**2017 KIA SOUL TURBO MAKES NORTH AMERICAN DEBUT AT LOS ANGELES AUTO SHOW**

*New Soul Exclaim Adds 1.6-liter Turbocharged GDI Engine with 40 More Horsepower, 45 More lb.-ft. of Torque and More to Love*

* More power makes Kia’s funky urban runabout more fun than ever
* More power and improved fuel economy
* Other love-inducing additions include specialized trim and upscale, sportier features

**LOS ANGELES, November 15, 2016**—It’s hard to make something great even better, but Kia did when it added a 201-horsepower turbocharged engine to one of its best-selling, most-iconic and most beloved vehicles. Fans of the Soul had long lobbied for a little more zip in their favorite ride and the 2017 Soul Exclaim didn’t disappoint when it was revealed to media today.

“We wanted to provide loyal Soul lovers and new buyers a sportier option,” said Orth Hedrick, vice president, product planning KMA. “The 2017 Soul Exclaim with its turbocharged engine gives the car’s fans another wonderful choice from an already wonderful line-up.”

Though the 1.6-liter turbo engine adds 40 horsepower, fuel economy is 28 miles-per-gallon, city and highway combined[[1]](#endnote-1)—slightly better than the combined mileage of the 2.0-liter normally-aspirated 161-hp engine in the Soul Plus and in the Soul Base 1.6-liter, which produces 130 horsepower.

Performance in the turbocharged Exclaim is further enhanced by the addition of a new 7-speed Dual Clutch Transmission (DCT), which, via quicker and smoother shift points and no shift shock, makes for more dynamic acceleration and contributes to a more engaging driving experience.

In addition to the turbo engine, the Exclaim includes specialized trim and sportier features, including: exclusive 18-inch wheels; red-accented body trim; chrome grille surround, unique Soul tailgate badge; and, for the first time on Soul, dual chrome twin-tip exhaust.

The Exclaim also gets a standard leather-wrapped, D-shaped steering wheel, pushbutton start with smart key and UVO3[[2]](#endnote-2) with e-Services with integrated Android Auto™[[3]](#endnote-3) and Apple CarPlay ™.[[4]](#endnote-4) A thumping 315-watt Harman Kardon®[[5]](#endnote-5) premium audio system with eight speakers, including a center channel and subwoofer, navigation and 8-inch touchscreen display is also available. Other new options for the 2017 model year are convenience systems such as Rear Cross Traffic Alert and Blind Spot Detection are also available[[6]](#endnote-6).

The 2017 Soul is available in three trim levels: Base with manual or automatic 6-speed transmission; Soul Plus with the 6-speed automatic; and the Exclaim turbo with the new 7-speed DCT. There are also two new exterior colors. Redesigned headlights and fog lights, along with front and rear fascias lend a more aggressive appearance while the availability of two dedicated USB charge ports and an 8-way power passenger seat add convenience and comfort.

**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 set an all-time annual sales record in 2015, surpassing the 600,000 unit mark for the first time in company history. Kia offers a complete line of vehicles in the U.S., including the rear-drive K900[[7]](#endnote-7) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[8]](#endnote-8), 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 minivan, through a network of more than 765 dealers across the United States. Kia’s North American manufacturing operations include plants in West Point, Georgia\*, and the municipality of Pesqueria in the state of Nuevo Leon, Mexico.

Information about KMA and its full vehicle line-up is available at [www.kia.com](http://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 [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

**\* 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.**

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1. Based on EPA estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle’s condition. [↑](#endnote-ref-1)
2. Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury and death. Always drive safely and use caution. [↑](#endnote-ref-2)
3. Android™ is a trademark of Google, Inc.. [↑](#endnote-ref-3)
4. Apple® is a registered trademark of Apple Inc. [↑](#endnote-ref-4)
5. Harman Kardon is a registered trademark of Harman International Industries, Incorporated. [↑](#endnote-ref-5)
6. These features are not substitutes for safe driving and may not detect all objects around vehicle. Always drive safely and use caution. [↑](#endnote-ref-6)
7. K900 available in select trims and in select markets with limited availability. [↑](#endnote-ref-7)
8. Soul EV in select markets with limited availability. [↑](#endnote-ref-8)