**KIA MOTORS AMERICA ANNOUNCES PRICING FOR THE ALL-NEW 2014 SOUL**

*Kia’s Iconic Soul Starts at a Low MSRP of $14,700[[1]](#endnote-1)*

* The all-new Kia Soul now comes with more premium features and improved driving dynamics
* The fun and funky form stays true to the roots of its iconic design

**IRVINE, Calif., August 28, 2013** – Kia Motors America (KMA) is pleased to announce pricing for its iconic urban passenger vehicle, the all-new 2014 Soul. When it goes on sale during the fourth quarter, the Soul will be offered in three unique trim levels: Base, Plus and Exclaim, with the Base trim starting $14,700 MSRP, not including destination charges of $795. Since going on sale in 2009, the Soul has become one of KMA’s top-selling models and the all-new Soul is poised to continue its sales success by offering tremendous value and convenience while providing more premium features and content and improved driving dynamics. The new design sits on a stiffer, longer and wider chassis allowing for more passenger and cargo room while reducing NVH levels.

“With a starting price below $15,000, the outstanding value customers have come to expect with the Soul remains firmly intact,” said Michael Sprague, executive vice president of marketing and communications at KMA. “What will come as a pleasant surprise is the level of refinement and sophistication the 2014 Soul brings to the segment at such an appealing price point.”

Starting at $14,7001, the Soul Base comes with privacy glass, Hill-Start Assist Control (HAC), and offers the option to add 16-inch alloy wheels, cruise control with steering-wheel-mounted controls, center console armrest and storage, rear center armrest with cup holders and remote keyless entry. The array of standard features include a 1.6L I-4 DOHC gasoline direct injection (GDI), four wheel disc brakes, rack-ready roof with integrated mounting points, air conditioning, power door locks, power windows with driver-side one-touch auto-down, SiriusXMTM Satellite Radio[[2]](#endnote-2), USB/auxiliary input jacks, *Bluetooth*® wireless technology[[3]](#endnote-3) and Vehicle Stability Management (VSM).

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The Soul Plus, starting at $18,2001, allows upgrades to 17-inch alloy wheels, gloss black with chrome bezel front upper grille and outside mirrors with turn signal indicators. The Plus also offers a series of option packages. The UVO eServices Package includes Rear-Camera Display[[4]](#endnote-4) and auto on/off headlights for an additional $400. At $1,400, the Audio Package offers navigation with an 8-inch display, HD RadioTM[[5]](#endnote-5), Infinity® Audio system[[6]](#endnote-6) with center speakers, subwoofer and external amplifier, speaker lights and automatic temperature control with cluster ionizer. For $3,000, the Primo Package gives buyers a panoramic sunroof with power shades, leather trimmed seats, heated front seats, leather-wrapped steering wheel and gearshift knob, push-button start with Smart Key and front fog lights. The ECO Package includes Idle Stop and Go System (ISG), low rolling resistance tires and 16-inch alloy wheels at $400.

Starting at $20,3001, the Soul Exclaim includes additions such as 18-inch alloy wheels, body-colored front and rear bumper tusks, LED positioning lights, LED taillights with LED high-mounted stop light, power folding outside mirrors, UVO with eServices and a Rear-Camera Display. At $2,600, the Sun and Sand Package provides navigation with an 8-inch display, Infinity Audio system with center speakers, subwoofer and external amplifier, speaker lights and automatic temperature control with cluster ionizer. For an extra $2,500, buyers can get The Whole Shabang which adds leather-trimmed seats, heated front seats, push-button start with Smart Key and LED positioning lights.

**Kia:  One of the World’s Fastest Moving Global Automotive Brands**

Kia Motors America is one of only three auto brands to increase U.S. sales in each of the past four years, and in 2012 the company surpassed the 500,000 unit mark for the first time.  With a full line of fun-to-drive cars and CUVs, Kia is advancing value to new levels of sophistication by combining European-influenced styling – under the guidance of chief design officer Peter Schreyer – with cutting-edge technologies, premium amenities, affordable pricing and the lowest cost of ownership in the industry.  Kia recently joined the exclusive ranks of Interbrand’s “Top 100 Best Global Brands,” and is poised to continue its momentum with seven all-new or significantly redesigned vehicles scheduled to arrive in showrooms in 2013.  Over the past decade Kia Motors has invested more than $1.4 billion in the U.S., including the company’s first U.S. assembly plant in West Point, Georgia – Kia Motors Manufacturing Georgia – which is responsible for the creation of more than 11,000 plant and supplier jobs.  The success of the U.S.-built\* Optima and Sorento in two of the industry’s largest segments has fueled Kia’s rapid growth and is complemented by Kia’s comprehensive lineup which includes the Cadenza flagship sedan, Soul urban passenger vehicle, Sportage compact CUV, Optima Hybrid, the Forte sedan, Forte5 and Forte Koup compacts, Rio and Rio 5-door sub-compacts and the Sedona minivan.

**\* The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally sourced parts.**

**About Kia Motors America**

Kia Motors America 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 765 dealers throughout the United States and serves as the "Official Automotive Partner" of the NBA and LPGA. In 2012, KMA recorded its best-ever annual sales total and gained U.S. market share for the 18th consecutive year. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, advanced safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its website – [www.kia.com](file:///\\Coutil\kma-dfs\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\Summer%202013\Press%20Releases\Users\kma99868\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\AX39I3XQ\www.kia.com). For media information, including photography, visit [www.kiamedia.com](file:///\\Coutil\kma-dfs\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\Summer%202013\Press%20Releases\Users\kma99868\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\AX39I3XQ\www.kiamedia.com). To receive custom email notifications for press releases the moment they are published, subscribe at <http://www.kiamedia.com/us/en/newsalert>.

1. Starting prices are manufacturer's suggested retail price (MSRP), which excludes $795 destination and handling fee, title, taxes, license, options and dealer charges. Actual prices set by dealer and may vary. [↑](#endnote-ref-1)
2. 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. [↑](#endnote-ref-2)
3. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and tradenames are those of their respective owners. A compatible Bluetooth® wireless technology enabled cell phone is required to use Bluetooth® wireless technology. [↑](#endnote-ref-3)
4. The rear camera display is not a substitute for proper and safe backing-up procedures. The rear camera display may not detect every object behind the vehicle. Always drive safely and use caution when backing up. [↑](#endnote-ref-4)
5. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation. [↑](#endnote-ref-5)
6. Infinity is a registered trademark of Harman International Industries, Incorporated. [↑](#endnote-ref-6)