

SOUL
no two souls are the same





No two Souls are the same

The Soul is a blank canvas for your individual style. It's truly a revelation in car design and customisability. Not only can you choose between a host of unique equipment options, you can define its personality. Which makes the Soul, like you, impossible to categorise.

With countless accessories and colour choices available you can make your Soul look stylish, sporty, sophisticated, outrageous... the possibilities are endless.

As individual as you

Whatever your age, wherever you live, you have the right to define your own path and create your own style. Now you can find that freedom in your new Soul. It's a freestyle car that exudes confidence and refuses to fit any mould, just like you.





Blend out

Who says everyone should look the same? With a car that defies classification, you open up a whole new world of possibilities. Soul lets you make a statement that won't fit on any personalised licence plate – all without saying a word.



Survival of the hippest

Summon your inner street demon by combining a next generation 1.6 DOHC CVVT engine with eye-catching Cocktail Orange body colour. Add 18" alloy wheels and an adrenalin-pumping audio system and you'll have everything you need to rule the urban jungle.



Street smart

Beauty meets brains. The Soul is equipped to take on the 21st Century, in style. For today's tech savvy drivers and passengers, cutting-edge technology is more than just a tool to master – it defines a generation.

*Optional 'Street demon' interior shown.

Sound volume reflecting speaker lamp:

Imagine your in-door speakers responding to the mood or the sounds they're playing. Soul's audio-sensitive lighting reflects the type of music you play. For example, club music will respond more brightly and dynamically than R&B music, to create the right ambient mood for the sound. You can play with the brightness or sensitivity yourself.

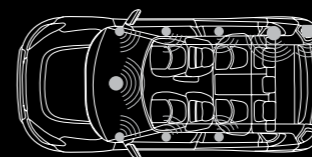


Feel, hear and see your pulse race



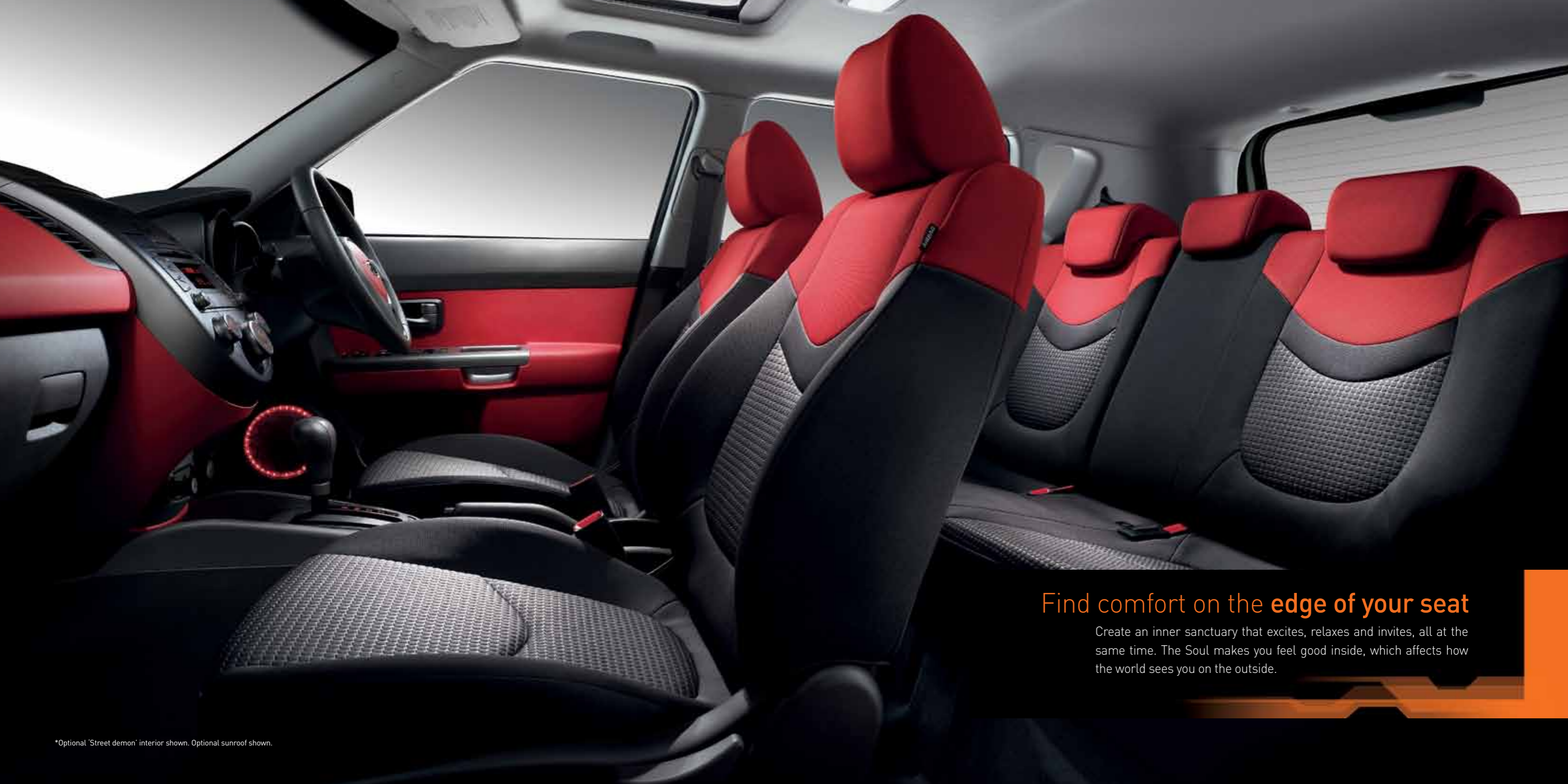
▲ **Segment-type negative LCD cluster:** The sporty cylinder gauge cluster has always-lit white lighting for better visibility. At night the display glows with red-orange negative LCD lighting for better visibility.

