

Electric styling



SHADOW BLACK
W/INFERNO RED ROOF
(EV + *plus*) only

SHADOW BLACK
(EV + *plus*) only

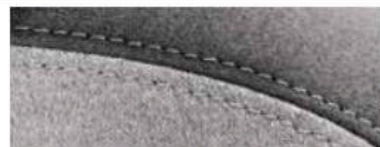
TITANIUM GRAY

BRIGHT SILVER

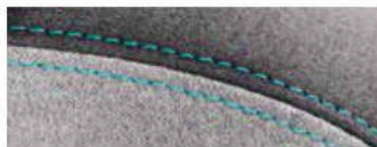
CLEAR WHITE

CARIBBEAN BLUE
W/CLEAR WHITE ROOF
(EV + *plus*) only

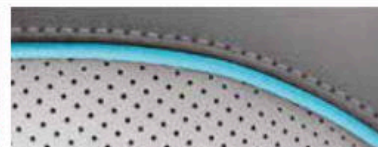
CLOUD WHITE
(EV + *plus*) only



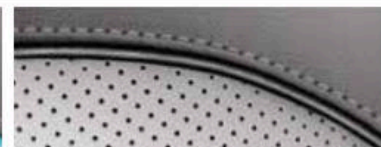
SOUL EV
GRAY CLOTH W/GRAY STITCHING
(Shadow Black exterior only)



SOUL EV-e/EV
GRAY CLOTH W/BLUE STITCHING
(Caribbean Blue,[^] Titanium Gray,
Clear White, Bright Silver &
Cloud White[^] exteriors only)
[^]Available on EV only.



SOUL EV + (*plus*)
GRAY LEATHER W/BLUE PIPING
(Not available on Shadow Black/Inferno Red
or Shadow Black exteriors)



SOUL EV + (*plus*)
GRAY LEATHER W/BLACK PIPING
(Shadow Black/Inferno Red &
Shadow Black exteriors only)



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Part #: UL18E PM001



2018 SOUL EV



EPA-ESTIMATED RANGE ON FULL CHARGE¹

The ultimate high-energy way to roll

The 2018 all-electric Kia Soul EV¹ is as technologically advanced as it is fun to drive. It features an advanced lithium-ion polymer battery that provides an impressive EPA-estimated range of 111 miles on a full charge¹ — eliminating stops for gas and the need for oil changes while producing zero emissions. It also delivers strong acceleration, thanks to a 109-hp electric motor that produces 210 lb.-ft. of torque. The battery's flat, compact design and location beneath the floor contribute to a low center of gravity, which helps the Soul EV deliver precise and agile handling for an enjoyable drive. Like all Kia models, every Soul EV comes with an industry-leading, 10-year/100,000-mile warranty program.² All of which gives you a positively high-charged way to roll.





Soul EV is built around EcoDynamics, Kia's forward-looking philosophy that focuses on reducing environmental impact and makes social responsibility a high priority.



Expand your horizons

With Soul EV, Kia's engineers dedicated themselves to optimizing energy efficiency¹ so that you can confidently plan your travels and get where you need to go. The Soul EV has a variety of technologically advanced features to help increase driving range and help you monitor energy consumption. First, the heating* and air-conditioning system includes several available innovative technologies that minimize energy use. In addition, regenerative braking captures a portion of the vehicle's kinetic energy, which is fed back into the battery while you're coasting or braking, while super-low-rolling-resistance tires further contribute to efficient operation. To help keep you informed, the available UVO eco³ Infotainment System* provides key information like charging status, total driving range, energy efficiency, and the location of the nearest charging station³ — information that you can also access through a compatible smartphone⁴ app and on the web. Plus, UVO eco³* provides feedback on your driving habits to help you drive more efficiently.

ENERGY EFFICIENCY¹

2018 EPA Estimates: Driving Range = 111 miles. City/Highway MPGe = 124/93. Combined MPGe = 108.

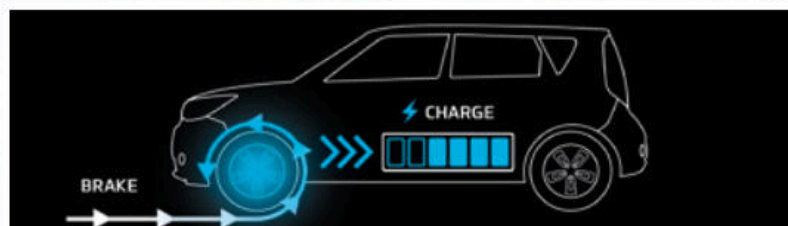
Level 2 (240V) charging station shown is not available for purchase and does not come with vehicle. Actual charging stations will vary. 120V charger is included with vehicle. 1, 3, 4, * See Features pages for availability and endnotes. Not all optional features are available on all trims.

