



KIA MOTORS
The Power to Surprise™

X
10 YEARS
IN CANADA



THE ALL-NEW 2010

SOUL

THE ALL-NEW 2010 SOUL

IT'S YOUR LIFE
IT'S YOUR SOUL.



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Soul 2/3

Soul 2.0L 4u Burner shown in Polar.



STATUS QUO ENDS HERE



DEFINE YOURSELF. DEFINE YOUR SOUL.

The all-new Kia Soul awaits.

Soul is a fun loving, free-wheeling new vehicle with an unmistakable look and attitude that'll turn heads wherever you go. If that's downtown with a group of friends or getting out of town with a weekend's worth of gear, *Soul is ready for it.*


Simply put, Soul is whatever you make it... and whatever you want it to be.

EVERYTHING YOU NEED TO STIR YOUR SOUL.




The Kia Soul comes in a full assortment of flavours, from mild to wild – whatever suits your style and personality. Fabrics, textures, lighting and comfort features all come together in a unique and engaging space that you can call your own.

SENSORY EXHILARATION



LED-BACKLIT INSTRUMENT CLUSTER tracks your rpm's and km/h with white daytime lighting and red-orange nighttime lighting for superior round-the-clock visibility.



AUXILIARY AUDIO INPUT and a standard USB port link your iPod® or other digital music player directly to Soul's audio system so you can enjoy all your favourite tunes onboard.



BIG, BOLD SOUND comes from Soul's available 315-watt, eight-speaker audio system that includes a dash-mounted centre speaker and tweeters, plus a powerful subwoofer in the cargo area. (Standard on all Soul 4u models.)



LED MOOD LAMP SPEAKERS bring a club-like ambience to Soul's interior environment. They're standard on all Soul 4u models.

If you move to the beat of the city and the rhythm of the road, wait until you hear your Soul. It all starts with concert-quality sound from Soul's standard 4-speaker AM/FM/CD/MP3 audio system. And it continues with standard steering wheel-mounted audio controls, standard iPod® and USB connectivity, and available Sirius® satellite radio¹.

Trade in your headphones. Trade up to a Soul.

MULTI-MODE SPEAKER LAMP CONTROL lets you adjust the brightness and sensitivity of Soul's exclusive LED speakers to match your mood and music.





SAFETY AND PERFORMANCE TO SOOTHE YOUR SOUL.

It's a wild world out there. So it's good to know that Soul's got your back with standard safety equipment like six airbags and anti-whiplash front headrests. Think of them as just-in-case, peace-of-mind features.

And to help you steer and power your way clear of trouble before it happens, all Soul 2.0L models come with standard four-wheel, anti-lock disc brakes; traction control; electronic stability control; and a 2.0-litre, 142-horsepower engine that responds as quickly as you can say, "Go!"

DILLIGENT AND DYNAMIC

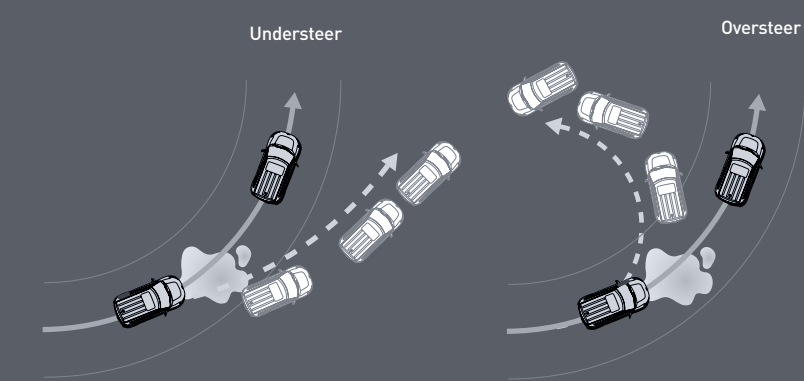


RIGID BODY STRUCTURE is designed to absorb crash energy and direct it away from the occupants inside Soul's strong and protective passenger compartment.