▲ **Centre speaker / Upgraded sound system:** Eight speakers and trunk-mounted sub woofer with a large centre speaker above the fascia audio stack round out the upgraded sound system.



▲ **Aux and iPod®:** The standard audio system looks into the future, enabling you to take your playlist with you. It has iPod® and MP3 compatibility with 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's always in tune with your RDS radio or CDs.



Find comfort on the **edge of your seat**

Create an inner sanctuary that excites, relaxes and invites, all at the same time. The Soul makes you feel good inside, which affects how the world sees you on the outside.

*Optional sunroof shown.

Discover inner beauty

Black Soul Glow seats (Soul logos that glow at night): The special 'Graphite' interior concept features the 'Saturn Black' interior with the addition of funky 'Soul Glow' luminescent seat fabric. (Soul² and Soul³ only)



▲ Black one-tone // The standard interior scheme is 'Graphite', with black heat-pressed knit seat covers providing a contemporary and sporty look. The one-tone black centre integrated console contrasts with the orange-lit audio.



▲ Beige+Black two-tone // The striking contrast of black and beige shines through with the 'Retro Chic' interior, combining houndstooth black and beige seat fabric and a beige finish to the dashboard, lower centre console, door trim panels and steering wheel centre boss. (Optional on Soul²)

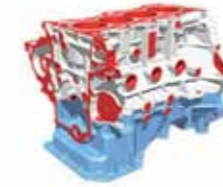


▲ Red+Black two-tone // The 'Street Demon' colour scheme features red highlights to the interior with red and black two-tone heat-pressed knit seat fabric. The dashboard, lower console, door trims and the top half of the front and rear seats are finished in red. (Optional on Soul²)



Power never goes out of style

► **Aluminium Block and Frame:** Made of high-pressure die cast aluminium to support the engine's piston and crank shaft by forming a lubrication / cooling path. (Petrol only)



► **2nd Generation Common Rail:** More powerful, economical and cleaner operation using 1,600-bar high-pressure injection and precise control with 32-bit ECU. (Diesel only)



1.6 DOHC CVVT petrol engine: The economical and high performance 1.6-litre has Continuous Variable Valve Timing (CVVT) for added power and efficiency, with a lightweight aluminium cylinder block and efficient timing chain drive system.

