**KIA MOTORS AMERICA RAMPS UP SOUL EV INFRASTRUCTURE**

**IN WASHINGTON AND OREGON**

* Soul EV coming to a total of 20 dealers in the Pacific Northwest; 12 in Washington[[1]](#endnote-1) and eight in Oregon[[2]](#endnote-2)
* Kia increases fast-charger network in the region with 10 new chargers

**IRVINE, Calif., July 8, 2015** – Kia Motors America (KMA) is continuing its progressive launch of the Soul EV and adding to the electric vehicle ecosystem in the Pacific Northwest with 20 Soul EV-certified dealers and a robust charging network. Of the 20 dealers in the region, 12 will be located in Washington and eight in Oregon. In addition to each being equipped with two Level-2 chargers (40 total in the PNW region), 10 of the dealers will also be up-fitted with DC fast chargers, increasing Kia’s overall network of fast-charging stations. As an added value, select Kia dealers will allow Soul EV owners to charge their electrified urban runabout at no cost[[3]](#endnote-3).

Kia’s addition of six new DC fast chargers to Washington’s already-existing network of 41[[4]](#endnote-4) DC chargerswill increase fast-charger availability by 40 percent in the Seattle metro area and 15 percent statewide. The four new chargers added to Oregon’s current network of 81[[5]](#endnote-5) DC fast chargerswill increase fast-charger availability by 15 percent in the Portland metro area and five percent statewide.

“With the level of interest the Soul EV has received in the eco-friendly states of Washington and Oregon, it was only natural for us to expand into the region and make our electrified urban passenger vehicle available to customers who not only want to be eco-conscious, but stylish as well,” said Orth Hedrick, vice president of product planning, KMA. “Kia is committed to making sure Soul EV customers in the Pacific Northwest are adequately covered, which is why we’re also installing DC fast chargers and offering free charging at select dealers.”

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With Kia’s expansion of Soul EV availability into Washington and Oregon, consumers in the Pacific Northwest will no longer need to travel great distances to get behind the wheel of the funky and fun EV. All Soul EV-certified dealers will be conveniently located throughout the region, including sites near centers of population such as Vancouver, Washington, and Eugene, Oregon. In an effort to ease “range anxiety,” all Soul-EV certified dealers will be equipped with a pair of Level 2 chargers, while half of them will also have a 50kW Signet FC50K-CC-S DC fast charger available for use. This fast charger can charge the Soul EV’s battery from empty to 80 percent in about 33 minutes, which will benefit those customers who are constantly on the go.

Similar to California’s infrastructure program, Kia has partnered with Greenlots in the Pacific Northwest to offer flexibility and on-the-go access to large networks of charging stations. Through the Greenlots partnership, Soul EV owners will be provided a Kia *“ChargeUp”* CardTM, giving them access to multiple DC fast charger networks, making the Soul EV ownership experience refreshingly simple and charging easily accessible.

When it comes to locating charging stations, the Soul EV offers UVO EVServices[[6]](#endnote-6), Kia’s cutting-edge telematics system. Available at no cost for the first five years of ownership, UVO EV Services utilizes an embedded connectivity solution powered by the Verizon wireless network[[7]](#endnote-7) and an integral smartphone app to provide Soul EV owners with an innovative, real-time, in-vehicle connectivity experience that includes navigation and a host of added convenience features.

**About the 2016 Soul EV**

The 2016 Soul EV is Kia’s first ever all-electric, zero-emissions car to be sold in the U.S. The Soul EV offers the fun and vibrant styling that customers have grown to love about the gasoline-powered model but with a number of interior and exterior enhancements that are unique to the EV. The Soul EV earned an EPA estimated range rating of 93 miles[[8]](#endnote-8) when the 27kWh**,** 360v, 192-cell lithium-ion polymer battery is fully charged, and the regenerative braking system captures up to 12 percent of the Soul EV’s kinetic energy when coasting and braking to also help recharge the battery. Soul EV owners can choose between four different regeneration modes: “Drive” or “Brake” modes in Eco-mode “Off,” and “Drive” or “Brake” modes in Eco-mode “On” (the “Brake” setting with Eco-mode “On” produces the most regeneration).

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The battery features a nickel-cobalt-manganese cathode, which helps increase capacity, and a graphite-based anode, which increases durability while reducing weight. Additionally, the cells use a gel electrolyte, and each cell contains ceramic separators to improve thermal stability and safety.

The Soul EV makes charging easy by plugging into any standard 120v outlet or a conventional 240v EV charger. Two charging ports are standard, including a SAE J1772 port for Level-1 and Level-2 AC charging, and a CHAdeMO 480v DC fast-charging port. Found behind a sliding door located in the grille, the dual ports offer flexibility and increase the Soul EV’s go-anywhere appeal, making it more convenient to charge inside the owner’s garage or when on the road.

**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[[9]](#endnote-9) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[10]](#endnote-10), 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](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://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**

   Washington dealers authorized to sell Soul EV include Auburn Valley Kia, Auburn; Hanson Kia, Olympia; Jerry Smith Kia, Burlington; Smith Kia of Bellingham, Bellingham; Dick Hannah Kia, Vancouver; West Hills Kia, Bremerton; Kia of Puyallup, Puyallup; Performance Kia; Everett; Chuck Olson Kia, Shoreline; Renton Kia, Renton; Car Pros Kia, Tacoma; Lee Johnson Kia, Kirkland [↑](#endnote-ref-1)
2. Oregon dealers authorized to sell Soul EV include Kiefer Kia, Eugene; Butler Kia, Medford; Weston Kia, Gresham; Team Kia of Bend, Bend; Beaverton Kia, Beaverton; Ron Tonkin Kia, Gladstone; Power Kia, Salem; Broadway Kia, Portland [↑](#endnote-ref-2)
3. See your local Kia dealer for full terms and conditions. [↑](#endnote-ref-3)
4. Source: PlugShare EV charging station locator [↑](#endnote-ref-4)
5. Source: PlugShare EV charging station locator [↑](#endnote-ref-5)
6. Distracted driving can result in a loss of vehicle control. Never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. [↑](#endnote-ref-6)
7. Verizon Wireless is a trademark of Verizon Trademark Services, LLC [↑](#endnote-ref-7)
8. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle’s condition. [↑](#endnote-ref-8)
9. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-9)
10. Soul EV in select markets with limited availability. [↑](#endnote-ref-10)