



**KIA MOTORS**  
The Power to Surprise™

# KIA SOUL

A NEW SHAPE



**"Detroit 2006 marked a special point in time for Kia Motors..."**

Peter Schreyer, Chief Design Officer



As the world's 5th largest automotive group, Kia has exported over 5 million cars to more than 133 countries. Our phenomenal success is due to an unwavering commitment to quality and innovation, ensuring that we continually surpass our customers' expectations.

Concept to production in just 33 months... When the original Soul concept car (pictured) was unveiled at the Detroit Motor Show 3 years ago, its radical design provoked a dramatic response. But what else would you expect from designer Peter Schreyer? Renowned for his uncompromising vision on the Audi TT and VW Beetle, he wasn't about to make concessions to mediocrity.

Soul is a radical urban crossover, combining the space and flexibility of an SUV with the economy and driveability of a super-mini. Soul defies classification. Imagine an everyday object turned on its head. A square-shaped egg? A rocket-shaped pillar box? A triangular mint? Now think Soul. Its high-tech, Tardis-like appearance challenges the very notion of what a car should look like.

The power to surprise: 5 stunning models and a 5-year unlimited mileage warranty. To find out more about Soul, read on...

## CREATION OF THE **SOUL**



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Soul's exterior is dominated by its unique front and rear black 'tusk' bumper inserts, distinctive waistline moulding and high-gloss A-pillars. Its stylish good looks are emphasised by a sleek, high-rise roofline which appears to float above a dramatic wrap-around windscreen offset by the glass tapering towards the rear of the car. Muscular wheels and arch flares add to Soul's dynamic presence, while wind noise and drag are reduced by aerodynamic grooved door mirrors which incorporate 'active vortex generators'. And, for the first time on any Kia model, Soul features a distinctive new "tiger-nose" grille design, a shape which is reiterated throughout the car.

# SOUL STRIKING EXTERIOR



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The interior of the Soul is no less radical than its outer shell. The spacious cockpit has a dynamic, cutting edge feel with a four-spoke steering wheel and high-tech LCD instrument cluster. Soul's square tailgate reveals over 340 litres of cargo space (671 litres with the seats down), enabling you to stow large loads easily. The cockpit also boasts up to 14 separate storage compartments and a secure under-floor storage tray is available on certain Soul models.



## SOUL STRIKING INTERIOR



The genius is in the shape. Drop the 60:40 split-folding rear seats and there's ample room for two mountain bikes! Intelligent design of space means Soul can seat 5 adults in comfort with exceptional leg, knee and headroom. In fact Soul offers more passenger legroom than larger competitors. Air conditioning, power steering, and all-round electric windows all come as standard for added comfort.



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A NEW SHAPE

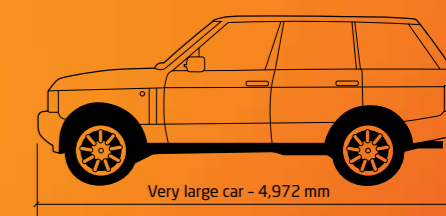
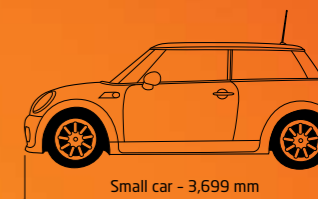


Your safety is our number one concern. For this reason we've included a wealth of active and passive safety features throughout the Soul range: 6 airbags (including curtain airbags which stay inflated for an additional 10 seconds for added protection) four disc brakes, Electronic Stability Control (ESC) skid prevention and Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD) all come as standard.