Max. Power (kW @ rpm) 91 @ 6,300 Max. Torque (Nm / rpm) 156 / 4,200

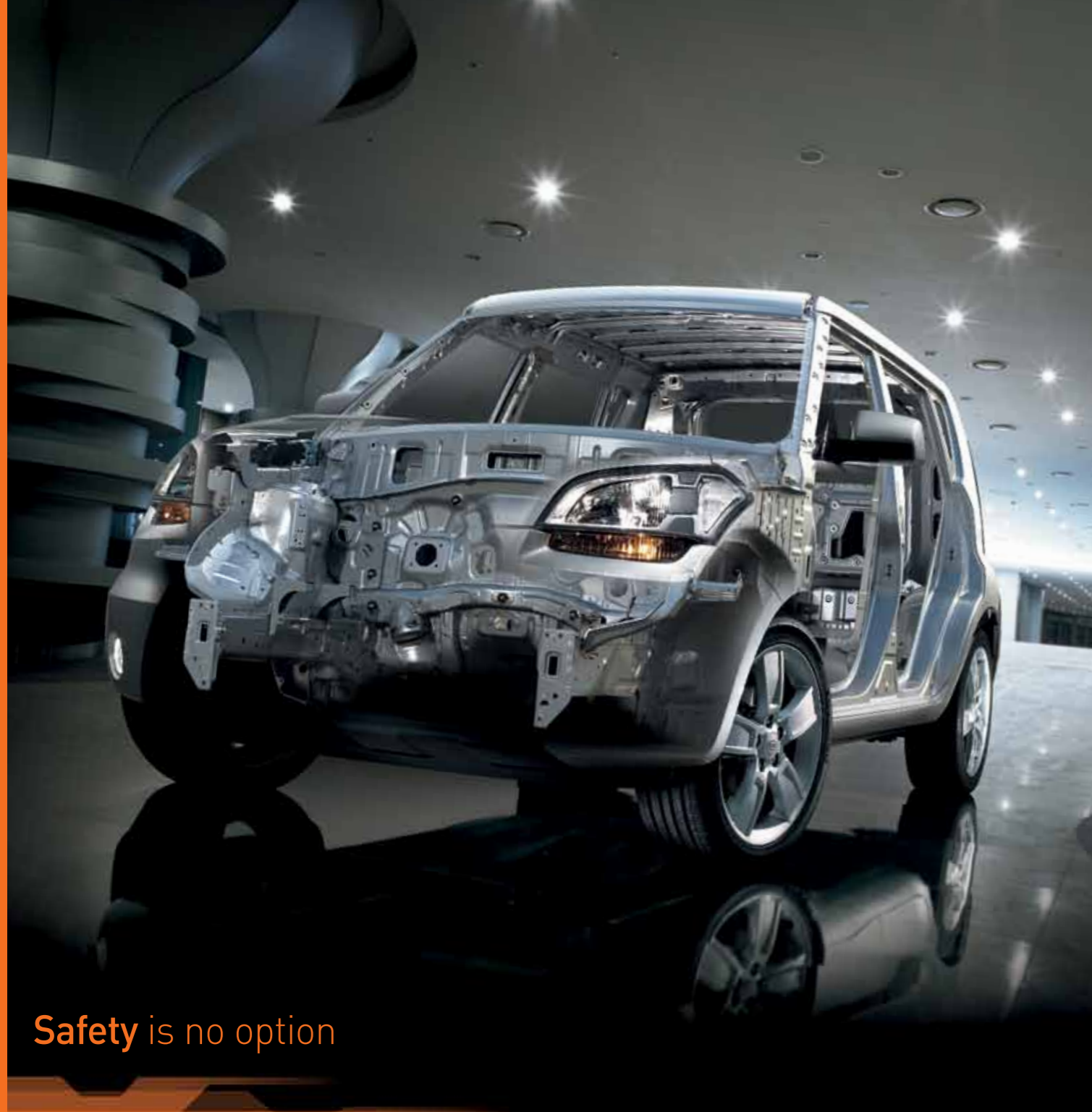
1.6 VGT diesel engine: This 1.6-litre diesel has been built to combine performance, fuel economy and durability with eco-friendliness. The Variable Geometry Turbocharger (VGT) enhances performance and reduces fuel consumption.

Max. Power (kW @ rpm) 94 @ 4,000 Max. Torque (Nm / rpm) 260 / 1,900-2,750

Manual transmission: The standard transmission for all engines is an upgraded lightweight 5-speed manual. With lower weight and improved shift quality, it offers silky smooth operation and economical performance.

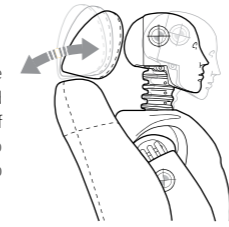
Automatic transmission: A 4-speed automatic transmission features an electronic controller to ensure safer gear changes and better shift quality while adapting its characteristics to suit an individual's driving style.



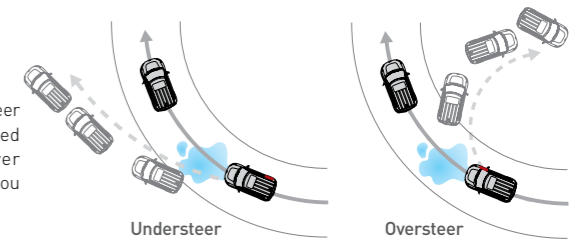


Safety is no option

► **Active headrest:** The active headrests move forwards and upwards within milliseconds of the moment of an impact to cushion the head and help prevent whiplash.



