**2015 KIA SOUL WINS ACTIVE LIFESTYLE VEHICLE OF THE YEAR**

***Soul Takes Top Honors in Urban Segment for Third Straight Year***

* 2015 Soul lauded for spacious cabin and driving dynamics
* Kia’s urban passenger vehicle pairs style with function for a winning combination

**IRVINE, Calif., October 23, 2014** – Kia Motors America’s (KMA) fun and funky urban passenger vehicle, the 2015 Soul, was named a winner at the 11th annual Active Lifestyle Vehicle of the Year awards held recently at Local Motors in Chandler, Arizona. For the third consecutive year, local media and athletes rated the Soul best in the urban category after static and dynamic evaluations.

“Winning the Active Lifestyle Vehicle award for the third consecutive year speaks to the popularity of the Soul’s young-at-heart personality, good looks and practicality for active and athletic consumers,” said Michael Sprague, executive vice president of sales and marketing, KMA. “With its eye-catching design, expansive cargo capacity and premium technology options, the Soul stands out in its segment as a winner for anyone on the move.”

The Soul is one of KMA’s best-selling nameplates. With more than 115,000 units sold this year, Soul sales have increased 28 percent over the same period in 2013. The 2015 Soul combines great design, a premium interior and a long list of standard and optional amenities. With a starting MSRP of just $15,100[[1]](#endnote-1) (excluding destination charges of $800), the 2015 Soul is a great value and the perfect urban vehicle for those who seek great utility and style in a small package.

“The fact that the Kia Soul has won our Urban Lifestyle Vehicle of the Year three consecutive years speaks to how strong the product is,” said Nina Russin, founder Active Lifestyle Vehicle program. “The Soul’s cargo area is versatile enough to meet the needs of triathletes, cyclists, skiers and kayakers yet the car is compact for easy maneuverability and very stylish; something that’s especially important to buyers in this segment.”

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**About the 2015 Soul**

The 2015 Soul displays its own unique character through a blend of funky personality, fun-to-drive characteristics and premium interior amenities intended to set it apart from the pack. The signature Soul design is instantly recognizable yet thoroughly fresh. Honoring Soul owners’ fierce individualism, three unique trim levels remain available: Base, Plus and Exclaim. Motivation for the Base Soul is delivered by a gasoline direct injection (GDI) 130-horsepower (at 6,300 rpm) 1.6-liter all-aluminum DOHC four-cylinder engine. The GAMMA engine produces 118 lb.-ft. of torque at 4,850 rpm. The Plus and Exclaim models enjoy the more powerful 2.0-liter NU power plant with GDI technology. Power is rated at 164 horsepower at 6,200 rpm and 151 lb.-ft. of torque at a 4,000 rpm. The 1.6-liter engine is mated to a six-speed manual transmission or an optional six-speed automatic. The Plus and Exclaim models are available exclusively with the six-speed automatic gearbox.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the rear-drive K900[[2]](#endnote-2) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

**About ALV**

The Active Lifestyle Vehicle of the Year program recognizes vehicles which best meet the needs of buyers with active lifestyles through its awards, and gives the automakers opportunities to interact with elite and area athletes at an annual ride-and-drive program.

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1. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. [↑](#endnote-ref-1)
2. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-2)