



KIA MOTORS
The Power to Surprise™

KIA SOUL

A NEW SHAPE



THE POWER TO SURPRISE

Kia Motors Corporation is the 4th largest automotive group in the world. If you are not already aware, we are the brand to watch. Kia is a major global player, having exported over 5 million cars to over 155 countries around the world. Our vehicles are continually surpassing our customers' expectations and our steadfast commitment to quality is increasing our popularity. Furthermore, with our ground-breaking worldwide growth and state-of-the-art dedicated European factory, Kia has a bright future. Kia is actively involved with major sporting events around the world, sponsoring the renowned Australian Open and the 2010 FIFA World Cup as well as individuals such as tennis sensation Rafael Nadal.

The driving force behind this success is our commitment to quality. With contemporary styling, access to the latest technologies and an excellent build quality, Kia cars are turning heads the world over. It's the car brand with the power to surprise. From the Picanto to the new Sorento, Kia offers a full line-up of passenger cars, MPVs and SUVs that suit any lifestyle and are always exhilarating to drive.



Relax for 2,550 days.



Thanks to our high production standards you may never need to use our warranty service.



THE KIA SOUL

CONFIDENCE NOW COMES AS STANDARD

The Kia Soul is covered by our unrivalled 7 year vehicle warranty consisting of 3 years/ unlimited mileage and 4-7 years/100,000 mile full manufacturer's warranty including a 12 year/ unlimited mileage anti-perforation warranty.



For warranty coverage including terms and conditions please contact your Kia dealer.

KIA SOUL
A NEW SHAPE

“Detroit 2006 marked a special point in time for Kia Motors...”

Peter Schreyer, Chief Design Officer



Concept to production in just 33 months...

When the original Soul concept car (pictured) was unveiled at the Detroit Motor Show 4 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.

Soul truly embodies Kia's power to surprise, while 5 is fast becoming its lucky number: 5 stunning models in the range and each with a 5-Star Euro NCAP safety rating. To find out more about the Soul range, read on...

CREATION OF THE **SOUL**



KIA 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'. Soul was the first Kia model to feature a distinctive "tiger-nose" grille design, a shape which is reiterated throughout the car.

SOUL STRIKING EXTERIOR



KIA SOUL
A NEW SHAPE



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 five 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.



IMAGES ARE FOR ILLUSTRATIVE PURPOSES ONLY AND MAY NOT BE TO UK SPECIFICATION.

KIA SOUL
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 an Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD), which all come as standard.

Other Soul features include traction control, Brake Assist System (BAS), front seatbelt pre-tensioners, active front headrests, 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.

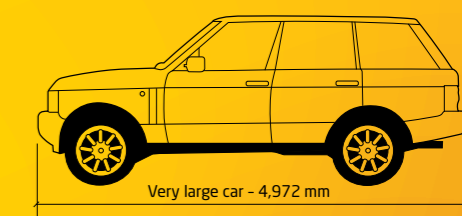
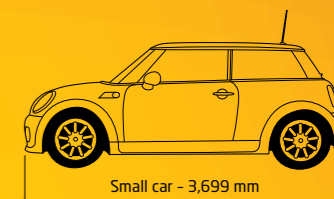
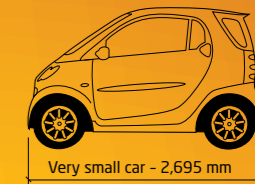
The best of both worlds...

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.

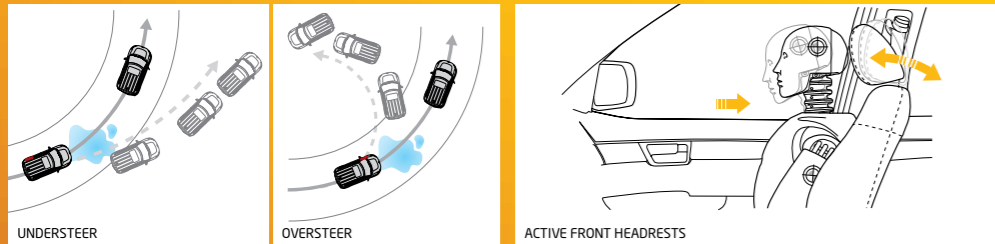


5-Star Soul

The Kia Soul is amongst the safest cars in its class. So safe, in fact, that it has been awarded NCAP's 5-Star safety rating which is the highest possible. We're delighted to say that Soul achieved 87% for Adult Occupation and 86% for Child Protection.