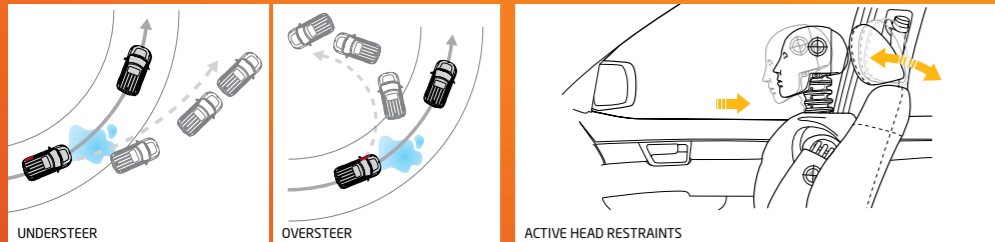
Other Soul features include traction control, Brake Assist System (BAS), front seatbelt pre-tensioners, active front head restraints, ISOFIX child seat anchors, high mounted rear lights and ultra-high-strength steel A and B pillars which enhance passenger safety. The engine in Soul is positioned lower than many competitors, giving exceptionally balanced handling as well as pedestrian protection in the event of a collision.

**The best of both worlds...**

Soul's revolutionary design is underpinned by a scrupulous logic which combines the space and flexibility of an SUV with the footprint of a super-mini. It delivers exceptional fuel economy across the range - the 1.6 turbo-diesel achieves up to 61 mpg and carries a highly efficient road tax rating.



# SOUL SAFETY



Electronic Stability Control (ESC), fitted as standard to every Soul, improves stability (correcting understeer and oversteer) in extreme driving conditions.

Reduce whiplash and other injury to the head and neck area.

**SAFETY FEATURES**

- 6 Airbags
- Active front head restraints
- Remote central locking
- Electronic Stability Control (ESC)
- Engine immobiliser
- Impact sensing auto door unlocking
- Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD)
- ISOFIX top tethers and lower anchor points

# SOUL TO SCALE

LENGTH	WIDTH	HEIGHT
4,105 mm	1,785 mm	1,610 mm





# SOUL 1



### SUPERB STANDARD SPECIFICATION

- Air conditioning
- Power steering
- 6 Airbags
- Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD)
- Electronic Stability Control (ESC)
- Remote central locking
- RDS Radio and CD player with MP3 capability
- USB & AUX ports
- Piano Black high-gloss A-pillars
- Black bezel headlamps
- Tilt adjustable steering wheel

You could personalise your Soul with a range of bespoke packs such as the chrome pack or perhaps you'd prefer the accessory style pack? See pages 26-27 for details.



### INTRODUCING THE SOUL RANGE

Soul 1, Soul 2 and the unique 'Originals' trio: Samba, Shaker and Burner make up the range. 5 stunning models and a 5-year unlimited mileage warranty as standard. Combining radical styling with cutting-edge technologies and exceptional build quality, Soul embodies Kia's 'power to surprise'.

Experience the refined ride you would normally only expect in a far more expensive vehicle. Responsive acceleration is delivered by a punchy 1.6 litre engine taken from the ultra reliable award-winning Kia cee'd, while the Soul's suspension has been fine-tuned by engineers specifically for UK roads.

Soul 1 comes with an exceptional standard specification which includes air conditioning, power steering and all-round electric windows. You may also like to upgrade with a Soul accessory pack, such as our stylish 'chrome' pack option which includes chrome fog light bezels and a chrome rear bumper garnish.

ENGINE	TRANSMISSION	INTERIOR COLOUR	EXTERIOR COLOURS
1.6 Litre petrol	Manual	Black	Clear White, Quartz Black, Bright Silver

PERSONALISE YOUR SOUL WITH 18" WHEELS (STANDARD SPECIFICATION FOR SOUL 1 IS 15" STEEL WHEELS WITH FULL COVERS)

# SOUL 2

Soul 2 incorporates the same stunning specification as Soul 1, together with a choice of 1.6 litre petrol engine or a 1.6 litre diesel with optional 4-speed automatic gearbox. Other Soul 2 refinements include 16 inch alloy wheels, body-coloured door handles, body-coloured 'vortex generating' mirrors, tinted glass with shadeband, front fog lights, driver's seat height adjust, leather steering wheel and gearshift and Black 'Soul Shine' cloth upholstery, named because it glows in the dark.

Soul 2 is available in 2 additional unique colours: Cocktail Orange and Moonlight Blue.

