



soul
Free Your Mind



Kia Motors Corporation
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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. From the Picanto to the Mohave, Kia offers a full lineup of cars, SUVs and MPVs that are not only practical but downright exhilarating to drive. Keep your eyes on Kia because the best has yet to come.

About Kia Motors Corporation

Kia Motors Corporation (www.kia.com) -- a maker of quality vehicles for the young-at-heart -- 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. Over 1.5 million vehicles a year are produced in 13 manufacturing and assembly operations in eight countries which are then sold and serviced through a network of distributors and dealers covering 172 countries. Kia today has over 42,000 employees worldwide and annual revenues of almost US\$15 billion. It is the major sponsor of the Australian Tennis 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 surpassing customer expectations through continuous automotive innovation.





It's more than a concept: Soul is a reality

The Soul pushes forward the boundaries. It has a rebellious streak that doesn't conform, and its robust and tough feel is tempered with smart technology and youthful exuberance. You'll love its ample space, high technology, distinctive styling and extra flexibility that has been created to exceed your expectations while promise a relaxing, fun and rewarding driving experience.

soul



Soul

Freedom

Style

Fun

Energy

Power

Speed

Drive

Passion

Adventure

Individuality

Discover your Soul and empower your freedom

Look deep into your Soul... and there you'll find it. It's you; an individual, your own person. Whatever your age or lifestyle you can have the freedom to choose and be different. Soul will let you express your personality. Set yourself apart from the hum drum. Make your own statement.

Soul epitomises energy, **dynamism** and **spirit**

Freedom of expression comes in many forms, from dance and music to fashion and sport. Now you can find freedom in your Soul. It's a freestyle car and doesn't fit any mould. Release the energy.





Soul gives you no reason to **compromise**

Here's the Soul vision: do what you want to do. Take a moment to think of your ultimate inspiration, and then sit in your Soul and make it happen. It's free thinking, fun and funky. And, of course, so are you.



Think inside the box, and **drive beyond it**

Soul will toy with your mind. Ask yourself: should a practical, stylish and quirky small car have the power and performance to make you love driving it?



Soul reaches out to **your individuality**

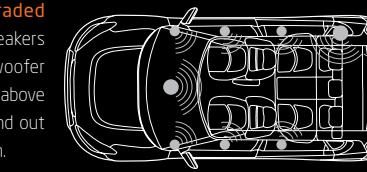
Interior space is like your mind; highly efficient and yet wholly individual. Soul's cutting edge technology and inspired design will define your own personality.



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. Club music will be respond more brightly and dynamically than soul music, for example, to create the right ambient mood for the sound. You can play with the brightness or sensitivity yourself.