SOUL EV+ (plus) SHOWN

Meticulously engineered to maximize efficiency¹

THREE WAYS TO CHARGE AND GO

Two charging ports are located behind a sliding door in the front grille. The first port is for 120V charging — or 240V charging that allows a full charge in less than five hours. The second is a DC Fast Charge port designed for 480V charging that can achieve a 90 percent charge (approximately 100-mile range¹) from empty in 46 minutes.²



ADVANCED AND POWERFUL LITHIUM-ION POLYMER BATTERY

A 30-kWh, 360-volt, 200-cell lithium-ion polymer battery is designed for high-energy capacity and thermal stability. Its flat design and location beneath the floor mean there's minimal battery intrusion into the cabin, which helps Soul EV provide plenty of interior space. It is engineered with state-of-the-art materials to increase durability — allowing Kia to back the battery with a 10-year/100,000-mile warranty² — while also reducing its weight and increasing energy density.

HIGHLY EFFICIENT REGENERATIVE BRAKING

To help maximize Soul EV's driving range, a third-generation regenerative braking system captures a portion of the vehicle's kinetic energy. As you brake or coast, kinetic energy is captured and fed back into the battery. You can choose between two driving modes: Drive mode and Brake mode, with the ability to engage Active ECO mode in each setting.

UVO eco³ INFOTAINMENT SYSTEM*

With this available system, you can stay informed of key vehicle and battery systems via the web, phone app, or in your EV. You can also access services like 911 Connect⁵ and Enhanced Roadside Assist⁶.

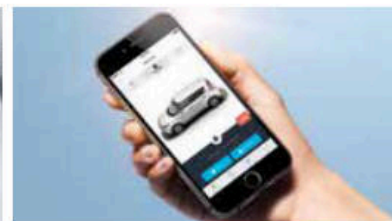


PREHEAT OR PRECOOL THE CABIN*

Climate Scheduling with available UVO eco³* reduces energy use by preheating or precooling the interior before starting the car, while it's still plugged into a charger.

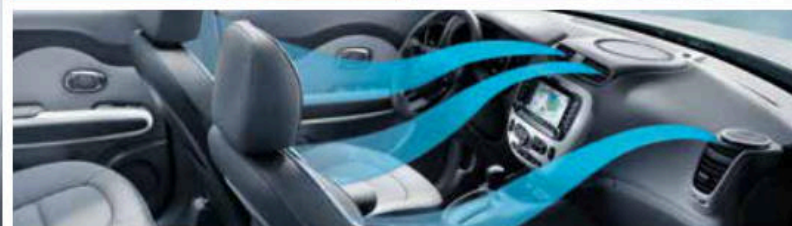
CONNECT TO YOUR SMARTPHONE**

Control available functions like Climate Scheduling, or even remotely unlock the doors, by sending commands with a compatible smartphone⁴ app through the available in-vehicle wireless modem.³



INDIVIDUAL VENTILATION

To avoid significant air-conditioning energy drain, Soul EV allows you to select driver-only ventilation to completely shut off the airflow to the passenger-side vents.



AUTOMATICALLY CHARGE OVERNIGHT*

When lower electric rates are available during off-peak hours, you can schedule charging with available UVO eco³* Charging Reservation. You can also set the schedule to repeat automatically.

QUICKLY LOCATE CHARGING STATIONS*

With available UVO eco³* finding a charging station is quick and easy. Touch the Nearby Stations icon on UVO eco's screen and get real-time information about nearby locations.³

CONTROLLED AIRFLOW INTO THE CABIN

An air-intake control system regulates incoming airflow to minimize air-conditioning usage, adjusting interior temperature by managing the blending of outside and inside air.

REHARNESSED HEAT ENERGY*

The available heat pump is smaller and more efficient than a traditional heater and A/C system. For heating, it utilizes waste heat from the vehicle's electronics to increase the system's overall efficiency.

ENERGY EFFICIENCY¹

¹Fast Charge times based on charger speed of 50 kW. Level 2 (240V) charging station shown is not available for purchase and does not come with vehicle. Actual charging stations will vary. 120V charger is included with vehicle.

