**ALL-NEW 2014 KIA SOUL WINS ACTIVE LIFESTYLE VEHICLE OF THE YEAR**

***Iconic Soul Takes Top Honors in Urban Segment for Second Straight Year***

* 2014 Soul praised for versatility, ride comfort and new technology
* Kia’s urban passenger vehicle is the right fit for those on the go

**IRVINE, Calif., October 23, 2013** – Kia Motors America’s (KMA) wildly popular urban passenger vehicle, the all-new 2014 Soul, was named a winner at the 10th annual Active Lifestyle Vehicle of Year awards held in Chandler, Ariz. For the second consecutive year, the Soul received the highest score in the urban category after evaluations from local media and athletes.

“Having Soul named as a winner once again at the Active Lifestyle Vehicle awards is strong evidence that our complete redesign of this iconic vehicle was successful. While dramatically improving the Soul’s ride and handling qualities, as well as its interior appointments, it’s lost none of its fun, funky and young-at-heart personality,” said Michael Sprague, executive vice president, marketing & communications, KMA. “From the expansive cargo area to the roof rack mounts that come standard on every trim, the Soul speaks to those who want a vehicle that offers iconic design and all the things that support a youthful and active lifestyle.”

With a more premium look and feel, the 2014 Soul features a quiet cabin and more comfortable ride than its predecessor. The Soul offers an eight-inch navigation screen, Rear Camera Display[[1]](#endnote-1) and a host of other available amenities to make it an attractive offering.

“Kia has been a long-time supporter and participant in the ALV program, and their interest in our audience is obvious in the products,” said Nina Russin, founder Active Lifestyle Vehicle program. “The Soul has always been an awesome choice for urbanites that need a car with a small footprint but also a versatile interior. The 2014 car builds on the first generation with better ride and handling and enhanced technology.”

-more-

**About the 2014 Soul**

Instantly recognizable yet thoroughly fresh – with more than a passing nod to the hot Track’ster concept that was unveiled last year – the all-new 2014 Soul rides on a new chassis that is stiffer, longer and wider. The Soul’s new dimensions allow for more passenger and cargo room while NVH levels have been reduced dramatically. Increased torque and significant suspension upgrades make the 2014 Soul a nimble and agile companion in congested urban environments, and inside there is a long list of standard comfort and convenience features, including *Bluetooth*®[[2]](#endnote-2) wireless technology and steering wheel-mounted controls.

**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 moved up in the exclusive ranking of Interbrand’s “Top 100 Best Global Brands” after joining the list for the first time last year, 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 14,000 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.

-more-

**\* The 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. 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. 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 <http://www.kiamedia.com/us/en/newsalert>.

**About ALV**

The Active Lifestyle Vehicle of the Year program recognizes vehicles which best meet the needs of buyers with active lifestyles through its awards, and gives the automakers opportunities to interact with elite and area athletes at an annual ride-and-drive program.

# # #

1. The Rear-Camera Display is not a substitute for proper and safe backing-up procedures. The Rear-Camera Display may not display every object behind the vehicle. Always drive safely and use caution when backing up [↑](#endnote-ref-1)
2. 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 trade names are those of their respective owners. A compatible Bluetooth® enabled cell phone is required to use Bluetooth® wireless technology. [↑](#endnote-ref-2)