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



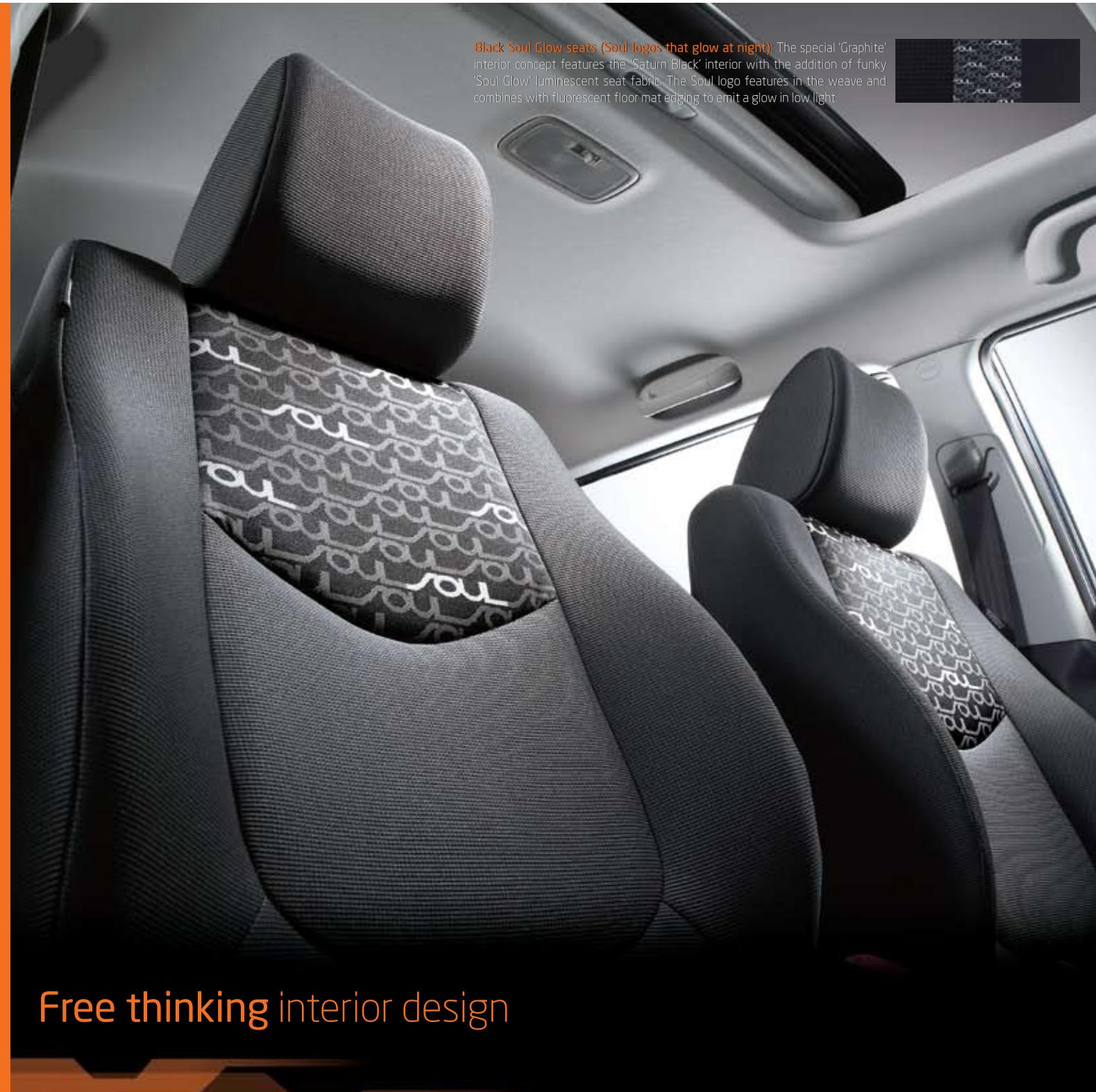
▲ **Aux and iPod®:** The standard audio system looks into the future, enabling you to take your media with you. It has iPod® and MP3 compatibility, a USB port and auxiliary jack for simple connection of your compatible devices.

▲ **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.



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 smug. Soul makes you feel good inside.



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. The Soul logo features in the weave and combines with fluorescent floor mat edging to emit a glow in low light.



▲ **Beige+Black two-tone //** The striking contrast of black and beige shines through with the 'Retro Chic' interior concept, combining hounds tooth black and white seat fabric and a beige finish to the dashboard, lower centre console, door trim panels and steering wheel centre boss.



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



▲ **Black one-tone //** The standard interior scheme is 'Graphite', with black heat press knit seat covers providing a contemporary and sporty look. The one-tone black enhances a centre stack in part silver, which in turn contrasts with the orange-lit audio. This trim is available with all eleven external body colours.

Free thinking interior design



► **Push button start/stop:** 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.



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



1.6 DOHC CVVT gasoline 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 silent timing chain drive.

Max. Power (ps / kW @ rpm) 128 / 94 @ 4,000 Max. Torque (kg·m / rpm) 26.5 / 1,900~2,750

2.0 DOHC CVVT gasoline engine: 2.0-litre has Continuous Variable Valve Timing (CVVT) technology for improved fuel efficiency and higher performance at low and mid speeds, environmental-friendly lower emissions, and less noise.