2018 EPA Estimates: Driving Range = 111 miles. City/Highway MPGe = 124/93. Combined MPGe = 108. 1, 2, 3, 4, 5, 6. * See Features pages for availability and endnotes. Not all optional features are available on all trims. Simulated screen shown. Images shown for illustration only.



Uncompromising comfort for all

Soul EV provides a spacious interior with plenty of headroom and legroom for driver and passengers. For enhanced comfort, it features a heated steering wheel and heated front seats, plus available features like ventilated front seats* and heated rear outboard seat cushions.* Soft-touch materials on the dash and upper door panels and available leather seat trim* add sophisticated styling and comfort. In addition, attention to aerodynamics, combined with superb interior insulation that reduces road noise, provides an exceptionally quiet ride.

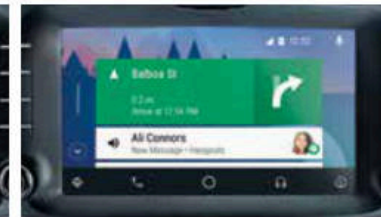


INTERIOR FEATURES

Dedicated to your convenience

APPLE CarPlay™7* ANDROID AUTO™8*

Apple CarPlay and Android Auto let you take full advantage of the available UVO eco^{3*} Infotainment System by simply connecting your compatible smartphone⁴ with a USB cable. You can then use it to navigate to your destination, make phone calls and retrieve voice mail, receive text messages and respond to them verbally, and more. Plus, compatible apps are displayed on the touch screen.



VOICE-COMMAND NAVIGATION^{3*}

This available system features a vivid 8-inch color touch screen and delivers valuable continuously updated highway conditions from SiriusXM Traffic.¹⁰

HEATED & VENTILATED FRONT SEATS*

Heated front seats, available ventilated front seats,* and available heated rear outboard seat cushions* help ensure year-round driving comfort.

PUSH-BUTTON START W/SMART KEY

To make everyday driving more convenient, the Smart Key remote lets you start or stop the motor with the push of a button, even with the key fob in your pocket or purse.

PANORAMIC SUNROOF*

Brighten up any drive and let fresh air in with the available panoramic sunroof with power sunshade on the Soul EV + (plus). The front portion tilts and slides.

FRONT & REAR PARK ASSIST^{9*}

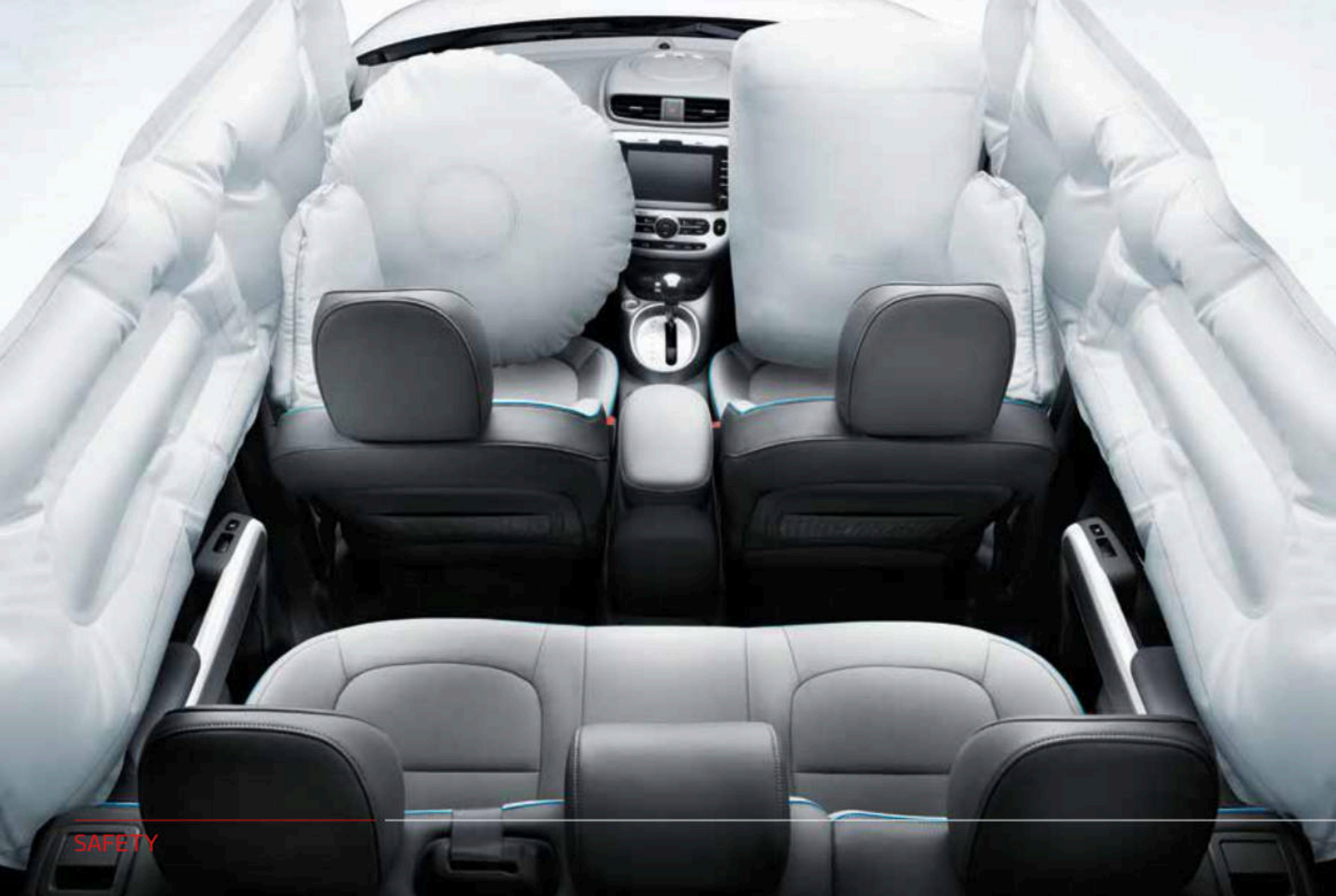
An available sonar system in the front and rear bumpers alerts you with audible and visual warnings if it detects certain objects close to your vehicle when you're parking.

