**2017 KIA SOUL FEATURED ON KELLEY BLUE BOOK’S KBB.COM 10 COOLEST**

**CARS UNDER $18,000 LIST**

***Soul’s Fun and Funky Personality Recognized Once Again on KBB.com’s Top-10 list***

* Stylish urban runabout keeps things cool thanks to being “fun-to-drive and fun to own”
* Soul appears on KBB.com’s annual list for the 6th year in a row

**IRVINE, Calif., May 25, 2017** – Kia Motors America’s funky urban commuter, the 2017 Soul, has again been named as one of the [10 Coolest Cars Under $18,000](https://www.kbb.com/car-reviews-and-news/top-10/coolest-new-cars-under-18000/2100004174/) in 2017, according to Kelley Blue Book’s KBB.com. This year marks the sixth consecutive time the Soul has been selected for the list, which features some of the most fun-to-drive and fun-to-own vehicles on the market. Once again, Kelley Blue Book editors chose the Soul for its unique combination of technology, design, feature content, and excellent value. With a base MSRP price of $16,100[[1]](#endnote-1), the Soul offers crossover practicality, plenty of passenger room, and a feature-rich interior.

“It’s exciting to see that the Soul continues to be recognized as the stand-out vehicle it is,” said Orth Hedrick, vice president, product planning, Kia Motors America. “We’ve really upped the fun factor this year with a new turbocharged model and its personality is infectious regardless of which model a customer buys. The fact that it’s been consistently included on Kelley Blue Book’s list of 10 Coolest Cars Under $18,000 is a clear indication that the Soul offers the perfect blend of style and substance.”

The 2017 Soul is available in three trim levels: Base with manual or automatic 6-speed transmission; Soul Plus with the 6-speed automatic; and the Exclaim turbo with the new 7-speed DCT. Redesigned headlights and fog lights, along with front and rear fascias lend a more aggressive appearance while the availability of two dedicated USB charge ports and an 8-way power passenger seat add convenience and comfort.

“The Kia Soul continues to find a spot on our list of 10 Coolest Cars under $18,000, because it delivers so much personality and versatility for the money,” said Jack R. Nerad, executive editorial director for Kelley Blue Book’s KBB.com. “In fact, there are very few vehicles we can think of that offer more usable interior space, features and sheer presence for the money than the Kia Soul. It is truly a car whose value exceeds its cost.”

The Base Soul comes standard with a gasoline direct injection (GDI) 1.6-liter all-aluminum DOHC four-cylinder engine that makes 130 horsepower (at 6,300 rpm) and 118 lb.-ft. of torque (at 4,850 rpm). The Plus model enjoys the more powerful 2.0-liter engine with GDI technology. Power is rated at 161 horsepower at 6,200 rpm and 150 lb.-ft. of torque at a 4,700 rpm. Meanwhile, the Exclaim model comes standard with a turbo engine that produces 201 horsepower (at 6,000 rpm) and 195 lb.-ft. of torque (at 1,500-4,000 rpm).

**About Kia Motors America**

Headquartered in Irvine, California, Kia Motors America is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. Recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand, Kia proudly serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and crossovers built at North American manufacturing plants in West Point, Georgia\* and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

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**About Kelley Blue Book (www.kbb.com)**

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.  Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week.  The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies.  Kelley Blue Book Co., Inc. is a Cox Automotive™ brand.

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**\* 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**

1. MSRP excludes destination and handling, taxes, title, license fees, options, and retailer chargers. Actual prices set by retailer and may vary. [↑](#endnote-ref-1)