**2014 KIA SOUL EARNS NHTSA 5-STAR SAFETY RATING**

*Kia’s Iconic Urban Passenger Vehicle Achieves NHTSA’s Highest Rating*

* All-new 2014 Soul scores five stars for frontal and side impact tests and earns 5-star overall rating
* Soul’s long list of standard safety features and use of high-tensile steel help make it safe and secure

**IRVINE, Calif., December 20, 2013** – Kia Motors America’s (KMA) popular urban passenger vehicle, the all-new 2014 Soul, has earned the National Highway Traffic Safety Administration’s (NHTSA) 5-Star overall safety rating. With its extensive list of standard safety features and use of high-tensile steel, Soul earned five stars in the frontal and side impact tests and four stars in the roll-over test. Starting at $14,700[[1]](#endnote-1), the Soul offers families fun and funky design with loads of available features at a great value.

“Soul’s 5-star safety rating speaks to Kia’s commitment to our customers. Our vehicles combine top-level safety with iconic design, world-class quality and, of course, the outstanding value for which our brand is well known,” said Michael Sprague, executive vice president, marketing & communications, KMA. “We took a great deal of care with the design and engineering of the second-generation Soul, and NHTSA’s testing has validated that effort.”

An impressive 66 percent of the all-new Soul’s chassis utilizes either Ultra High Strength Steel (35 percent) or High Strength Steel (31 percent). The 2014 model offers consumers invaluable protection in the form of standard safety features and technology, including six standard airbags (dual advanced front and front seat-mounted side air bags, full-length side curtain air bags) and a four-channel, four-sensor Antilock Brake System (ABS) with Electronic Brake Force Distribution (EBD), which takes into account vehicle load and weight distribution and applies the appropriate stopping force to improve control and stability. Additional standard safety equipment for Soul includes Hill-start Assist Control (HAC), Tire Pressure Monitoring System (TPMS), Electronic Stability Control (ESC) and a Traction Control System (TCS).

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In conjunction with the ABS, the TCS uses brake and engine torque intervention to enhance traction during launch and acceleration on slippery road surfaces. If the ABS system detects wheel slip, it signals the engine control unit to adjust torque output accordingly. TCS also senses when one or more wheels spin faster than the vehicle's speed, and if necessary, applies the brakes accordingly. Working together, the two systems limit wheel spin and help the driver maintain control.

Working with the standard ABS with EBD and TCS, the ESC system can apply individual brakes selectively to help control oversteer and understeer as needed to help the driver maintain control on slippery surfaces or during certain emergency maneuvers.

The Base Soul comes standard with a long list of features that set it apart from the competition. Power windows, door locks and heated outside mirrors, a telescoping steering wheel and a six-speaker AM/FM/MP3 audio unit are all standard. *Bluetooth*® hands-free wireless technology[[2]](#endnote-2), SiriusXM satellite radio[[3]](#endnote-3) with three months complimentary service and USB/AUX inputs round out the Base Soul’s impressive audio/infotainment equipment. Desirable options include remote keyless entry, 16-inch alloy wheels, cruise control and a six-speed automatic transmission.

**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 one of the lowest costs 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 premium 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.

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**\* 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. 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>.

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1. Starting prices are manufacturer's suggested retail price (MSRP), which excludes destination and handling fees, title, taxes, license fees, options and retailer charges. Actual prices set by retailer and may vary. [↑](#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)
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