REAR-CAMERA DISPLAY⁹

To help you see things behind your vehicle that you might not see by looking over your shoulder, Soul EV features a Rear-Camera Display with a large, bright screen.

3, 4, 7, 8, 9, 10. * See Features pages for availability and endnotes. Not all optional features are available on all trims. Simulated screens shown. Images shown for illustration only.

SOUL EV + (plus) WITH SUN & FUN PACKAGE SHOWN



SAFETY

Advanced safety systems[†] designed for peace of mind

ADVANCED AIRBAG SYSTEM

An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.¹¹

TRACTION CONTROL SYSTEM (TCS)

When TCS senses wheelspin during acceleration, it uses motor power and brake force to help transfer power to the wheel that has more traction.

SAFETY-ORIENTED BATTERY

Battery-cell chemistry and construction are designed for thermal stability, with a device to monitor temperature to help prevent overheating. Plus, five crossbeams help protect against under-car intrusion.

BRAKE ASSIST SYSTEM (BAS)

If BAS detects emergency braking, based on how quickly you step on the brake pedal, it applies full braking force, which can help shorten your overall stopping distance.

VEHICLE STABILITY MANAGEMENT (VSM)

For additional steering-direction-control capability, the VSM system is designed to intervene in appropriate situations to help the driver regain control of the vehicle.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)

To help maintain more consistent braking as vehicle loads and weight distribution change, the EBD system can automatically adjust the front-to-rear balance of brake pressure.

ELECTRONIC STABILITY CONTROL (ESC)

ESC provides improved directional stability to help maintain better control in difficult driving situations. During emergency maneuvers, it works to control the motor and brakes to help keep your Soul EV on course.

HILL-START ASSIST CONTROL (HAC)

When starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

[†]No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. ¹¹ See Features pages for endnote. Simulated image. Shown for illustration only.

FEATURES

EV-e[†]

MECHANICAL & EXTERIOR

30-kWh lithium-ion polymer battery
AC Synchronous Permanent Magnet electric motor
109 horsepower @ 8,000 rpm
210 lb.-ft. torque @ 2,730 rpm
6.6 kW On-Board Charger
Sliding charge port door w/light
DC Fast Charge port (480V) (CHAdeMO)
AC charge port (120V, 208V–240V)
w/nozzle-locking function
120V charge cable
16" aerodynamic alloy wheels
w/super-low-rolling-resistance tires
Pedestrian warning system
Regenerative braking system
Two-mode transmission shifter (Drive/Brake)
Heated, power outside mirrors
Projection headlights w/auto light control
LED accent lights
LED taillights
Privacy glass