Max. Power (ps / kW @ rpm) 144 / 106 @ 6,000 Max. Torque (kg·m / rpm) 19.0 / 4,600

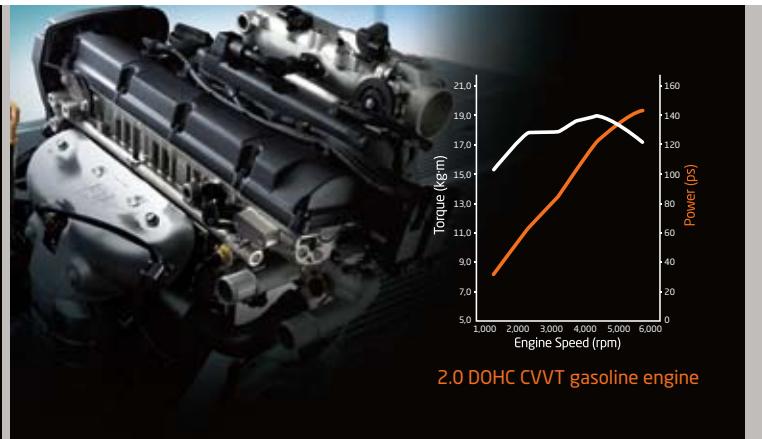
1.6 VGT diesel engine: This 1.6-litre diesel has been built to combine performance, fuel economy and durability with eco-friendliness. The Variable Geometry Turbocharger (VGT)

enhances performance and reduces fuel consumption.

Max. Power (ps / kW @ rpm) 128 / 94 @ 4,000 Max. Torque (kg·m / rpm) 26.5 / 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.

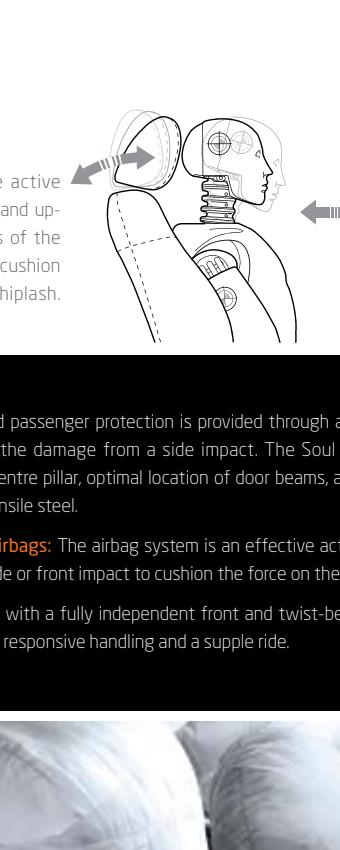
Automatic transmission: A 4-speed automatic transmission is available for the 1.6 diesel engine, allowing fully automatic operation or a manual-style selection to suit the driving conditions. The automatic features an electronic controller to ensure safer gear changes and better shift quality while adapting its characteristics to suit an individual's driving style.



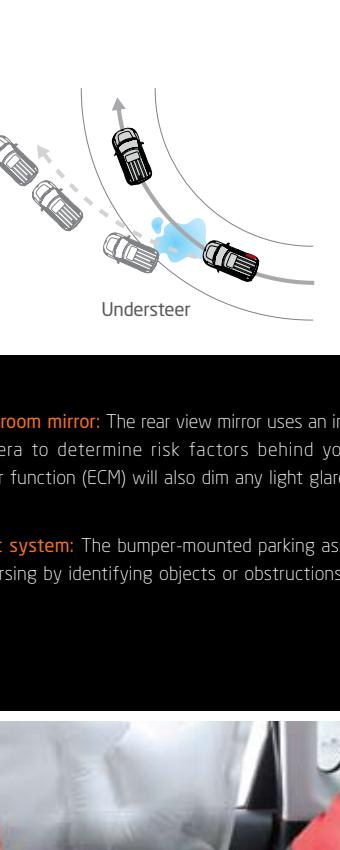


With confidence comes understanding

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



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



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 light glare from headlamps behind you. (Standard)

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.



Soul is anything but standard

Soul raises the standard for what you can expect in a car. Its conceptual nature gives you more, with little extras that set it apart and define its character and style. With Kia's exceptional build quality you have a car that's a star.