► **ESP:** Oversteer or understeer during cornering is controlled by sensors, adjusting power and braking force to keep you safely on the road.



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.

Front, side and curtain SRS airbags: The airbag system is an effective safety measure which can deploy during side or front impact to cushion the force on the occupants.

Suspension: Soul is fitted with fully independent front and twist-beam rear suspension systems designed to deliver responsive handling and a supple ride.

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 function (ECM) will also dim any glare from headlamps behind you. (Optional on Soul³)

Rear park assist system: The bumper-mounted park assist sensors help prevent collisions when reversing by identifying objects or obstructions and emitting an audible warning signal. (Optional)





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

Go ahead judge it by its cover

At first glance, you immediately know the Soul raises the standard for what you can expect in a car. With unique options that define its character and style, your Soul only needs to make one first impression.



Front bumper: The 'friendly face' of Soul has a prominent centre bumper, moulded around the registration plate.



Rear bumper: The rear bumper underlines the two-tone colour scheme, with an inset for the registration plate.



Side indicators: The side indicators 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.



Side garnish: The sporty black side garnish sits comfortably between the side doors of the Soul, defining the forward-looking upward slope of the door and laid-back downslope of the roofline.



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



Sunroof: The tilt and slide sunroof option brings the outside into the Soul and features a safety mechanism to prevent it from closing when an obstruction is detected. (Optional)



Front grille: Set above the tough and prominent black front bumper and reflecting the black garnish tones, the 'Schreyer line' grille recess accentuates the 'friendly face' of Soul.



Black bezel headlights: The large front headlights provide a welcoming appeal to the Soul and the black bezel emphasises the volume of the glass lenses. The wide signal indicator is inset within the light cluster.



Black bezel rear combination lights: The vertical rear combination lights are set into the body colour panel, with clear outer lenses, trapezoid shape and black bezel to ensure the lights can be clearly seen.



Outside mirrors: The external wing mirrors match the body colour of your Soul and ensure you drive safely and anticipate action with a clear view behind you.



Rear spoiler / High-mount stop light: The rear spoiler flows from the roofline, aiding aerodynamics and sheltering the high-mounted stop light – a valuable safety feature to ensure that your braking intentions are seen. (Optional)



Keyless entry system: Use the compact, multi-functional remote for locking and unlocking the doors.



Surprising colour: Interior colour highlights include colour coding of the large glove box and the lidded storage area in the integrated centre console. [Available on black interior]

Made you look

Form and function have never had so much in common. Soul takes care of your storage, comfort and convenience, adding little touches such as power and tilt steering and air-conditioning that ensure you're prepared for the day ahead.



Door map pocket: Soul is packed with sensible storage. The front doors have a convenient map pocket for extra space, while an integral holder prevents drink spills.



Console front tray: The front storage compartment beneath the integrated console is useful for keeping loose items such as your iPod® or mobile phone close at hand.



Glove compartment: The spacious glove compartment has two tiers to keep your items separated.



Manual type temperature control: Interior comfort is important if you want to look and feel cool. Soul comes with manual air-conditioning as standard, enabling you to adjust the cabin climate at the turn of a knob.



Power windows: The front and rear windows are power adjustable for maximum convenience, with door armrest mounted controls to make one-touch operation as simple as possible.



Centre map lights: The front centre map lights feature improved lighting angles for better vision.



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. [Available on Soul³]



Centre fascia storage tray: A handy storage area is located above the audio system in the centre fascia for storing items you need to keep safe or close at hand.



Cup holder / Storage tray: A convenient cup holder is located close to the handbrake alongside a handy storage tray for your phone, CDs or other items. [Optional ashtray shown]



Power and tilt steering: You can adjust the steering to match your ideal driving position using the tilt facility. Electric power-assisted steering makes control of the Soul light, effortless and fuel-efficient.



60:40 seat folding / seat variation: Soul will never cramp your lifestyle. The rear seats split 60:40 and the backrest folds 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 safe. [Armrest available on automatic transmission Soul² and Soul³]



A category of one

The one thing we all have in common is we are each unique individuals. And the Soul is a celebration of self-expression. There are literally thousands of ways to express your passion in your Soul.