### SUPERB STANDARD SPECIFICATION

- 16" Alloy wheels
- 6 Airbags
- Available in a 1.6 litre petrol or 2 x 1.6 litre diesel versions (either manual or automatic)
- Air conditioning
- Body coloured door handles & mirrors
- Tinted glass with shadeband
- Front fog lights
- Driver's seat height adjust
- Leather steering wheel & gearshift
- Black 'Soul Shine' cloth upholstery



ENGINES	TRANSMISSION	INTERIOR COLOUR	EXTERIOR COLOURS
1.6 Litre petrol	Manual	Soul Shine and Black	Clear White, Quartz Black, Bright Silver, Moonlight Blue, Cocktail Orange
1.6 Litre CRDi diesel	Manual		
1.6 Litre CRDi diesel	Auto		

# SOUL 2

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# SOUL Samba

Pump up the volume. You're driving the coolest set of wheels this side of Rio de Janeiro...Bold. Loud. Exotic. If Soul is all about having fun, Samba takes it to extremes. Samba doesn't just look festive it pulsates with the spirit of the carnival. City street or beach retreat, this is more than just a car, it's a lifestyle statement.

The Samba offers a wealth of high-tech specifications. From its vibrant Tornado Red paintwork, to its sound-sensitive, mood-reflecting lighting and growling sub-woofer speaker, inside and out, Samba is the ultimate in urban chic. Prepare to drive an unashamed attention grabber. With 18 inch alloy wheels, smoked privacy glass and stylish lip rear spoiler as standard, Samba personifies fun.





# SOUL Samba



On the inside you'll appreciate such stylish refinements as mood reflecting speakers – glowing sound-sensitive speaker lights, which can pulsate to the beat of your music – a sumptuous leather steering wheel and gearshift, Black 'Soul Shine' cloth upholstery, metallic interior door handles and centre fascia and driver's seat height adjustment.

The quality is in the detail: air conditioning, all-round electric windows, electrically adjustable and heated door mirrors, Piano Black high-gloss bumper pack, reversing sensors, engine immobiliser and ISOFIX child seat anchors all come as standard.

If you think the Samba looks bold, just wait until you try the sound system. We've upgraded it to include an external amp and 8-speaker audio system including a sub-woofer in the rear and a dash-mounted central speaker. A USB/AUX port and iPod cable also come as standard.

## STUNNING DESIGN

- 18" Alloy wheels
- Leather steering wheel & gearshift
- Metallic centre fascia
- Piano Black high-gloss bumper pack
- Piano Black high-gloss door mirrors
- Chrome door handles
- Front fog lights
- Rear spoiler

## QUALITY SOUND

- Sub-woofer speaker with external amplifier
- Mood-reflecting front speaker lamps
- 8 speakers
- Dash-top centre speaker
- USB & AUX port
- iPod cable
- CD with RDS audio

## THOUGHTFUL TOUCHES

- Privacy glass
- All-round electric windows
- Electrically adjustable & heated door mirrors
- Tilt adjustable steering wheel
- Remote central locking

## COMFORT ZONE

- Driver's seat height adjustment
- Black Soul Shine cloth upholstery
- Air conditioning

## PEACE-OF-MIND

- Reversing sensors
- Engine immobiliser
- ISOFIX child seat anchors
- 6 Airbags

ENGINES	TRANSMISSION	INTERIOR COLOUR	EXTERIOR COLOUR
1.6 Litre petrol	Manual	Soul Shine and Black	Tornado Red
1.6 Litre CRDi diesel	Manual		

# SOUL Shaker



The remarkable Soul Shaker draws its inspiration from the timeless aesthetic of American Shaker design, uniting traditional and contemporary styles in a bold fusion of ideas.

More elegant in concept than its fellow 'Originals' stable mates, the first thing you'll notice about the Shaker is its subtly defined livery: elegant vanilla paintwork is complemented by its retro-inspired chrome rear bumper garnish. The vanilla colour theme is reiterated on the interior with a cream dashboard and distinctive houndstooth upholstery.





