NEWS



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**New technologies and more choice for new Kia Soul**

**(SEOUL) November 21, 2018** – The all-new 2020 Soul crossover will make its world debut on Wednesday, November 28 at 14:15 (PST) at the Los Angeles Auto Show.

Instantly recognizable and thoroughly modern, the new Soul arrives with something for everyone, offering more technology, a range of advanced driver assistance systems, and increased cargo room. A new variant – the ruggedly styled Soul X-Line –will join the LX, EX, S, and GT-Line models, along with the all-electric Soul EV. Gasoline-powered versions will come with a choice of four-cylinder engines: either a naturally-aspirated 2.0-liter, or a turbocharged 1.6-liter engine.

The all-new Kia Soul goes on sale in the US in the first half of 2019, with Kia’s global

markets to follow.

- Ends -

**Notes to editors:**

\*2020 Soul EV will be available in select retailers in select markets with limited availability

**About Kia Motors Corporation**

*Kia Motors Corporation (*[*www.kia.com*](http://www.kia.com/)*) – a maker of world-class quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. About 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US$47 billion. It is the major sponsor of the Australian Open, official automotive partner of FIFA – the governing body of the FIFA World Cup™ – and official partner of the UEFA Europa League – the world’s largest professional club football competition. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.*

*For more information about Kia Motors and our products, please visit our Global Media*

*Center at* [*www.kianewscenter.com*](http://www.kianewscenter.com/)*.*