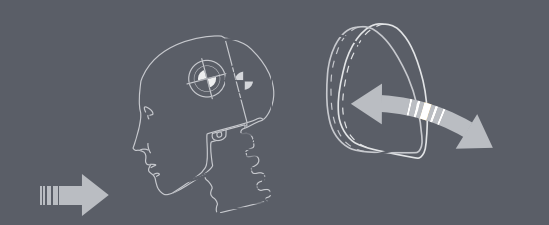


QUICK AND RESPONSIVE POWER comes from a choice of two DOHC four-cylinder engines – a fuel-efficient 1.6-litre engine and an available 2.0-litre engine with 142 horsepower. And they both feature performance-enhancing continuously variable valve timing (CVT).

DYNAMIC HANDLING makes Soul so much fun to drive. Soul 2.0L 4u models add to that fun with standard sport-tuned suspension and road-gripping 18" V-rated tires.



ELECTRONIC STABILITY CONTROL automatically adjusts brake pressure at the appropriate wheel or wheels and regulates engine torque to correct Soul's path. It's standard on all Soul 2.0L models.



ANTI-WHIPLASH FRONT HEADRESTS move forward and upward in the first milliseconds of a crash to help reduce neck injuries.

FEATURES

Exterior	1.6L	2.0L 2u	2.0L 4u	2.0L 4u Retro	2.0L 4u Burner
15" steel wheels with full covers	S	-	-	-	-
16" 5-spoke alloy wheels	-	S	-	-	-
18" 5-spoke alloy wheels	-	-	S	S	S
P195/65 R15 tires	S	-	-	-	-
P205/55 R16 tires	-	S	-	-	-
P225/45 R18 tires	-	-	S	S	S
Sport-tuned suspension	-	-	S	S	S
Power tilt and sliding sunroof	-	-	S	S	S
Roof rails	-	S	S	S	-
Rear spoiler	-	-	-	-	S
Fog lamps	-	-	S	S	S
Dual power, heated, body-coloured mirrors	S	S	S	S	S
Front side fender-integrated turn signal	-	S	S	S	S
Body-coloured outside door handles	S	S	-	-	-
Chrome coated outside door handles	-	-	S	S	S
Deep tint privacy glass	-	S	S	S	S
Front and rear "Burner" style bumpers	-	-	-	-	S
Front turn signal "Eyeline"	-	-	-	-	S
Front & rear mud guards	S	S	S	S	S

Comfort & Convenience	1.6L	2.0L 2u	2.0L 4u	2.0L 4u Retro	2.0L 4u Burner
Air conditioning	0	S	S	S	S
Cabin air filter	S	S	S	S	S
External temperature gauge	S	S	S	S	S
Power door locks with 2-turn entry system	S	S	S	S	S
Remote keyless entry system with panic alarm	-	S	S	S	S
AM/FM/CD/MP3 stereo with 4 speakers	S	S	S	S	S
Audio input jacks - AUX & USB	S	S	S	S	S
Steering wheel mounted audio controls	S	S	S	S	S
Dash-mounted tweeter speakers	-	S	S	S	S
Premium audio components (including centre dash-mounted speaker, cargo-mounted subwoofer and 315-watt external amplifier)	-	-	S	S	S
Sirius® satellite radio (includes three trial months) ¹	-	-	S	S	S
Bluetooth® hands-free capability	S	S	S	S	S
Power windows with one-touch driver's express down	S	S	S	S	S
Dual front cupholders	S	S	S	S	S
Cruise control	-	S	S	S	S
Centre console 12V power outlet	S	S	S	S	S
Two 12V power outlets (front and luggage area)	-	S	S	S	S
Remote fuel door release	-	S	S	S	S
Low washer fluid warning indicator	S	S	S	S	S
Rear cargo under-floor storage tray	S	S	S	S	S
Four floor mounted cargo tie-down anchors/ cargo net hooks	S	S	S	S	S
Cargo area net	-	S	S	S	S

S = Standard 0 = Optional - = Not Available

¹ Available in the 10 provinces and 3 territories of Canada and 48 contiguous United States. Monthly subscription sold separately after three trial months.

² Available with 4-speed automatic transmission only.