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 headrests
- 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 & CD player with MP3 capability
- USB & AUX ports
- Piano Black high-gloss A-pillars
- Black bezel headlights
- Tilt adjustable steering wheel
- Available as 1.6 litre petrol manual
- Driver's seat height adjust

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 28-29 for details.



INTRODUCING THE SOUL RANGE

Soul 1, Soul 2 and the unique 'Originals' trio: Tempest, Shaker and Burner make up the range. 5 stunning models and a 7 year unlimited mileage warranty as standard. Soul combines radical styling with cutting-edge technologies and exceptional build quality.

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 (as pictured) 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 THE ADDITION OF THE CHROME PACK - ELEMENTS SHOWN IN PHOTOGRAPH CONSIST OF CHROME FOG LAMP BEZEL, SIDE REPEATER LAMP AND CHROME SURROUND ON REAR LIGHT.

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, front fog lights, metallic centre fascia, leather steering wheel and gearshift and Black 'Soul Shine' cloth upholstery, so named because it glows in the dark!

Soul 2 is available in two unique additional colours: Tornado Red and Moonlight Blue. If Soul is all about having fun, then funky Tornado Red will brighten up your day whatever the weather. Or if you prefer your colours more relaxed then you'll be smitten by the serene Moonlight Blue version. City street or beach retreat, Soul is a lifestyle statement. Which colour will you choose?

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
- Front fog lights
- Metallic centre fascia
- 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, Tornado Red
1.6 Litre CRDi diesel	Manual		
1.6 Litre CRDi diesel	Auto		

SOUL 2

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A NEW SHAPE



SOUL Tempest

Sophisticated and cutting edge, Tempest is the latest addition to the Soul Originals and it's an ice-cool attention grabber. Tempest didn't acquire its name by chance. It earned it! This assertive urban crossover combines dynamic performance with class-leading comfort and refinement, together with a wealth of high-tech specifications. From its Black 'Soul Shine' upholstery to its growling sub-woofer speaker and stunning Titanium Silver paintwork, inside and out, Tempest is the ultimate in urban chic. With unique black finish 18 inch alloy wheels, Piano Black high-gloss bumpers and mirrors and smoked privacy glass as standard, this car personifies style. Why not drive it yourself? You'll see what we mean.



SOUL Tempest



On the inside you'll appreciate such stylish refinements as a sumptuous leather, tilt adjustable steering wheel and gearshift, Black 'Soul Shine' cloth upholstery, metallic interior door handles and centre fascia. For comfort and safety, Tempest has a driver's seat height adjust feature and an electrochromic reversing mirror: switch into reverse gear and a wide-angle camera transmits to an LCD video panel set into the rear-view mirror, making parking a breeze.

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

And if you think Tempest looks good, 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, so you can listen to all your favourite music on the move.

STUNNING DESIGN

- 18" Black 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

QUALITY SOUND

- Sub-woofer speaker with external amplifier
- 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

- 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	Soul Shine and Black	Titanium Silver
1.6 Litre CRDi diesel	Manual		
1.6 Litre CRDi diesel	Automatic		

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 a 6-speaker audio system. Shaker also benefits from the same rear-view camera available on its Tempest stable mate, making parking a breeze. You'll also stay cool in warmer weather 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 wheel and driver's seat height adjust. 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 Soul 'Originals' trio, the enigmatic Soul Burner remains true to the original design concept. To suggest that 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.

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

But while Burner is as fun and funky as any car you're ever likely to drive, it also has its serious side: we're very proud to announce that Burner won "Best New Model" for 2009 in the annual Fast Car magazine awards.





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.

Test drive a Soul today. To locate your nearest Kia dealer call **0800 775 777** or visit 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

- Roof rails
- 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
- Active front headrests
- 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

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	TEMPEST	SHAKER	BURNER
STYLE	●	●	●	●	●
CHROME	●	●	●	●	●
DECALS AND MATS	●	●	●	●	Dragon decal standard

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



KIA MOTORS
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ENVIRONMENTALLY YOURS

Kia Motors takes great 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. Kia Motors has set up an environmental research centre to spearhead the company's drive in the production of less polluting hybrid and fuel-cell vehicles, investing in eco-friendly cars for a greener tomorrow.