Front bumper: The 'friendly face' of Soul has a prominent centre bumper, moulded around the registration plate. Shown in black, it can be finished in a contrasting colour on selected models.



Rear bumper / Fog lamp: The rear bumper underlines the two-tone colour scheme, with an inset registration plate. Fog lamps sit as the earpieces of the bumper beneath the boot line.



Side repeater: 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.



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 will flood light into the Soul and features a safety mechanism to prevent it from closing when sensing an obstruction.



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



Black bezel head lamps: The large front headlamps 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 lamp cluster.



Black bezel rear combination lamps: The vertical rear combination lamps are set into the body colour panel, with clear outer lenses, trapezoid shape and black bezel to emphasise the nude lamp clarity.



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



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 to ensure that your braking intentions are seen.



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



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.



Surprising colour: Interior colour highlights include colour coding of the large glove box and the lidded storage box in the floating centre console. (applied for black interior)



Door map pocket: Soul is packed with sensible storage. The front doors have a convenient map pocket for extra space, while an integral 0.5-litre bottle holder prevents drink spills.



Console front tray: The front storage compartment beneath the floating stack 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.



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.



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



Centre room lamp: The front centre room lamp features improved lighting angle 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.



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



Cup holder / Portable ashtray: A convenient cup holder is located close to the handbrake and will accommodate a bottle if needed, alongside a handy storage tray for your phone, CDs or other items.



Power and tilt steering wheel: 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.



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.



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. (Arm rest: Option)

You are an adopter of new ideas

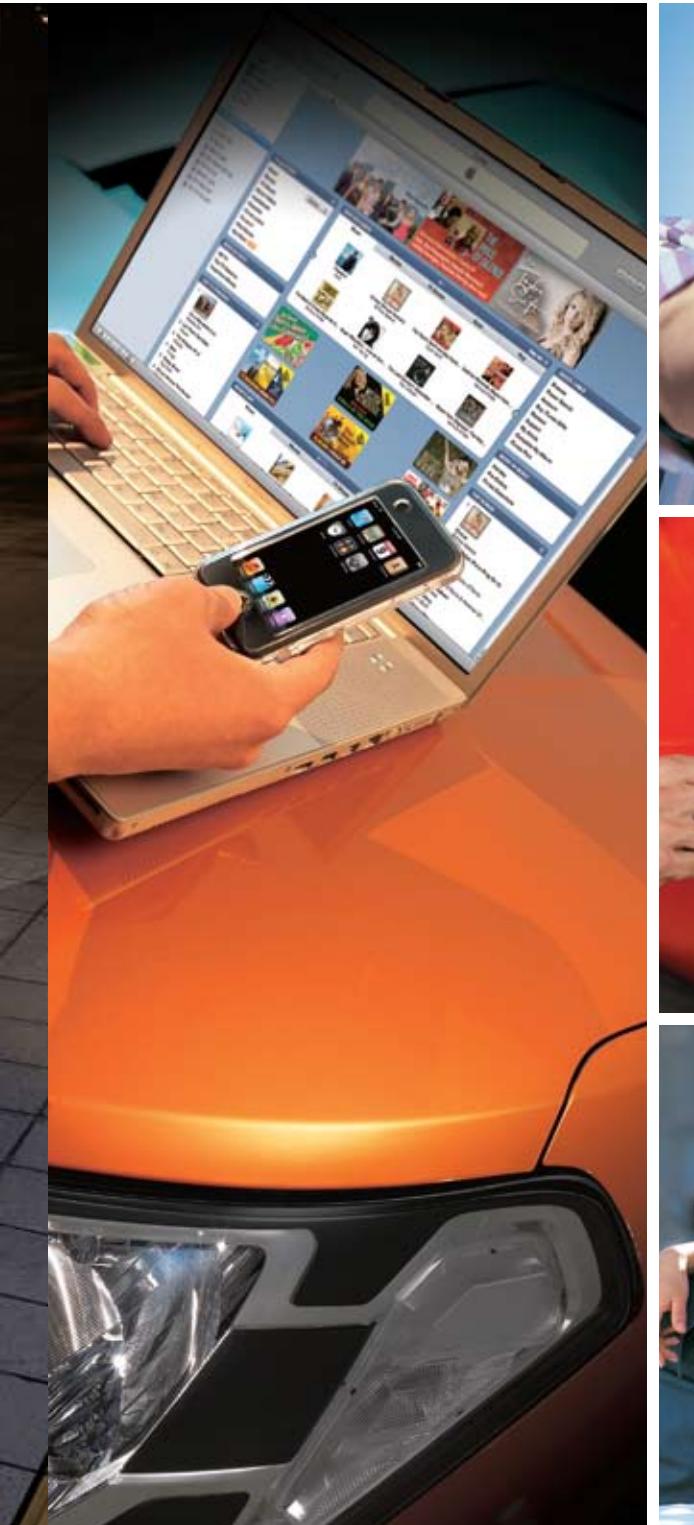
When Soul puts fun in your life it also puts the 'fun' in functional. Soul takes care of your storage, comfort levels and convenience, adding little touches such as heated seats and air-conditioning that ensure you're prepared for the day ahead of you.



