type	Lithium-ion polymer
Energy	27 kWh
Power	90 kW
Volts	360V
Cooling	Air-cooled
Cells/modules	192 cells/8 modules
Charge time (from empty)	
120V	24+ hr.
208V-240V	4 hr., 10 min. – 4 hr., 50 min.
480V (80% charge)	33 min. ¹³

DIMENSIONS

Wheelbase	101.2 in.
Length/Width/Height	163 in./70.9 in./63 in.
Headroom (front/rear)	39.6 in./39.5 in.
Shoulder room (front/rear)	55.5 in./54.7 in.
Legroom (front/rear)	40.9 in./36.0 in.
Hip room (front/rear)	53.2 in./49.3 in.
Passenger volume	97.1 cu. ft.
Cargo volume (rear seat up/down)	18.8 cu. ft./49.5 cu. ft.

CURB WEIGHT

Soul EV/+ (plus)	3,289 lb.
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BODY & CHASSIS

Layout	Front motor, front-wheel drive
Front suspension	Independent, MacPherson struts, stabilizer bar
Rear suspension	Coupled Torsion Beam Axle
Steering type	Electric Power Steering (EPS)

TIRES & BRAKES

Tire size	205/60R16 SLRR
Brakes type	Power-assisted, ABS
Brakes (front/rear)	11.8 in. ventilated discs/ 11.2 in. solid discs
Regenerative Braking	Down to 1.9 mph

2015 EPA ESTIMATES¹

Driving range	93
City/Highway MPG Equivalent (MPGe)	120/92
Combined MPG Equivalent (MPGe)	105

INDUSTRY-LEADING WARRANTY PROGRAM²

- 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
- 10-year/100,000-mile limited battery warranty

ENDNOTES

1. Based on EPA estimates. Actual range and mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. **2.** The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and the New Vehicle Limited Warranty (Basic). All warranties and roadside assistance are limited. See retailer for details or go to kia.com. **3.** Warning: Driving while distracted is dangerous and should be avoided. It can result in a loss of vehicle control that may lead to an accident, severe personal injury, and death. Drivers should remain attentive to driving and always exercise caution when using the steering wheel-mounted controls while driving. 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 the operation of the vehicle. Actual product may vary in appearance from photographs. See retailer for details. No subscription fee for UVO EV Services for 5 years. No subscription fee for SiriusXM Travel Link and charging-station location-information service for 5 years. No charge for the UVO EV Services app but requires downloading. App uses your smartphone cellular data service. Normal cellular service rates will apply. Internet hotspot connection can be made to your personal wireless Internet at home or to a smartphone device with Internet service plan (normal cellular service rates may apply). **4.** Apple iPhone[®] and select Android[™] devices only are UVO EV Services compatible. iPhone[®] is a registered trademark of Apple Inc. Android[™] is a trademark of Google Inc. **5.** Feature activates after an airbag deployment. Feature requires a mobile phone connected via *Bluetooth*[®] wireless technology. Dependent on cellular service coverage. **6.** 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Certain limitations apply. Coverage details are available in the Kia Warranty and Consumer Information Manual. To use the Enhanced Roadside Assist feature, a mobile phone connected via *Bluetooth*[®] wireless technology within the cellular service coverage area is required. **7.** These systems may not detect every object behind the vehicle, in a driver's blind spot, surrounding areas of the vehicle, or direction of travel. Images shown for illustration only. **8.** All SiriusXM[®] services require a subscription, sold separately, after 3-month trial included with vehicle purchase. See the www.siriusxm.com **SiriusXM Customer Agreement for complete terms at** www.siriusxm.com. Programming subject to change. Sirius satellite service is available only to those in the 48 contiguous USA, DC, and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and Internet radio channel lineups may vary slightly. **9.** 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. **10.** Apple, the Apple logo, Siri and iPhone are trademarks of Apple Inc. registered in the U.S. and other countries. Siri compatible with iOS 6 and above only. **11.** The *Bluetooth*[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and trade names are those of their respective owners. A compatible *Bluetooth*[®]-enabled cell phone is required to use *Bluetooth*[®] wireless technology. **12.** Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis. **13.** Fast Charge times based on charger speed of 50 kW.