Seating & Trim	1.6L	2.0L 2u	2.0L 4u	2.0L 4u Retro	2.0L 4u Burner
Black cloth seats	S	-	-	-	-
Black cloth seats with "Soul" pattern inserts	-	S	S	-	-
Black cloth seats with houndstooth pattern inserts	-	-	-	S	-
Black cloth seats with red inserts	-	-	-	-	S
Single-tone black dash & door trim	S	S	S	-	-
Two-tone black and beige dash & door trim	-	-	-	S	-
Two-tone black and red dash & door trim	-	-	-	-	S
Heated front seats	S	S	S	S	S
Driver's seat height adjuster	-	S	S	S	S
60:40 split folding rear seat	S	S	S	S	S
Driver's seat armrest ²	-	0	0	0	0
Leather-wrapped steering wheel & gear shift knob	-	-	S	S	S
Manual tilt steering column	S	S	S	S	S
Metallic colour interior accents	-	-	S	S	S

Safety	1.6L	2.0L 2u	2.0L 4u	2.0L 4u Retro	2.0L 4u Burner
Dual front impact advanced airbags	S	S	S	S	S
Dual front seat-mounted side impact airbags	S	S	S	S	S
Dual full-length side impact curtain airbags	S	S	S	S	S
4-wheel disc brakes with anti-lock braking system (ABS)	-	S	S	S	S
Anti-whiplash active front headrests	S	S	S	S	S
Electronic stability control (ESC)	-	S	S	S	S
Traction control system (TCS)	-	S	S	S	S
Rear window defroster	S	S	S	S	S
Two speed variable intermittent front wipers	S	S	S	S	S
Rear wiper and washer	S	S	S	S	S
Rear child safety door locks	S	S	S	S	S
Rear seat lower anchors and tethers for children (LATCH)	S	S	S	S	S
Rear seat height adjustable headrests	S	S	S	S	S
Impact-sensing auto door unlock	S	S	S	S	S

SPECIFICATIONS

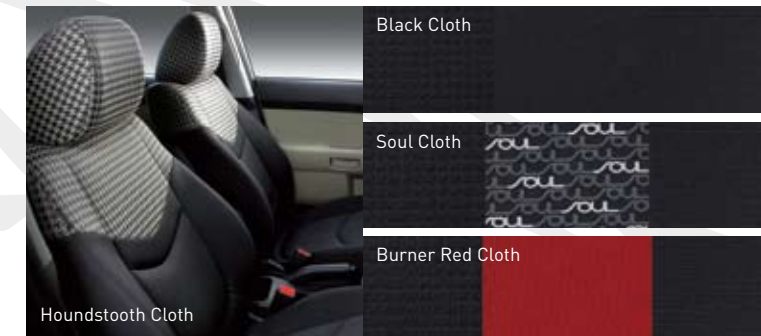
Engine	1.6L	2.0L
Type	1.6L, inline 4 cylinder, aluminum block and head	2.0L, inline 4 cylinder, iron block and aluminum head
Valve train	DOHC, 16 valve, Continuously Variable Valve Timing (CVT)	DOHC, 16 valve, Continuously Variable Valve Timing (CVT)
Horsepower	122 hp @ 6,300 rpm	142 hp @ 6,000 rpm
Torque	115 lb.-ft. @ 4,200 rpm	137 lb.-ft. @ 4,600 rpm
Compression ratio	10.5:1	10.1:1
Emission rating	Ultra Low Emission Vehicle (ULEV-II)	Ultra Low Emission Vehicle (ULEV-II)
Transmission	5-speed manual	5-speed manual Available 4-speed automatic transmission, electronically controlled

Dimensions, mm (in.)	1.6L	2.0L
Wheelbase	2,550 (100.4)	2,550 (100.4)
Track (front/rear)	1,570/1,575 (61.8/62.0)	1,570/1,575 (61.8/62.0)
Length	4,105 (161.6)	4,105 (161.6)
Width	1,785 (70.3)	1,785 (70.3)
Height	1,610 (63.4)	1,610 (63.4)
Height with roof rails	-	1,661 (65.4)
Head room (front/rear)	1,020/1,005 (40.2/39.6)	1,020/1,005 (40.2/39.6)
Shoulder room (front/rear)	1,403/1,400 (55.2/55.1)	1,403/1,400 (55.2/55.1)
Leg room (front/rear)	1,070/990 (42.1/39.0)	1,070/990 (42.1/39.0)
Hip room (front/rear)	1,353/1,339 (53.3/52.7)	1,353/1,339 (53.3/52.7)

WHEELS



INTERIOR COLOURS



The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

EXTERIOR COLOURS

Body & Chassis	1.6L	2.0L
Layout	Front engine, front wheel drive	
Body type	Steel unibody	
Front suspension	Independent, McPherson strut, coil springs with stabilizer bar	
Rear suspension	Coupled torsion beam with coil springs	
Steering	Rack-and-pinion, power assist	

