**KIA SOUL - WINNER OF A 2015 MOST POPULAR ON EDMUNDS.COM AWARD**

*Iconic Urban Subcompact Impresses with Design and Value*

* 2nd-generation Soul is recognized as having high car-shopper consideration
* Kia’s hot urban hatch sales surpassed 100K units for the third-consecutive year

**IRVINE, Calif., Jan. 21, 2015** – Edmunds.com has named the Kia Soul to its annual list of the most popular vehicles on the well-known car-buying site. With more than 18 million unique visitors a month, Edmunds.com honored the fun and funky Kia Soul in the subcompact segment for the 2nd consecutive year.

“Kia Motors America set an all-time annual sales record in 2014, and the Soul was a major component of that achievement, setting its own record of more than 145,000 units sold – it’s fifth consecutive year of sales growth. That success is powerful evidence of the popularity of the Soul and how well the Kia brand is resonating with car buyers,” said Michael Sprague, executive vice president of sales & marketing, Kia Motors America. “Being recognized by Edmunds.com staff and their visitors is further indication that our products offer a winning combination of world-class design, quality, technology and safety – and, of course, value.”

The 2015 Most Popular on Edmunds.com vehicle list was derived by identifying the three models in each vehicle segment with the highest "car-shopper consideration,” which is calculated as the total monthly unique desktop website visitors to Edmunds.com’s research and inventory pages, including model year detail pages (core pages), reviews, build-and-price tools and new-car inventory pages, from Jan. 1, 2014 to Oct. 31, 2014.

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"The Kia brand has a lot of momentum, and a remarkable number of in-market subcompact car shoppers on our site have been especially drawn to the Soul," said [Edmunds.com](http://Edmunds.com) CEO Avi Steinlauf.

**About 2015 Kia Soul**

Completely redesigned for 2014, the iconic Soul now enters the 2015 model year with select enhancements focused on increasing the hot-selling urban utility vehicle’s fun factor.  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.

**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 set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900[[1]](#endnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#endnote-2), 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).

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1. **\* 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**

   2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-1)
2. 2015 Soul EV in select markets with limited availability. [↑](#endnote-ref-2)