



2019 Interbrand Best  
Global Brands - 78st rank



National Customer Satisfaction Index -  
No. 1 in RV category 5rd consecutive year  
(2016-2020)



2020 Korean Service Quality Index -  
No. 1 in the automotive after-sales service  
category (7th consecutive year)

## KIA VIK One-touch solution for Kia Motors customers

### An essential app for Kia Motors customers

Access Kia Motors and Red Members' websites with  
a single ID and view vehicle purchase, maintenance,  
and membership information all at once.



Android



iOS

## KIA RED MEMBERS Special membership benefits for Kia Motors customers

### KIA RED MEMBERS CARD

Vehicle maintenance, points accumulation,  
information, and marketing partnership benefits  
for Kia Motors customers.

### Car & Life Mall and marketing partnerships

Car supply and maintenance services and ability to earn  
and use points with diverse lifestyle service partners.

### Systematic vehicle maintenance service

Differentiated maintenance services such as  
regular inspections, maintenance-by-appointment,  
and emergency assistance.

## KIA RED Q The Beat Never Stops

### SMART Q

#### Door to door service :

Vehicle pickup and delivery a desired location and  
time for customers who are unable to visit an  
AUTO Q center. ※ Door to door is a paid service.

KIA RED MEMBERS WEBSITE



RED.KIA.COM

※ Please call the Customer Center (080-200-2000) or visit the KIA RED MEMBERS website for more details. ※ Services are subject to change without notice.



Kia Motors maintains the same prices and sales conditions nationwide to safeguard customers' trust.

"Discrepancies between the brochure and products sold may occur due to changes since the time of printing. Specifications may change due to suppliers' conditions.  
Photographs may depict optional features. Please refer to the most recent monthly price list when purchasing a car and contact a sales representative."

- ▶ Colors depicted in photographs may differ from the actual colors due to printing limitations.
- ▶ Drive efficiently : 1. Do not accelerate or stop abruptly. 2. Use only genuine parts to optimize product performance and extend life expectancy.

⚠ Caution: Please read the car manual before initial use for safe driving.

♻ Please recycle this booklet and protect the environment.

▶ Customer center : 080-200-2000

▶ Internet homepage : www.kia.com

▶ Date of production : September 1, 2020.

# soul<sup>EV</sup>



## 2021



This PDF file is for reference only.

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due to the time of printing. Please refer to the most recent monthly  
price list when purchasing a car and contact a sales master.



# soul<sup>EV</sup>

For some, the future is a figment of imagination,  
but for those who seek out new adventures and experiences  
and search for the most futuristic lifestyles that can be lived today,  
SOUL BOOSTER EV is the future.











Platinum gold (G3V)

## High Tech Design

From the futuristic lamp layout that makes a bold statement in the front to the wraparound rear combination lamps that create a lasting impression, high-tech finishes put the final touch to SOUL BOOSTER EV's design evolution.







#### Frontal design

The polished front design with slim headlights, sculpted lines and sharp details project a clean and futuristic look.



#### 17" alloy wheel

Dedicated EV "aero-type" wheels not only improve aerodynamic efficiency, they also complete the high-tech look with a "parametric pattern" reminiscent of diamonds.



#### Rear design

Left and right tail lamps are visually connected to create a cohesive, wrap-around look, while a horizontal layout imparts a wider stance.



#### Roof design

The roof rack sits flush to the roof to complete a strong SUV look and improves functionality at the same time.





Gray 2-tone interior

## Futuristic Interior

High technology gives SOUL BOOSTER EV a futuristic look while providing ingenious convenience features. The sophisticated dial-type transmission, cutting-edge multimedia functions and specialized eco-friendly contents offer a one-of-a-kind driving experience.



### Dial-type Shift by Wire (SBW)

Electronically-controlled transmission and dial-type SBW make vibration-less e-shifting a cinch, requiring minimal effort and movement.  
※ 6 color variations

### Sound mood lighting system

Interior lights can be synced with music being played to create diverse moods and ambiances that complement the music.

※ 8 different moods and 6 color themes are available







Gray 2-tone interior

Functional layout and package options promote seating comfort, making 2nd-row seating more relaxed and improving luggage space functionality.



Specifications may vary according to the trim and options that are selected.



# Smart Convenience

A wide selection of unique and convenient high-tech features promote a smart and easy-going lifestyle.



**10.25" UVO navigation**

A HD high-resolution LCD display can display diverse content at the same time through a split-screen to provide an enhanced entertainment and connectivity experience.



**Bluetooth multi connection**

Two Bluetooth devices can be connected to the car simultaneously and be switched over flexibly to provide the driver and passengers greater convenience.



**Combiner HUD (Head-Up Display)**

Diverse driving information is projected onto the windshield to minimize movement of the driver's line of sight and promote safe driving.



**Supervision cluster (7" color TFT LCD)**

Diverse vehicular and navigational information is displayed through a 7" color TFT LCD monitor with exceptional visibility.