Brakes	1.6L	2.0L
Type	Dual-diagonal, split-circuit, power-assisted braking system with Electronic brake distribution (EBD)	Dual-diagonal, split-circuit, power-assisted braking system with Electronic brake distribution (EBD)
ABS	-	4-wheel
Front, mm (in.)	270 (10.6) vented discs	280 (11.0) vented discs
Rear, mm (in.)	203 (8.0) drums	262 (10.3) solid discs

Curb Weight, kg (lb.)	1.6L	2.0L
5-speed manual transmission	1,190-1,235 (2,624-2,723)	1,285-1,344 (2,833-2,963)
4-speed automatic transmission	-	1,295-1,355 (2,855-2,987)

Capacities, L (cu. ft.)	1.6L	2.0L
Passenger volume	4,157 (146.8)	
Cargo capacity, rear seats up	546 (19.3)	
Cargo capacity, rear seats folded	1,511 (53.4)	
Fuel tank capacity, L (imp. gal.)	48 (10.6)	

Fuel Economy Highway/City, L/100km (mpg)	1.6L	2.0L
5-speed manual transmission	6.3/7.7 (45/37)	6.5/8.6 (43/33)
4-speed automatic transmission	-	6.6/8.5 (43/33)

EXTERIOR COLOURS BY MODEL

Colour Name	1.6L	2.0L 2u	2.0L 4u	2.0L 4u Retro	2.0L 4u Burner
Onyx	●	●	●	●	●
Sterling	●	●	●	●	-
Molten	●	●	●	-	●
Polar	●	●	●	-	●
Denim	-	●	●	●	-
Vanilla Shake	-	●	●	●	-
Titanium	-	●	●	-	●
Lava	-	●	●	-	-
Mint	-	●	●	-	-

Onyx (P)
BC/SC/HT/BR



Molten
BC/SC/BR



Lava (M)
SC



Mint (P)
SC



Vanilla Shake
SC/HT



Titanium (P)
SC/BR



Denim (M)
SC/HT



Sterling (M)
BC/SC/HT



Polar
BC/SC/BR



M = Metallic paint, P = Pearl paint
BC = Black cloth, SC = Soul cloth,
HT = Houndstooth cloth, BR = Burner Red cloth

5 Year
Warranty

We've got you covered.

- 5-year/100,000 km Worry-free comprehensive warranty covering virtually the entire vehicle*
- 5-year/100,000 km Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts*
- 5-year/100,000 km Roadside assistance covers you in case of mechanical breakdown anywhere in North America*
- 5-year/unlimited km Anti-perforation warranty on body sheet metal defects in material/workmanship*

For more information visit kia.ca or call 1-877-542-2886

www.kia.ca



X
10 YEARS
IN CANADA



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YOUR FUTURE

Kia is committed to environmental sustainability and protecting the future for both you and your family. Through extensive research and development, we are actively researching alternative fuels and expanding the use of eco-friendly technology with the development of more efficient engines, exhaust systems and transmissions.

Kia has played a leading role in developing alternative-fuel vehicles to help significantly reduce fuel emissions. Our Fuel Cell Electric Vehicle (FCEV) program is developing and testing hydrogen fuel cell powered Kia Borregos as well as using more materials made from recyclable aluminum and magnesium - that are 30% to 40% lighter than steel to boost fuel economy. The Kia Rio hybrid, now in testing, is expected to reduce air pollutants by 30% and increase fuel efficiency by 50%.

We also continue to improve our recycling efforts with the establishment of an automotive recycling centre with the goal of making vehicles that are 95% recyclable.

OUR FUTURE

Kia Motors recently became the fifth-largest automaker in the world and Kia Motors continues to be one of the fastest-growing with annual sales in excess of 1.4 million vehicles. We also understand that our continued success will be dependent upon our commitment to design.

Reflecting this, Kia Motors' state-of-the-art 100,700 sq.-ft. North American Design Centre features a \$45 million studio which engineers, models and creates new vehicles. But our commitment to you goes beyond design. In 2009, we will be opening our first automotive plant in North America.

At Kia, when we talk about changes in the future, we're talking about changes for the better.

FSC LOGO