# SOUL Shaker



## SOUL ORIGINALS

But don't be fooled by appearances. Beneath its understated facade, Shaker bristles with premium features including 18 inch alloy wheels and 6-speaker audio system. Switch into reverse and a wide-angle rearview camera transmits to an LCD video panel set into the electrochromic rearview mirror, making parking a breeze. You'll also stay cool in the summer with Shaker's electric sunroof and air conditioning which both come as standard.

Other Shaker refinements include a leather steering wheel and gearshift, body-coloured door mirrors and handles, metallic interior door handles and centre fascia, tilt adjustable steering and driver's seat height adjustment. Electrically adjustable and heated door mirrors, engine immobiliser and ISOFIX child seat anchors are all included as standard.

### STUNNING DESIGN

- 18" Alloy wheels
- Leather steering wheel & gearshift
- Metallic centre fascia
- Metallic interior door handles
- Chrome rear bumper garnish
- Black waistline moulding
- Body coloured door mirrors & handles
- Front fog lights
- Cream dash interior

### QUALITY SOUND

- 6 Speakers
- USB & AUX port
- iPod cable

### THOUGHTFUL TOUCHES

- Privacy glass
- All-round electric windows
- Electrically adjustable & heated door mirrors
- Tilt adjustable steering wheel
- Remote central locking

### COMFORT ZONE

- Electric sunroof
- Cream & Black houndstooth upholstery
- Air conditioning

### PEACE-OF-MIND

- Electrochromic rearview mirror
- Advanced reversing camera system (rearview mirror)
- Engine immobiliser
- ISOFIX child seat anchors
- 6 Airbags

ENGINES	TRANSMISSION	INTERIOR COLOUR	EXTERIOR COLOUR
1.6 Litre petrol	Manual	Houndstooth and Black	Vanilla Shake
1.6 Litre CRDi diesel	Manual		



# SOUL Burner

Flagship of the founding Soul 'Concept' trio, the enigmatic Soul Burner remains true to the design concept. To suggest that the new Burner draws attention to itself is an understatement. This is not a car for the introverted. But if you're looking for excitement you won't be disappointed, because this is the undisputed rebel of the pack.

Masculine. Extreme. With its unique red tiger-nose grille and door mirrors, Quartz Black livery, black headlamp trim, chrome door handles and striking dragon decal, this top-of-the-range head turner oozes attitude.







Standard Burner refinements include its stunning 18 inch alloy wheels, privacy glass and rear spoiler. To match your Burner's looks, you'll also enjoy superb performance from a potent 1.6 litre 126 bhp turbo-diesel engine, power steering and UK tuned suspension. All-round visibility delivered by the elevated driving position and a turning circle of just 5.25m make Burner perfectly equipped to deal with the urban jungle.

As you'd expect, Burner's audio system doesn't disappoint. Features include an external amp and 8-speaker audio system including a sub-woofer, dash-mounted central speaker and sound-sensitive speaker lights which can pulsate to match your music.

Be amongst the first to own this unique limited edition. You'll need to move fast though, as only a restricted number of Burners are available.

Test drive a Soul today. To locate your nearest Kia dealer call **0800 775 777** or visit [www.kia.co.uk/soul](http://www.kia.co.uk/soul)



#### STUNNING DESIGN

- 18" Burner design alloy wheels
- Red dash interior
- Alloy sports pedals
- Dragon design decal & mats
- Leather steering wheel
- Red sports gearshift
- Metallic centre fascia
- Piano Black high-gloss bumper pack
- Tornado red door mirrors
- Chrome door handles
- Front fog lights

#### QUALITY SOUND

- Sub-woofer speaker
- Mood-reflecting front speaker lamps
- 8 speakers
- Dash-top centre speaker with external amplifier
- USB & AUX port
- iPod cable
- CD with RDS audio

#### THOUGHTFUL TOUCHES

- All-round electric windows
- Electrically adjustable & heated door mirrors
- Tilt adjustable steering wheel
- Remote central locking

#### COMFORT ZONE

- Dragon design carpet mats
- Driver's seat height adjustment
- Power steering
- Air conditioning

#### PEACE-OF-MIND

- Reversing sensors
- Twin front, side & curtain airbags
- Active front head restraints
- Driver's seatbelt pre-tensioners
- ISOFIX child seat anchors
- 6 Airbags

# SOUL Burner



ENGINE	TRANSMISSION	INTERIOR COLOUR	EXTERIOR COLOUR
1.6 Litre CRDi diesel	Manual	Red and Black	Quartz Black

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The Soul range comes with a wealth of optional custom features. Choose from our range of exciting accessory packs.

