



News Release

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2020 KIA SOUL MAKES CANADIAN DEBUT IN MONTREAL

Next-Generation Soul Strikes Back With Forward Design, Modern Tech

- Iconic shape and profile evolve on top of all-new platform
- Technologically advanced cockpit designed to provide visceral musical experience
- New 2.0-litre engine and available Intelligent Variable Transmission (IVT) combination
- Available 10.25-inch wide display² and available Head-Up Display² play up Soul's high-tech image

MONTREAL, Jan 10, 2019 – Kia Canada today introduced a better way to roll with the Canadian debut of the all-new 2020 Soul, a completely new yet familiar version of Kia's beloved and award-winning urban runabout. Taking everything that helped popularize the quirky, unconventionally styled subcompact, Kia Motors poured more of its soul into nearly every inch of the vehicle, resulting in a third-generation that continues to transcend unmatched style, peppy performance, thrilling technology, and urban practicality.

Proving the point that "there is a Soul for everyone," the 2020 Kia Soul is available in five trim levels – LX / EX / EX+ / EX Premium / EX Limited – plus the all-new Soul EV (outlined in a separate press release). Pricing will be available closer to expected on-sale date in the first half of this year.

Design Beyond the Box

While the Soul stays true to its design heritage with its boxy silhouette and confident stance, its newly sculpted lines, cutting-edge details, and technical lighting elements present the most futuristic, youthful and innovative Soul yet.

New exterior design highlights include:

- High-tech front headlight configuration with connecting trim piece accentuates width

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- Slim-design daytime running lights and turn signal indicators
- Larger front grille with unique two-tone treatment
- Front fenders add volume to clean and smooth surfaces
- Three-dimensional wraparound boomerang-shaped taillights
- C-pillars designed to resemble airplane wings
- Signature vertical rear window and “Island” stay true to Soul design heritage
- Distinctive C-pillar garnish features new “Soul” graphic

Music has been an overarching theme for Soul since its inception, and it's no different this round. For the third generation, designers and engineers turned up the volume on the interior. Drawing inspiration from the “emotional visualization of sound,” the Soul's interior space is adorned with shapes and textures that reflect acoustic inspired elements to create a full sensory experience.

Interior design highlights include:

- Available sound mood lighting emits soft light from the centre door panels and a unique 3D pattern surface on the upper door panels, with the ability to synchronize to the beat of the music playing through the Soul's audio system
- Sound mood lighting features a rainbow of customizable colours
- Available wireless charging¹
- Available dual auto climate control
- Soul's signature tweeter speakers

HIGHLIGHT – SOUL'S MOOD LIGHTING SYSTEM

Since the Kia Soul first arrived on the scene in 2009, it has established a very real and remarkable connection with music. This continues to be a core attribute of the Soul's persona and the volume has been turned up to 11 with a new mood lighting system that tailors the interior ambiance according to a variety of selectable "moods":

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- Hey! Yo!
 - Party Time
 - Traveling
 - Romance
 - Midnight City
 - Cafe

Smart Packaging and Stronger Structure

Despite its compact footprint, the Soul's boxy dimensions continue to offer up a surprising amount of cargo and passenger space. Slightly longer than before, the 2020 Soul also features more smartly designed packaging in an effort to make accessibility even easier.

Exterior Dimensions (mm):

- Length = 4,195 (+55)
- Width = 1,800
- Height = 1,600 ~ 1,615
- Wheelbase = 2,600 (+30)

Interior Dimensions (mm):

- Leg room (Front / Rear) : 1044 / 985
- Head room (Front / Rear): 1013 / 1003 (without sunroof); 973 / 1003 (with sunroof)
- Shoulder room (Front / Rear) 1410 / 1390
- Cargo capacity: 23.8 cu.-ft. [+ 5.0 cu. ft.]

