protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. **18.** Warranties include 10-year/100,000-mile powertrain and







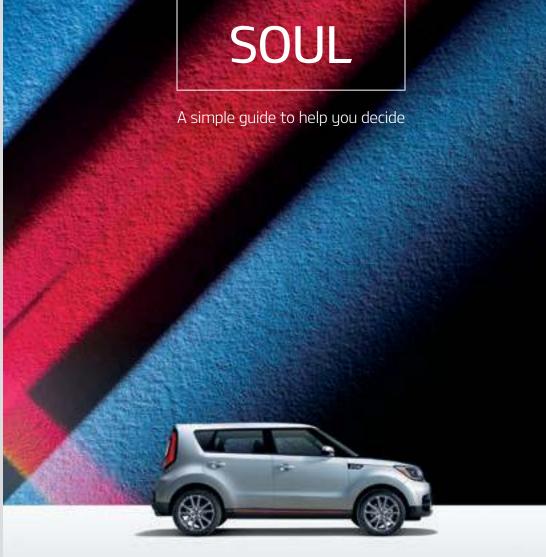
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GUIDEBOOK SERIES







JUST ASK

GET YOUR KIA OUESTIONS 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)

leather seat trim, and more

! (exclaim)

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) Automatic transmission: 25/30/27 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 Displau³

UVO eServices4 w/7" touch screen*

AM/FM/MP3/SiriusXM®2 audio system Auto on/off headlights Rear-Camera Displau³ UVO eServices4 w/7" touch screen Apple CarPlay™ & Android Auto™ Cruise control

Premium Navigation8 w/8" touch screen*

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

Rear-Camera Displau³

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

Cruise control

Supervision meter cluster w/4 3" TFT color I CD

Push-button start w/Smart Key

center speaker, subwoofer & amplifier*

Premium Navigation8 w/8" touch screen*

INTERIOR

Cloth seat trim (2) 12V power outlets

Cloth seat trim or leather seat trim* (3) 12V power outlets Automatic temperature control w/cluster ionizer Remote keyless entry

Speaker lights*

Panoramic sunroof w/power sunshade*

Heated rear outboard seat cushions*

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 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*

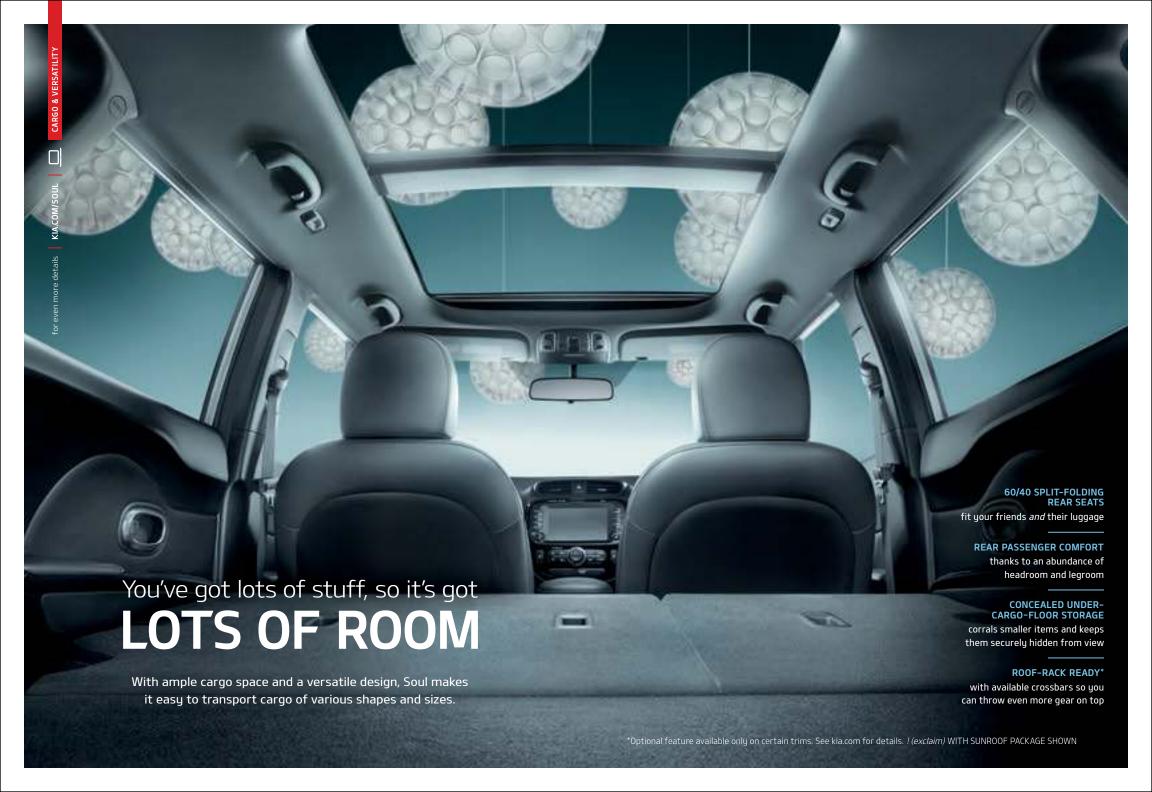
include heated front seats and heated rear outboard sea cushions to help beat the chill