# SOUL ACCESSORY PACKS

RACING STRIPE



## Exterior decal and mat packs with 5 options

- Racing stripe pack
- Dragon decal pack
- Step 1 pack - includes front bonnet and tailgate decals with carpet mat set
- Step 2 pack - includes side decals and carpet mat set
- Step 3 pack - includes front bonnet, tailgate and side decals plus carpet mat set

DRAGON DECAL

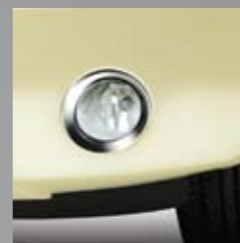


STEP DECAL



## Chrome pack

- Fog light bezels
- Side repeater lamp
- Rear light bezels
- Door scuff plates
- Rear bumper garnish



## Style pack

- Rocker panel (side sill) skirts
- Fender extensions
- Rear spoiler

All items listed above are fitted in Piano Black high-gloss finish.



## Availability

PACK	SOUL 1	SOUL 2	SAMBA	SHAKER	BURNER
STYLE	●	●	●	●	●
CHROME	●	●	●	●	●
DECALS AND MATS	●	●	●	●	Dragon decal standard

There's a world of choice on accessories across the Soul range, from alloy wheels to roof boxes, so drop into your local dealership to find out more.





**KIA MOTORS**  
The Power to Surprise™

www.kia.co.uk



The Kia Soul has a 5-year unlimited mileage warranty and a 10-year anti-perforation warranty.

## KIA SOUL... THE POWER OF 5

5 stunning models - 5-year unlimited mileage warranty.

Over the years, Kia has become one of the most successful worldwide car manufacturers. The key to our success? We give our customers that little bit extra: better service by qualified technicians, regular product innovation and superior warranty coverage.

## 5-YEAR VEHICLE WARRANTY

Our high quality standards are what make superior warranty coverage possible: a 5-year vehicle warranty with no mileage limit on your new Kia Soul.\*

## 10-YEAR ANTI-PERFORATION WARRANTY

Your new Kia Soul comes with a 10-year anti-perforation warranty.\*\*

## FINANCING

Contact your local Kia dealer to establish a finance plan that's best suited to your needs.

Log onto [www.kia.co.uk](http://www.kia.co.uk) to find your nearest dealer details.

## ECONOMY / EMISSIONS

ENGINE	1.6 LITRE PETROL		1.6 LITRE CRDi DIESEL	
	1.6 LITRE PETROL	1.6 LITRE PETROL (WITH 18" WHEELS)	1.6 LITRE CRDi DIESEL	1.6 LITRE CRDi DIESEL
TRANSMISSION	MANUAL	MANUAL	MANUAL	AUTO
URBAN MPG (l/100km)	35.8 (7.9)	35.3 (8.0)	44.8 (6.3)	37.7 (7.5)
EXTRA URBAN MPG (l/100km)	49.6 (5.7)	48.7 (5.8)	61.4 (4.6)	54.3 (5.2)
COMBINED CYCLE MPG (l/100km)	43.5 (6.5)	42.8 (6.6)	54.3 (5.2)	47.9 (5.9)
CO <sub>2</sub> EMISSIONS (g/km)	153	156	137	155

## COLOURS



Clear White  
(Soul 1 & 2)



Bright Silver  
(Soul 1 & 2)



Moonlight Blue  
(Soul 2)



Cocktail Orange  
(Soul 2)



Tornado Red  
(Samba)



Vanilla Shake  
(Shaker)



Quartz Black  
(Soul 1, 2 & Burner)

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\*For full warranty coverage including terms and conditions please refer to your Kia dealer.

\*\* Annual bodywork inspection by an authorised Kia dealership is required for which a charge may apply.