Customising



1 Head lamp garnishes



2 Rear bumper chrome garnish



3 Side indicator garnishes



4 Body graphics - dragon tattoo



5 Front / Rear skirts



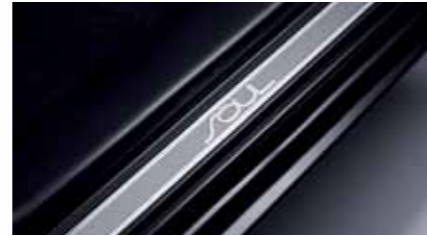
6 Side skirts



7 Rear spoiler



8 Shift knob



9 Door scuffs



10 Sports pedals



11 Fuel cap



12 18" Burner wheels



A blank canvas for your individual style

Body graphics, sports pedals, side indicator garnishes, shifter knob, fuel cap, iPod® and mobile phone adapter, in-car entertainment system: the list of custom features and accessories is almost endless...

Body Colours and Wheels

Soul has four standard and seven premium colours tailored to match interior trim and colour options. *Premium paint at additional cost.



White No. 1



Blue Stone



Tomato Red



Vanilla Shake



Bright Silver*



Titanium Silver*



Green Tea*



Cocktail Orange*



Moonlight Blue*



Java Brown*



Black Soul*

Soul comes with 15" steel wheels with full size caps, 16" 5-spoke alloys or, for the ultimate in style, choose the 18" 5-spoke alloy wheels. A steel space saver spare wheel is located in the boot.

Specifications

Dimensions (mm)

Overall length	4,105	Overhang (Front)	830	Legroom (Front / Rear)	1,070 / 990
Overall width	1,785	Overhang (Rear)	725	Shoulder room (Front / Rear)	1,403 / 1,400
Overall height (including roofrack)	1,610 (1,661)	Interior length	2,135	Hip room (Front / Rear)	1,353 / 1,339
Wheelbase	2,550	Interior width (Front / Rear)	1,403 / 1,400	Fuel tank (litres)	48
Track (Front)	1,570	Interior height	1,280	Max roof load (kg)	75
Track (Rear)	1,575	Headroom (Front / Rear)	1,020 / 1,005		



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

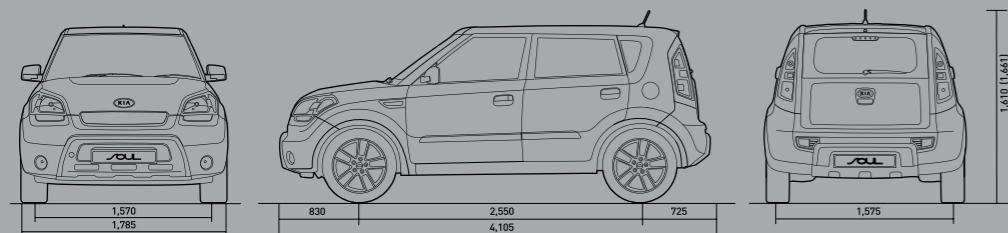


205/55R 16" Alloy Wheel



225/45R 18" Alloy Wheel

Dimensions (mm)



Green minds think alike

So you value sustainable living? We do too. That's why Kia takes 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.

We set up an environmental research centre to spearhead our drive for the production of cleaner hybrid and fuel-cell vehicles to lead the way to eco-friendly cars for a greener tomorrow for you, your children and all of us.

The concept of eco-friendly cars is adhered to throughout all cycles of a vehicle's life. From design through to recycling, we create innovative products, ensuring state-of-the-art Design for Recycling (DfR) guidelines. 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.





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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. So when you think of Kia, think exciting and enabling – the two qualities that best define what the new Kia is all about. From the Rio to the Sorento, Kia offers a full lineup of cars, SUVs and MPVs that are not only practical but downright exhilarating to drive.

About Kia Motors Corporation

Kia Motors Corporation – one of the fastest growing automakers in the world – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. As part of the Hyundai-Kia Automotive Group, Kia aims to become one of the world's premier automotive brands. Kia's 12 manufacturing and assembly operations in 8 countries produce more than 1.3 million vehicles a year that are sold and serviced through a network of distributors and dealers covering 165 countries. Kia today has over 33,000 employees and annual revenues of almost \$19 billion. It is the major sponsor of the Australian Tennis Open and an official worldwide sponsor of the Davis Cup. Kia is an official automotive partner of FIFA – the governing body of the FIFA World Cup – as well as a EUROTOP Partner of UEFA. Kia Motors Corporation's brand slogan – "The Power to Surprise™" – represents the company's global commitment to surpassing customer expectations through continuous automotive innovation.

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