



News Release

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ALL-NEW 2020 KIA SOUL EV¹ COMBINES SOUL-FUL VIBE WITH ALL-ELECTRIC BUZZ

Super Cool and Electric Too

- Next-generation uber-popular urban runabout again available with battery-only power
- Available Powered by a state-of-the-art liquid-cooled lithium ion polymer 64 kWh battery
- Combined Charging System (CCS) DC fast-charge is standard equipment²
- Available 201-horsepower electric motor with 291 lb.-ft. of torque

MONTREAL, January 10, 2019 – Kia Canada today gave the 2020 Kia Soul EV its Canadian introduction. Just as quirky, fun-loving and crowd-pleasing as the beloved and award-winning Kia Soul, the Soul EV provides the opportunity for lovers of the Soul to drive without ever stopping for gas.

A Much Better Battery

The new Soul EV has a standard 39.2kwh battery with an available 64kwh battery. The new state-of-the-art liquid-cooled lithium ion polymer 64 kWh battery is expected to mean much less need for daily charging, and with Combined Charging System (CCS) DC fast-charge³ as standard equipment, battery refills should be brief so road trip fun can happily continue after only a short break.

The new battery is currently being tested to ascertain precise EPA-estimated range. Results are expected early in 2019 and will be announced at a later date.

Driving Dynamics – The Soul EV is More Fun Than Ever

The Soul EV has always provided a bit of a magic carpet ride, whisking along silently with seemingly effortless pull. Available now with a standard 134 horsepower and 291 lb.-ft of torque and also available with 201 horsepower and 291 lb.-ft. of torque (way up from 210 lb.-ft. in the outgoing model), drivers will feel like a virtual Aladdin. Handling and driving dynamics are also much improved, thanks to the addition of independent rear suspension. The new Soul EV also provides plenty of tools for drivers to customize their driving experience and their battery usage, including:

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- Four drive modes – Eco, Comfort, Sport and Eco+ – that automatically adjust power output to the traction motor, regenerative braking, air conditioning and heating settings, and set speed limits to help manage operating efficiency⁴ depending on driving conditions
- Smart regenerative braking operated via paddle shifters provides drivers the ability to slow the car and capture kinetic energy, adding extra range. Drivers can choose from four regen braking levels (0 to 3) depending on desired driving smoothness, enjoyment and efficiency
- Brake and Hold System feature allows regen paddle shifter to bring the car to a full stop⁵
- Smart Regen System adjusts the regenerative braking level based on a vehicle being detected in front of the Soul EV and creates smoother coast-down driving, especially when descending a steep road⁶
- Smart Eco Pedal Guide display on the instrument cluster keeps the driver aware of real-time battery usage based on accelerator pedal input

HIGHLIGHT –SOUL AND SOUL EV– WHAT’S THE DIFF?

The 2020 Soul is all-new with a refreshed exterior that stays true to its boxy origins – a distinctive look beloved by legions of fans. The new Soul EV is built with the same architecture, but imbued with unique styling that provides the car a flair of its own:

- Restyled front and rear bumper fascias
- Solid front grille insert with charging door conveniently located on driver’s side
- Exclusive EV five-spoke 17-inch alloy wheels

Technology Befitting a Thoroughly Modern Vehicle

The Soul EV comes equipped with a long list of state-of-the-art features to help enhance safety, improve the driving experience and provide ease of operation and ownership. Kia engineers and designers have thought of everything. Every Soul EV includes a suite of Advanced Driver-Assistance Systems, and a long list of standard and optional equipment, highlights of which are listed below.

- High-tech rotary shifter (shift-by-wire)
- 10.25-inch colour touchscreen⁷ with rear view monitor⁸ and parking guidance
- 6-speaker audio system (AM/FM/SiriusXM)⁹ with USB input

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- Steering wheel-mounted audio controls
- Apple CarPlay¹⁰ and Android Auto¹¹
- Bluetooth¹² wireless connectivity with voice recognition
- 6 airbags¹³ (dual front advanced air bags, dual front seat-mounted side air bags, side curtain air bags)
- Vehicle Safety Systems¹⁴
 - Antilock braking
 - Traction control
 - Electronic stability control
 - Hill-start assist control
 - Tire pressure monitoring system
- Advanced Driver-Assistance Systems (ADAS)¹⁵
 - Forward Collision Warning (FCW)
 - Advanced Forward Collision-Avoidance Assist
 - Lane Departure Warning (LDW)
 - Lane Keeping Assist (LKA)
 - Driver Attention Warning (DAW)¹⁶
 - Advanced Smart Cruise Control
 - Blind Spot Collision Warning (BSW)
 - Rear Cross-Traffic Collision Warning

New for Soul EV is our UVO Intelligence Connected Car System that allows owners to monitor and control a long list of vehicle operations, including:

- Notifications of battery and charging status
- Real-time charging station update (later availability)
- Scheduled charging
- Auto Collision Notifications – the vehicle will send a notification to the server if the vehicle is in an accident and the system dials 911 emergency services, provides the car position via GPS, and opens a live microphone so that emergency workers can communicate with the vehicle occupants

Made in Korea and One Soul with a Whole Lot More

Built at the Gwangju plant in Korea, the Soul EV is expected to go on sale next year. Pricing will be announced closer to the on-sale date. Buyers can choose from two trims, the EV Premium and EV Limited.

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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 Expected early 2019 in select retailers in select markets with limited availability.

² Frequent use of DC fast charging can negatively impact battery performance and durability, and Kia recommends minimizing use of DC fast charging.

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⁴ Actual range will vary with options, driving conditions, driving habits, vehicle maintenance, charging practice, battery age, weather, temperature and your vehicle's condition. Battery capacity will decrease with time and use. For more information on range, please see www.fueleconomy.gov.

⁵ The Brake and Hold system is not a substitute for safe driving. Do not solely rely on the system to stop the vehicle or avoid collisions. Always drive safely and use caution.

⁶ The Smart Regeneration system is not a substitute for safe driving, and may not detect all objects in front of the vehicle. Do not solely rely on this system to stop the vehicle or avoid collisions. Always drive safely and use caution.

⁷ Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a vehicle system that takes your focus away from safe vehicle operation.

⁸ 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.

⁹ SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc., after 3-month trial included with vehicle purchase. 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. Please see the SiriusXM Customer Agreement at www.siriusxm.com for complete terms and how to cancel, which includes calling SiriusXM at 1-866-635-2349. All fees and programming are subject to change. Traffic information not available in all markets. SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc.

¹⁰ 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.

¹¹ 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.

¹² 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.

¹³ For maximum protection, always wear your seat belt.

¹⁴ No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive safely.

¹⁵ These features are not substitutes for safe driving, and may not detect all objects surrounding vehicle. Always drive safely and use caution.

¹⁶ 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.