Customise your Soul

A thousand ways to **express yourself**

There really are thousands of ways to express your passion and emotions in your Soul. Embrace the new and fresh. Soul delivers innovative ways to make a striking, individual and inspirational impression.



Customising



1 Head lamp garnish



2 Rear bumper chrome garnish



4 Body graphics - dragon tattoo



5 Front / Rear skirt



7 Rear spoiler



10 Sports pedal



11 Fuel cap



12 18" Burner wheel



3 Side repeater garnish



6 Side skirt



9 Door scuff



Freedom of style

With wheel arch extensions and different bumpers, you can turn the Soul into a go-getter thirsting for adventure. And with extravagant 16" or 18" alloy wheels and gleaming chrome parts, you can add a touch of luxury. With a raft of accessories and colour choices available you can make your Soul look mean, sporty, sophisticated, outrageous.... the possibilities are almost endless. This car can be the mirror of your Soul!

Body Colours and Wheels

Soul has three standard and eight premium colours tailored to match interior trim and colour options.

•Solid: White, Blue Stone, Tomato Red, Vanilla Shake •Metalic: Bright Silver, Titanium Silver, Green Tea Latte, Cocktail Orange, Java Brown, Moonlight Blue, Black Soul



White No.1 (UD)



Bright Silver (A3D)



Titanium Silver (IM)



Blue Stone (1H)



Vanilla Shake (A1W)



Green Tea Latte (I7)



Cocktail Orange (Y1)



Tomato Red (1E)



Java Brown (H5)



Moonlight Blue (I2)



Black Soul (9H)

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

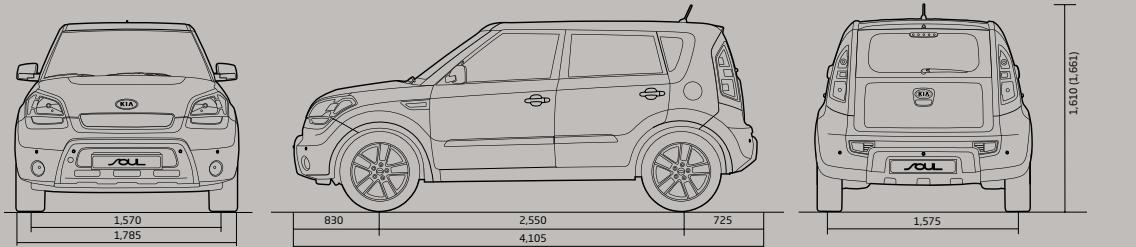


Specifications

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	Hiproom (Front / Rear)	1,353 / 1,339
	Wheelbase	2,550	Interior width (Front / Rear)	1,403 / 1,400	Fuel tank (Litres)	48
	Wheeltread (Front)	1,570	Interior height	1,280	Max roof load (kg)	75
	Wheeltread (Rear)	1,575	Headroom (Front / Rear)	1,020 / 1,005		

Dimensions (mm)



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.

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 through out 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.

As you see, what you do on a small scale with your household refuse, we do on a large scale.

