



Kia Motors America, Inc.
111 Peters Canyon Road
Irvine, CA 92606
Kiamedia.com

Scott McKee
949.468.4813
smckee@kiausa.com

News Release
Shelby Hunt
Zeno Group for Kia Motors America
310.566.3985
shelby.hunt@zenogroup.com

2012 KIA SOUL HITS THE BACKROADS OF TEXAS WITH PLENTY OF GIDDY UP
***Popular Urban Passenger Vehicle Returns with More Power and Improved Fuel Economy,
New Technologies and Updated Styling***

- New six-speed transmissions and gasoline direct injection (GDI) help Soul deliver fun-to-drive performance and up to 35 miles per gallon¹
- Award-winning Soul receives enhancements and new technologies such as LED lighting and a new Infinity[®] premium audio system²

AUSTIN, Texas, October 11, 2011 – Kia Motors America (KMA) today officially launched the refreshed 2012 Soul urban passenger vehicle, the product that began the brand's design-led transformation less than three years ago. The iconic hatchback returns to the Kia lineup with a fresh and updated look, more power, and the same funky "outside of the box" demeanor consumers have come to love from the segment-leading compact crossover. Fine tuned for 2012 with a significant number of technology and powertrain enhancements, the 2012 Soul now delivers class-leading horsepower³ and significantly improved fuel efficiency of up to 35 miles per gallon (mpg) on the highway.

Since its debut in spring 2009, Soul has enjoyed soaring popularity and earned a trophy case full of prestigious awards, including: 2009 "Top Safety Pick" honors from the Insurance Institute for Highway Safety (IIHS), being named a Consumers Digest "Best Buy" for 2010, achieving a "Top RecommendedSM Vehicle for 2011" by Edmunds.com, receiving the "Best Family Cars for 2010" designation by Edmunds.com and *Parents Magazine*, and being recognized as "Best Hatchback of 2010" by Cars.com.

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¹ EPA estimate for highway mileage for 2012 Soul. Actual mileage may vary.

² Infinity[®] is a registered trademark of Harman International Industries, Incorporated.

³ Class-leading horsepower claims based on comparisons to 2011 and 2012 competitors as of August 2011.

The 2012 Soul remains a class-leading value⁴ with the lowest starting price of its competitive set at \$13,900 MSRP⁵ while the Soul A/T starts at \$15,700⁶. Moving up to Soul+ (plus) starts at \$16,300⁶ with the Soul+ A/T beginning at \$17,300⁶. The top-of-the-line Soul! (exclaim) starts at a reasonable \$19,600⁶ and delivers refined and modern amenities such as exclusive projector headlamps with front LED accents and LED taillights complemented by stunning new 18-inch alloy wheels, Kia's UVO powered by Microsoft^{®7} voice-activated infotainment system (expected to be available this fall) with a 4.3-inch color touch screen and rear camera display⁸ and an all-new 350-watt seven-speaker Infinity audio system (also optional on Soul+). The Soul *sport* model is no longer offered.

Building on the Soul's already solid foundation, the 2012 model's mid-cycle refresh adds even more style and fun-to-drive performance while also improving fuel economy by 10 percent. The 2012 Soul now delivers a class-leading 164 horsepower⁹ (up 22 horsepower) with a new 2.0-liter engine, and 138 horsepower (up 16 horsepower) with a 1.6-liter engine that adds GDI technology; both are now available with new efficient six-speed manual and automatic transmissions, with the 1.6-liter delivering an impressive 35 mpg on the highway (up four mpg). Later this model year, Soul will be the first among its competitors to offer the fuel saving Idle Stop and Go (ISG) technology, that turns off the engine when the vehicle is not in motion, such as at a stop light or in traffic. The engine restarts automatically when the driver releases the brake pedal, resulting in lower levels of fuel consumption.

The Soul's exterior design has been updated with subtle changes to front and rear fascias to project a wider stance, while new headlamps, tail lights, side mirrors and wheels present a more modern look.