INTERIOR & CONVENIENCE

Driver-only HVAC function
AM/FM/SiriusXM^{®10} audio system w/6 speakers
Push-button start w/Smart Key
USB/auxiliary input jacks w/illumination
Bluetooth^{®12} wireless technology
Steering-wheel-mounted³ audio controls
Cruise control
Active ECO mode
FlexSteer[™] driver-selectable steering assist
Electronic parking brake
Power windows w/driver's one-touch auto down
3.5" OLED meter cluster screen
Heated steering wheel
Tilt & telescopic steering column
Leather-wrapped steering wheel
2 front 12V power outlets
Tire-Pressure Monitoring System (TPMS)¹³

SEATING & TRIM

Gray two-tone cloth seats
Heated front seats (2 levels)
6-way adjustable driver's seat
60/40 split-folding rear seat
Soft-touch dash & front upper door panels

SAFETY & RESTRAINING SYSTEMS¹¹

Dual front advanced airbags
Dual front seat-mounted side airbags
Full-length side curtain airbags
Front seat-belt pretensioners
Anti-lock Braking System (ABS)
Vehicle Stability Management (VSM)
Electronic Stability Control (ESC)
Traction Control System (TCS)
Brake Assist System (BAS)
Electronic Brake-force Distribution (EBD)
Hill-start Assist Control (HAC)
Side-impact door beams
Front & rear crumple zones
Lower Anchors and Tethers for Children (LATCH)

2018 EPA ESTIMATES¹

Driving Range = 111
City/Highway Equivalent (MPGe) = 124/93
Combined MPG Equivalent (MPGe) = 108

 www.kia.com/SoulEV for a full list of the latest features and specifications, visit:

EV

(replaces or adds to EV-e)

MECHANICAL & EXTERIOR

Heated, power outside mirrors
w/turn-signal indicators

INTERIOR & CONVENIENCE

Heat pump HVAC system
UVO eco³ Infotainment System
w/Apple CarPlay^{™7} & Android Auto^{™8}
Rear-Camera Display⁹

INDUSTRY-LEADING WARRANTY PROGRAM²

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance
- 10-year/100,000-mile limited battery warranty

EV+ (plus)

(replaces or adds to EV)

MECHANICAL & EXTERIOR

Heated, power-folding outside mirrors
w/turn-signal indicators
Front fog lights
Aero windshield wipers

INTERIOR & CONVENIENCE

Front & Rear Park Assist System⁹
Auto-dimming rearview mirror
12V power outlet in cargo area
Luggage net
Cargo cover

SEATING & TRIM

Gray two-tone leather seats
Ventilated front seats (3 levels)
Heated front seats (3 levels)
Heated rear outboard seat cushions (2 levels)
Leatherette cluster housing & center door trim
Front-passenger-seat side tray

ENDNOTES

[†]EV-e sold in California only.
1. Based on EPA estimates of miles that can be traveled in combined city and highway driving before the car must be recharged. Actual range and mileage will vary with options, driving conditions, driving habits, and your vehicle's condition. **2.** Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details. **3.** Distracted driving can result in a loss of vehicle control. Never use a handheld device or vehicle system that takes your focus away from safe vehicle operation. Navigation is for information purposes only, and Kia does not make any warranties about the accuracy of the information. No subscription fee for UVO eco for 3 years. No subscription fee for SiriusXM Travel Link and charging-station location-information service for 3 years. App uses your smartphone cellular-data service. Normal cellular service rates will apply. Internet hotspot connection can be made to your personal wireless Internet at home or to a smartphone device with Internet service plan (normal cellular service rates may apply). **4.** Apple iPhone[®] and select Android[™] devices only are UVO eco-compatible. iPhone[®] is a registered trademark of Apple Inc. Android[™] is a trademark of Google Inc. **5.** 911 Connect activates after airbag deployment. Requires a wireless signal. **6.** 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires a wireless signal. **7.** Apple, the Apple logo, and iPhone are trademarks of Apple Inc., registered in the US and other countries. Apple CarPlay is a trademark of Apple Inc. **8.** ©2017 Google Inc. Google is a registered trademark and Google Maps and Android Auto are trademarks of Google Inc. **9.** These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution. **10.** SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets.** Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly. **11.** For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury. **12.** 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. A compatible *Bluetooth*[®]-enabled cell phone is required to use *Bluetooth*[®] wireless technology. **13.** Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.