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 strea

SEAT TRIM

choices include cloth, leather, or leather and cloth combo*

LEATHER-WRAPPED D-SHAPED STEERING WHEEL*

and gearshift knob give yo 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

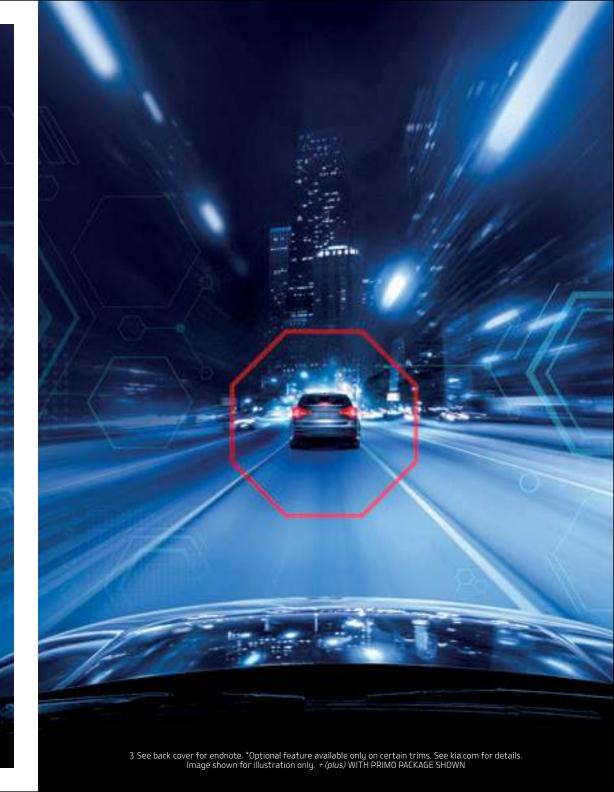
This system is designed to help detect and alert you of a collision risk or pedestrian approaching, and even automatically apply the brakes in some cases.

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.

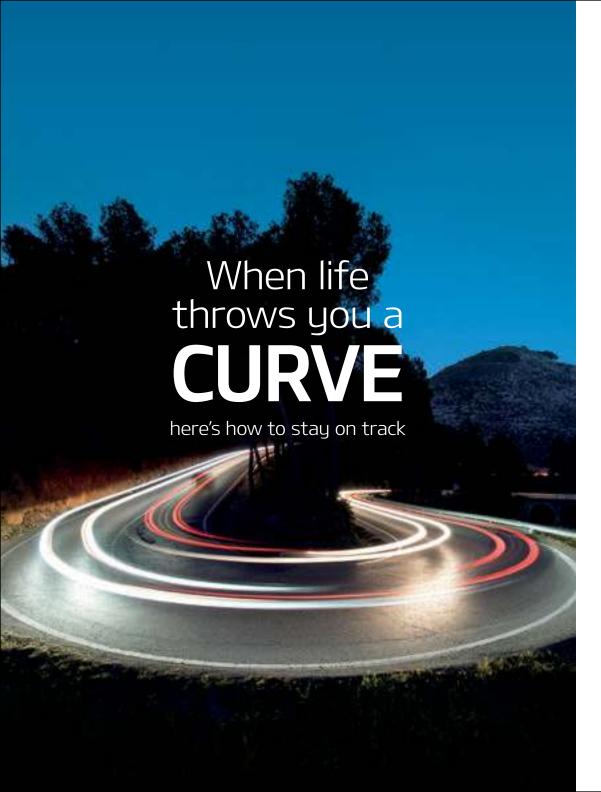
ELECTRONIC BRAKE-FORCE DISTRIBUTION

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

side curtain airbags to help protect driver and passengers

AIRBAG & SEAT-BELT SENSORS¹⁷

then help to control airbag inflation accordingly

FRONT SEAT-BELT PRETENSIONERS

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

REINFORCED BODY CAGE



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

Active eco system

Cruise control w/steering
wheel-mounted controls⁹

Center console armrest & storag
Remote keyless entry
Illuminated ignition cylinder ring
Drive Mode Select

SOUL CONVENIENCE PACKAGE

UVO eServices⁴ w/7" touch screen, Apple CarPlay^{TMS} & Android Auto^{TM6}

Automatic temperature control w/cluster ionizer

+ (plus) DESIGNER COLLECTION PACKAGE

18" alloy wheels
Leather-wrapped steering whee
& gearshift knob
Two-tone roof treatment

+ (plus) AUDIO PACKAGE

Premium Navigation⁸ w/8" touch screen Harman Kardon^{®7} premium audio w/center speaker, subwoofer & amplifier Speaker lights Push-button start w/Smart Key

Immobilizer
Leatherette trim on door inserts & meter hoo

Plano black accents

Leather-wrapped steering wheel & gearshift knob

2 fast-charge USB center console port

+ (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 8-way power passenger's seat Ventilated front seats w/3 fan settings

Heated rear outboard seat cushions

Heated steering whee

Blind Spot Detection w/Rear Cross Traffic Alert³

Lane Departure Warning System³

Autonomous Emergency Braking System

Smart Cruise Contro

Power-folding mirrors w/turn-signal indicator
HID projector headlights

LED taillights

! (exclaim) TECH PACKAGE

Premium Navigation w/8" touch screen

Harman Kardon®7 premium audio w/center speaker, subwoofer & amplifier

Speaker ligh

2 fast-charge USB center console ports

10-way power driver's seat w/lumbar support

8-way power passenger's

Heated rear outboard seat

cushions w/2 settings

Blind Spot Detection w/Rear Cross Traffic Alert

Power-folding mirrors

HID projector headlights w/jewel positioning lights

LED front foa lights

LED taillights
w/I FD high-mount stop ligh

! (exclaim) SUNROOF PACKAGE (REQUIRES TECH PACKAGE)

Panoramic sunroof w/power sunshade

& ED overhead front. rear reading lamps

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