**2015 KIA SOUL ev PRICING ANNOUNCED**

*Starting MSRP of $33,700[[1]](#endnote-1) (not including federal tax rebate of $7,500) with an expected introductory lease price[[2]](#endnote-2) of $249 per month makes all-new Soul EV a compelling offer for eco-conscious buyers*

* The 2015 Soul EV is Kia’s first mass-market, all-electric, zero-emissions car and the centerpiece of the brand’s *Clean Mobility* program
* Fully electrified variant retains Soul’s funky design while delivering best-in-class[[3]](#endnote-3) EPA-estimated driving range of 93 miles[[4]](#endnote-4)

**IRVINE, Calif., September 11, 2014** – Kia Motors America (KMA) today announced pricing for the all-electric version of its hugely popular urban passenger vehicle, the Kia Soul. Offered in two trims, Base and + (Plus), the 2015 Soul EV MSRP will be $33,700 (not including federal tax rebate of $7,500) for the Base and $35,7001 for the Plus (not including federal tax rebate of $7,500). With an expected introductory lease price of $249 per month, the Soul EV boasts best-in-class EPA-estimated range of 93 miles and MPGe4 of 92 miles on the highway and 120 miles in the city (105 miles combined). The Soul EV has also been honored with an industry-first automotive environmental validation by Underwriters Laboratory (UL)[[5]](#endnote-5) for its innovative use of bio-based materials.

“With our iconic urban passenger vehicle’s wildly popular style and functionality mated to eco-friendly electric-drive technology that delivers best-in-class range, we’re confident that the Soul EV represents a winning combination,” said Michael Sprague, executive vice president of sales and marketing, KMA. “And with a starting MSRP of less than $34,000 (not including federal tax rebate of $7,500) and an expected introductory lease price of $249 per month, it represents a compelling value as well.”

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At $33,700 (not including federal tax rebate of $7,500), the Soul EV Base comes equipped with an array of standard features, including navigation, Rear Camera Display[[6]](#endnote-6), *Bluetooth®*[[7]](#endnote-7) hands free operation, power windows, power driver’s seat, cruise control, 6.6kW on-board charger and an exclusive HVAC system designed to extend driving range by minimizing energy draw. Also, every Soul EV comes standard with UVO EV Services[[8]](#endnote-8), which provide real-time battery-level status, distance to empty, and the ability to search for nearby charging stations. From the UVO EV smartphone app, owners can preset charging time and charging level ratios, as well as precondition the vehicle cabin with remote control of the HVAC presets.

The Soul EV Plus, priced at $35,700 (not including federal tax rebate of $7,500), adds EV-unique leather trimmed seats, which are tri-level heated and ventilated for front passengers, while the rear outboard seats are heated for added comfort. The Plus also includes projection-style fog lamps and power-folding outside mirrors, rounding out the thoughtfully packaged, value-conscious electric vehicle offering.

**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 rear-drive K900[[9]](#endnote-9) flagship sedan, 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 subcompacts and the Sedona midsize multi-purpose vehicle, 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 KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

1. **\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts.**

   MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. [↑](#endnote-ref-1)
2. Anticipated lease offer terms of Soul EV base model (73222 LX 2.4L I4 6 A/T FWD): $249 per month for 36 months with $1,999 Due at Signing after $7,500 Federal Tax Credit has been applied to reduce cost of lease. Offer for qualified lessees subject to credit approval, dealer participation and vehicle availability. Offer based on Soul EV base model with MSRP of $33,700. MSRP excludes destination and handling, taxes, title, license fees, options and retailer charges. Actual prices set by retailer and may vary. Lease offered by Kia Motors Finance (KMF). No security deposit required . Incentives not available for other Kia vehicles. **Soul EV expected Fall 2014; initially available in certain California markets only with limited availability. Actual limited time lease offer terms and further details to be announced around vehicle launch.** [↑](#endnote-ref-2)
3. Competitive information obtained on Nov. 3, 2014 from fueleconomy.gov. [↑](#endnote-ref-3)
4. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle’s condition. [↑](#endnote-ref-4)
5. UL and the UL logo are trademarks of UL LLC © 2014 All Rights Reserved. [↑](#endnote-ref-5)
6. 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-6)
7. 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-7)
8. No subscription fee for UVO eServices. No charge for the UVO eServices app. App uses your smartphone cellular data service. Normal cellular service rates will apply. [↑](#endnote-ref-8)
9. 2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#endnote-ref-9)