The concept of eco-friendly cars is followed through all cycles of a vehicle's life. From design through to recycling, Kia Motors creates innovative products, ensuring state-of-the-art Design for



The Power to Surprise™

The Power to Surprise™ represents Kia Motors Corporation's commitment to surpassing customer expectations through continuous automotive innovation. By offering our customers products and services that exceed expectations, we enable them to lead energetic lives. Kia's line-up of dynamically designed, high quality cars and world-class service offerings ensure that our customers are enthusiastic about coming back to Kia - again and again.

Recycling (DfR) guidelines. Wherever possible, recycled and recyclable materials are used in the production of Kia cars, all major plastic parts being chosen for ease of disassembly and stamped with a composition code.

Even at the end of a vehicle's life, one of Kia Motors' environmental targets is the eco-friendly take-back and treatment of End-of-Life Vehicles. Operating a rigid process, Kia Motors has selected partners across Europe that guarantee environmental protection in the treatment of harmful waste substances. These are then recycled or recovered, ensuring the highest level of environmental protection.

Kia Motors (UK) Ltd has appointed autogreen as our partner to manage the take-back, treatment and recycling of End-of-Life Vehicles in accordance with Directive 2000/53/EC. They can provide advice on whether or not your vehicle qualifies for free take-back and the location of your nearest take-back facility.

DYNAMIC EVOLUTION

Driven by innovation: A solar-powered car, a water-fuelled car, a self-navigating "smart" car. No longer are these figments of the imagination but one day could be parked in your garage. Kia researchers are working around the clock to create the ultimate driving solutions with the safest, easy-to-drive and environmentally-friendly features. Kia's Namyang R&D Centre in Korea and our overseas research and design facilities in the USA, Japan and Germany are combining efforts to develop new vehicles that satisfy the diversified needs of each region of the world. By ushering in a new generation of cars that feature high impact-durability frames, on board "data-infotainment" systems and fuel efficient, lightweight and high-powered engines with reduced emissions and noise, Kia will spearhead automobile innovation in the 21st century.

COMPLETE PEACE-OF-MIND

At Kia, our quality promise extends beyond the factory floor. We want to ensure you always get the best service possible. Our revolutionary and industry-leading 7 year warranty reflects this commitment. This warranty is also transferable so that if in the future you decide to sell your Soul, the new owner will benefit from the remainder of the warranty provided the car is regularly maintained in accordance with the servicing schedule*.

7 year vehicle warranty

Every Kia Soul benefits from our unrivalled 7 year /100,000 mile vehicle warranty*.

5 year paint warranty

High quality body paint ensures long-lasting protection and shine for your new Kia Soul which is covered by our 5 year/ 100,000 mile paint warranty*.

12 year anti-perforation warranty

Your new Kia Soul comes with superior corrosion protection and a 12 year/unlimited mileage warranty against rust from the inside out**.

Financing

Your local Kia dealer is your partner in establishing a financing plan that's best suited to your needs. Ask for details.

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

**Annual bodywork inspection required for which a charge may apply.

The official fuel consumption figures in mpg (l/100 km) for the Kia Soul range are between Urban: 35.3 (8.0) – 44.8 (6.3), Extra-Urban: 48.7 (5.8) – 61.4 (4.6), Combined: 42.8 (6.6) – 54.3 (5.2). The official CO₂ emissions for the Kia Soul range are between: 156 - 137g/km. The official fuel consumption figures in mpg (l/100 km) for the Kia range of vehicles are between Urban: 25.2 (11.2) - 60.1 (4.7), Extra- Urban: 40.9 (6.9) - 72.4 (3.9) and Combined: 33.2 (8.5) - 67.3 (4.2). The official CO₂ emissions for the Kia range of vehicles are between 210 – 110g/km.



3 years/unlimited mileage and 4-7 year/100,000 mile full manufacturer's warranty.



The Kia Soul warranty covers your car for 7 years.



Log onto www.kia.co.uk for all the latest information.



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www.kia.co.uk



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All information and illustrations are based on data available at the time of publication and are subject to change without notice. Contact your local Kia dealer for current information and full warranty details including terms and conditions. Images are for illustrative purposes only and may not be to UK specification.

SOUL 02.10



Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fibre
www.fsc.org Cert no. SA-COC-002010
© 1996 Forest Stewardship Council



Printed on 9 lives 55 Silk which is made with 55% recycled fibre from both pre-consumer and post-consumer sources, together with 45% virgin Elementally Chlorine-Free fibre from sustainable forests. The paper manufacturers are ISO14001 Environmental Management accredited and the product is printed in the UK to the same standards.