The Soul! is easily distinguishable from the other models with exclusive projector headlamps with front LED accents and LED tail lights complemented by stunning new 18-inch alloy wheels. Not only does the Soul! have a striking design, it also offers class-leading features like standard UVO powered by Microsoft^{®10} voice-activated infotainment system with a 4.3-inch color touch screen and rear camera display matched to an all-new 350-watt seven-speaker Infinity audio system (also optional on Soul+). Navigation with SiriusXM Traffic™ also will be available.

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4 Based on comparisons to 2011 and 2012 competitors as of August 2011.

5 Starting price is manufacturer's suggested retail price (MSRP) for lowest trim level. MSRPs exclude \$750 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary.

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7 Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

8 The rear camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.

9 Class-leading horsepower claims based on comparisons to 2011 and 2012 competitors as of September 2011.

10 Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.

All Soul models are improved with redesigned and upgraded interiors, significantly better noise, vibration and harshness (NVH) reduction qualities, a more refined ride and many new standard features, including a tilt and telescoping steering column, Vehicle Stability Management (VSM) and Hill-start Assist Control (HAC).

More Power, Less Fuel

The 2012 Soul will amplify the fun-to-drive factor with significant horsepower and fuel economy increases thanks to new six-speed transmissions and the ability to deliver up to 35 miles per gallon on the highway. A new 1.6-liter GDI engine mated to a six-speed manual transmission produces 138 horsepower (a 13-percent increase in horsepower from the previous engine) and 123 pound-feet of torque. For those looking for a boost in power, a new 2.0-liter four-cylinder engine is available with either the six-speed manual or a six-speed automatic transmission. The latter engine produces 164 horsepower (a 16-percent increase in horsepower from the previous engine) and 148 pound-feet of torque, and is standard on Soul+ and Soul! models. Fuel economy for the 1.6-liter comes in at an impressive 27/35 mpg¹¹ (city/highway), four mpg more than the previous engine while the 2.0-liter offers a fuel-sipping 26/34 mpg for both the automatic and manual transmissions¹¹.

For 2012, Soul and Soul+ models offer an Eco package on the 1.6-liter and 2.0-liter engines with automatic transmissions, which includes ISG technology and low-rolling-resistance tires for improved fuel economy. The Eco Package, which includes an Active Eco System for optimal fuel-efficient driving, will appeal to environmentally conscious consumers, producing fuel economy of 29/36 mpg¹¹ when mated with the 1.6-liter engine, and 27/35 mpg when equipped with the 2.0-liter.

More Style & Refinement

The 2012 Soul's mid-cycle update also introduces a number of significant design and performance enhancements. On the outside, Soul is freshened with subtle changes that its legion of fans will instantly recognize from new projector headlamps with front LED accent lights that are slightly bulged, to a redesigned hood and new front and rear bumpers. New and modern LED rear light clusters enhance the Soul's unique design while the overall shape of the vehicle was finessed to give Soul a smoother and more streamlined silhouette.

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Soul is available in three trims – Soul, Soul+ and Soul! – with the base trim offering numerous standard convenience features, including electric power steering (EPS), air conditioning, tilt and telescopic steering column, power windows, door locks and mirrors, available SiriusXM™ Satellite Radio with three months complimentary service¹² and MP3 connectivity.

Also new for 2012 is an all-new 350-watt seven-speaker Infinity audio system that is available on Soul+ models and standard on Soul! models for a more exciting music experience. Also new for 2012 on Soul! models is UVO powered by Microsoft® voice-activated infotainment system with a 4.3-inch color touch screen and rear camera display¹³ and available Premium Package that includes heated front seats, leather seat trim, automatic climate control, navigation system (in lieu of UVO system) and push-button start with smart key for added upscale comforts.

