**WARDSAUTO NAMES 2014 kia soul to list of “10 best interiors”**

***Redesigned Urban Compact Boasts First-Class Appointments in a Fun-loving New Package***

* Totally transformed 2014 Kia Soul’s premium features, iconic design, technology and comfort combine to impress in Wards’ compact value segment
* Popular Kia Track’ster concept vehicle inspired new Soul design, inside and out

**irvine, April 11, 2014** – The 2014 Soul, Kia Motors America’s (KMA) compact car sales leader, has gained further recognition for its iconic design by being named to WardsAuto’s list of “10 Best Interiors of 2014.” Kia’s fun-to-drive urban utility vehicle impressed WardsAuto editors by combining a refined interior design, high-quality materials, premium features, cutting-edge technology and value in the compact-car segment.

“The totally transformed Soul is designed to retain all of the fun-loving appeal of the original Soul while incorporating more desirable premium amenities,” said Orth Hedrick, vice president, product planning, KMA. “WardsAuto’s high praise and recognition for the 2014 Soul’s interior is evidence that our design team delivered on the promise to remain true to the Soul’s iconic personality while elevating this incredibly popular value leader to new levels of sophistication.”

WardsAuto named the 2014 Soul to their list of “10 Best Interiors” based on a combination of fit-and-finish quality, safety, technology, design aesthetics and comfort. The 2014 Soul is offered in three trims and comes standard with steering wheel-mounted audio controls and SiriusXM® Satellite Radio[[1]](#endnote-1) and *Bluetooth*® wireless technology[[2]](#endnote-2). Conceived at Kia’s U.S. design studio in Irvine, Calif., the all-new Soul’s design was inspired by the wildly popular Track’ster concept, which was unveiled during the 2012 Chicago Auto Show. Interior highlights include the use of soft-touch materials around the instrument panel, center console and door panels, and details such as available leather-trimmed seating and high-gloss piano-black trim pieces on the center console and instrument panel add a premium feel without compromising the Soul’s fun-and-funky style.

“Five years ago, we honored the Kia Soul as the industry’s ‘grooviest interior.’ This redesigned cabin is even more functional, better equipped and, yes, still groovy,” says Tom Murphy, WardsAuto World executive editor. “The Soul proves once again that an entry-level interior doesn’t have to compromise anything. The funky sense of style appeals to people – and hamsters – of all ages.”

**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 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®* wireless technology2 and steering wheel-mounted controls.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and surpassed the 500,000 annual sales mark for the second consecutive year in 2013 following the launch of seven all-new or significantly redesigned vehicles. KMA offers a complete line of vehicles, including the flagship K900 rear-drive sedan[[3]](#endnote-3), Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door sub-compacts and the Sedona minivan, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

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>.

1. **\* 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.**

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3. V6 expected Summer 2014. V6 and V8 initially only available in select markets with limited availability. [↑](#endnote-ref-3)