Packaging highlights:

- Wider and lower rear liftgate opening improves ease of loading and unloading
- Easy grip handle on liftgate
- Dual level cargo board offers flexibility with the ability to accommodate taller items using the lower level setting
- Larger front door openings as a result of sculpted front door panels

The 2020 Soul's stronger structure benefits from an increased use of Advanced High Strength Steel (AHSS), hot stamped components, and structural adhesive. With stronger bones, the 2020 Soul is expected to achieve the highest safety ratings from the Insurance Institute for Highway Safety (IIHS) and National Traffic Highway Safety Administration (NHTSA).

Next-Gen Infotainment and Kia's Advanced Driver Assistance Systems

Recognizing that one's car is an integral part of their social life, the 2020 Soul continues to surprise and delight with next-gen infotainment and technology.

- Available 10.25-inch HD colour touchscreen² with split screen function and rear view monitor³
- Standard Android Auto⁴ and Apple Car Play⁵
- Available Bluetooth^{®6} Multi-Connection - two Bluetooth devices can be connected at the same time
- Available 8-inch Head-Up Display²
- Available 640-watt Harman Kardon⁷ audio system – twice the wattage of current Soul – with an amplifier and 10 speakers including tuned center speaker and subwoofer

Like other newly designed Kia models, the all-new Soul offers a suite of available Advanced Driver Assistance Systems, including:

- Forward collision-avoidance assist (FCA)
- Lane Keeping Assist (LKA)
- Lane Changing Assist (LCA)

- Driver Attention Warning (DAW)⁸
- Blind-spot Collision Warning (BCW)
- Rear Cross Collision Warning (RCW)
- Smart Cruise Control (SCC)
- High Beam Assist (HBA)

What Drives You?

Soul enhances its fun-to-drive personality and versatility with different drivetrain combinations. From the all-new 2019 Forte, Kia's Intelligent Variable Transmission (IVT) is now available on the 2020 Soul for those who require efficiency with their zip. Designed and built in-house, the IVT is Kia's unique version of a continuously variable transmission that provides an engaging driving experience.

- 2.0-litre Nu four-cylinder engine + Intelligent Variable Transmission (IVT)
 - 147 horsepower, 132 lb-ft. of torque

With the Soul's all-new platform comes a more refined experience behind the wheel and on the road. Engineers designed suspension geometry to help quell noise, vibration and harshness while also improving handling and comfort in a variety of conditions.

About Kia Canada Inc.

Kia Canada Inc. (www.kia.ca - www.facebook.com/kiacanada), a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 1999 and sells and services high quality, class leading vehicles like the Soul, Forte, Optima and Sorento through a network of 191 dealers nationwide. Kia Canada Inc. employs 154 people in its Mississauga, Ontario headquarters and three regional offices across Canada, including a state-of-the-art facility in Montreal. Kia's brand slogan "The Power to Surprise" represents the company's global commitment to surprise the world by providing exciting & inspiring experiences that go beyond expectations.

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¹ Charging system only works with select devices. Refer to the vehicle's Owner's Manual for warnings and instructions."

² Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution.

³ Rear View Monitor is not a substitute for safe driving, and may not display all objects behind the vehicle. Always drive safely and use caution.

⁴ Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and an Android compatible smartphone running Android™ 5.0 Lollipop or higher. Data plan rates apply. Android Auto is a trademark of Google LLC.

⁵ Apple CarPlay™ is a trademark of Apple Inc. Requires a compatible Apple device sold separately. Apple CarPlay™ runs on your smartphone cellular data service. Data plan rates apply.

⁶ The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG Inc., and any use of such marks by Kia is pursuant to license. A Bluetooth® enabled device is required to use Bluetooth® wireless technology.

⁷ Harman/Kardon is a registered trademark of Harman International Industries, Inc.

⁸ Driver Attention Warning is not a substitute for safe driving and may not detect all instances of driver fatigue or inattentive driving practices. Failure to pay attention to travel conditions and vehicle operation could result in loss of vehicle control. Always drive safely and use caution.