Edgy and Confident Exterior

Lauded for its standout design, the versatile five-door's low, wide stance is complemented by an angled window line and rounded nose with a beltline that rises from the front wheel arch to create a gentle wedge shape. Offering plenty of standard features, the base Soul trim features a chrome-accented grille, clear lens auto-off headlamps, body color door handles and side mirrors, black body-side molding, rear wiper/washer, variable intermittent windshield wipers, front and rear disc brakes and 15-inch steel wheels fitted with P195/65R15 tires.

Upgrading to the Soul+ with the 2.0-liter engine adds keyless remote entry with flip key, *Bluetooth*^{®14} wireless phone connectivity, privacy glass on the hatch and rear side windows, body-color door handles and dual body-color power side mirrors with integrated turn signals, along with 16-inch alloy wheels with P205/55R16 tires. Soul+ also comes with optional front fog lamps and a power sunroof.

The Soul! adds a power sunroof, new and distinct LED projector headlamps, LED tail lamps and fog lamps, body-colored bumper and 18-inch alloy wheels paired with P235/45R18 tires standard. An Infinity audio system, UVO technology with HD Radio™¹⁵, rear camera display¹⁶, unique body-color front and rear fascias, 18-inch alloy wheels, heated outside mirrors, and fog lamps add to Soul's urban look.

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12 Sirius services require subscriptions, sold separately after 3-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com © 2011 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

13 The rear camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.

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16 The rear camera display is not a substitute for proper and safe backing-up procedures. Always drive safely and use caution when backing up.

Adding to the distinctiveness of Soul, buyers can choose from a wide palate of exotic exterior paint colors, including: Moss (new for 2012), Dune and Clear White; metallic tones of Shadow, Titanium and Bright Silver; red-hot Molten; and Alien green. Further adding to Soul's stylish and funky appeal, KMA will continue offering Special Edition Souls in the 2012 model year.

Spacious, State-of-the-Art Interior

Inside, Soul's more high-tech, futuristic cabin offers a well-equipped blend of technology features at a tremendous overall value. All Soul models are improved with redesigned and upgraded interior materials, making the cabin the perfect personal lounge on wheels or an efficient cargo carrier with 14 storage zones. Passengers will find comfort in the roomy cabin that offers 40.2/39.6 inches of headroom (front/rear), shoulder room of 55.2/55.1 inches, 42.1/39.0 inches of legroom and a passenger volume of 102.3 cubic feet.

Soul's interior design is decidedly influenced by the car's highly specified audio system. An uncluttered dashboard with a three-dial instrument cluster, LCD illumination and floating center stack design is the key visual feature and offers instant access to the AM/FM/CD/MP3 audio system outfitted with SiriusXM Satellite Radio and three months complimentary service. Standard USB and auxiliary input jacks also can be found in the center console with full iPod^{®17} and MP3 controllability via the audio head unit and steering wheel-mounted controls achieved with an Apple iPod[®] cable for Soul Base and Soul+ models.

Additional standard interior features that make the Soul stand out from the crowd include air conditioning, power door locks, illuminated window switches, power windows with driver's side auto-down, telescoping steering column, external temperature display and digital clock in the radio, an upper storage bin, dual-level glove box, 12-volt power outlet, rear window defroster, cargo area light and a dome light with delay out. Soul is stylishly appointed with black cloth seats, adding to its comfortable interior. A 60/40 split-folding rear seat with headrest height adjustment offers multiple seating and cargo arrangements depending on driver and passenger needs.

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17 iPod[®] is a registered trademark of Apple, Inc. Apple cable required for iPod[®] mobile digital device connectivity. Navigation system requires optional Kia accessory cable, sold separately.

Soul+ with manual transmission offers additional standard features, including a leather-wrapped steering wheel and shift knob, steering wheel-mounted controls, cruise control, hands-free *Bluetooth* wireless connectivity, dual front 12-volt power outlets with single power outlet in the cargo area, and tweeter speakers, all enhancing creature comforts on the road. Standard on the Soul+ is a covered upper storage bin, dual visor vanity mirrors with covers and dual map lights, while black cloth seats are adorned with Soul logo inserts. An optional Audio Upgrade Package also is available for Soul+ featuring an Infinity audio system with UVO technology that enhances the sound with a center speaker, subwoofer, external amplifier and speaker lights in a rainbow of colors that pulse to the beat of the music or add mood lighting. A rear camera display is part of the audio upgrade package for enhanced visibility.

Advancing to the Soul! adds carpeted floor mats, combined with Sand/Black cloth interior trim with houndstooth inserts for a distinguishing Soul style. The Soul! also includes an Infinity audio system standard, UVO technology with HD Radio and a rear camera display, for a high-tech in-cabin experience.

Unique Platform/Chassis

Soul is different, right down to its platform. With its own distinguished style, Soul features front-wheel drive, a high roofline and a wide, distinctive stance. Built with a wheelbase of 100.4 inches, an overall length of 162.2 inches, an overall width of 70.3 inches and overall height of 63.4 inches, the Soul offers a comfortable interior with roomy seating for up to five passengers. Constructed with more than 70-percent high-tensile-strength steel to enhance structural strength without adding a lot of weight, the Kia-engineered body achieves high torsional stiffness, benefiting handling, ride quality and refinement.

Additional measures to help improve NVH reduction qualities also are fitted throughout the Soul, including a thicker dash insulation panel, an A-pillar noise-absorber pad and an optimized exhaust silencer, a vibration-damper, a center floor anti-vibration pad, and vinyl sealing on door trim. All Soul+ and Soul! trims also receive an added sub-frame dynamic damper and a heavy engine support dynamic damper, which help reduce transfer of NVH into the cabin for a more refined ride.

Soul features a fully independent, sub-frame mounted front suspension system with MacPherson struts, coil springs, rear monotube gas shock absorbers and stabilizer bar designed to maximize the grip between the tires and the road, providing steering stability with responsive handling to offer passengers optimal comfort. At the rear, Soul's suspension is sub-frame mounted with a transverse torsion beam axle with trailing arms, coil springs and gas shock absorbers for a smooth ride and minimum intrusion into the cargo space.

Advanced Safety Features

All Soul models continue to offer the same high level of standard safety equipment as in previous years, offering a comprehensive list of safety features, including front seat active headrests, dual front advanced airbags, and front seat-mounted and full-length side curtain airbags¹⁸. An Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS), Hill-start Assist Control (HAC), Vehicle Stability Management (VSM) and a Tire Pressure Monitoring System (TPMS) also are standard, as are front and rear crumple zones, side-impact door beams, impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH).

Industry-Leading Warranty

The 2012 Soul is covered by Kia's warranty program¹⁹, which offers consumer protection at an exceptional value. Included in this program are a 10-year/100,000-mile limited powertrain warranty, a five-year/60,000-mile limited basic warranty and a five-year/100,000-mile anti-perforation warranty. A five-year/60,000-mile roadside assistance plan also is part of the vehicle coverage.

Design-Led Transformation and Product Line

Kia Motors has undergone a dramatic, design-led transformation, which has been delivering dynamically styled vehicles in several important segments at exactly the right time, contributing to the brand's continued gains in U.S. market share. Kia is poised to continue its momentum and brand growth through design innovation, quality, value, safety features and new technology. Kia's commitment to the U.S. market is represented by its U.S.-based manufacturing facilities in West Point, Georgia – KMMG – which is responsible for the creation of more than 10,000 plant and supplier jobs and added the critically acclaimed Optima midsize sedan²⁰ to its production line in September. Kia's model year 2012 vehicle line includes the Sorento CUV, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, Soul urban passenger vehicle, Forte compact sedan, Forte 5-door compact hatchback, Forte Koup two-door coupe, all-new Rio and Rio 5-door sub-compacts and Sedona minivan.

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¹⁸ For maximum protection, always wear your seat belt.

¹⁹ See retailer for warranty details or go to kia.com.

²⁰ Optima Hybrid will not be built at KMMG.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 745 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – www.kia.com. For media information, including photography, visit www.kiamedia.com.

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