**Wireless smartphone charging system**

Smartphones can be charged without a cable with this high-tech convenience device.

※ A separate charging pad or phone case may be required depending on the smartphone model.  
May not be compatible with models that do not support the use of adaptors.

**KRELL premium sound**

A sound system by KRELL, an American high-end audio brand, renders rich, concert-hall-quality sounds in your car.





2-tone exterior color ... Neptune blue + Cherry black (SE2)

# A Better Future

Cutting-edge technology optimized to facilitate EV battery charging offers a smarter and more efficient driving experience.

## Charging port (Combo type)



54

Fast charging


min (based on a 100kW fast charger)

Battery can charge up to 80% in 54 minutes with a fast charging system, making long distance trips and last-minute charging a non-issue.

## Specialized EV technology

 **Real-time update of charging points** Navigation displays the status of charging points (free, occupied, out of service, etc.) and the type of chargers available (Combo, CHAdeMO, etc.).

 **Fast/slow target State of Charge (SoC) preset function** Charging time and SoC target can be set according to circumstances and needs.

 **Remote charging** Charge the battery remotely using the UVO smartphone app. Charge it right away or schedule a time to based on car usage plans, SoC targets, or electricity rates.



Specifications may vary according to the trim and options that are selected.





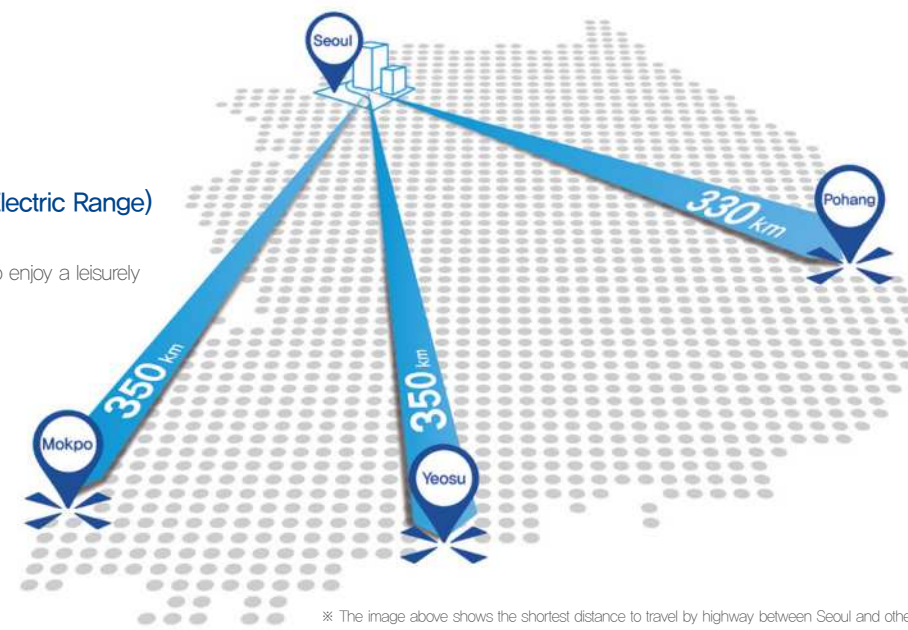
Platinum gold (G3Y)

# Efficient Driving

The innovative mix of a large battery pack, a high-performance motor and smart regenerative braking system enables SOUL BOOSTER EV to travel 386 km on a single charge.

**386 km** (All-Electric Range)

An exceptional driving range offers the freedom to enjoy a leisurely EV life that goes beyond the city limits.

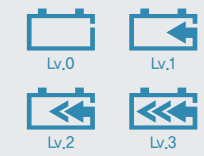


※ The image above shows the shortest distance to travel by highway between Seoul and other cities.



## Paddle shift (Regenerative braking control)

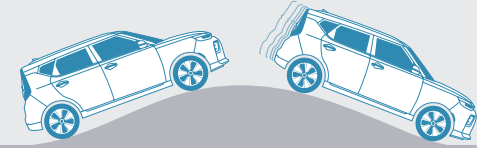
Simple operation of the paddle shift provides a choice of 4 levels of regenerative braking power, giving the option between greater fuel efficiency and exhilarating driving.



Regenerative braking control setting is displayed on the cluster

## Regenerative braking system

Converts kinetic energy generated while braking into electric power that can charge the battery. Different levels can be selected using the paddle shift.



Specifications may vary according to the trim and options that are selected.



**DRIVE  
WISE**

Hassle Free, Delightful Driving  
Peace of mind for a more enjoyable  
and pleasant drive

Kia's brand name for ADAS technology. ADAS proactively analyzes driving conditions to assist drivers as needed. Its aim is to provide ultimate safety to drivers, passengers, pedestrians, and drivers of other vehicles alike.

※ ADAS : Advanced Driver Assistance System



#### Navigation-based Smart Cruise Control (NSCC)\*

Helps to maintain a safe speed according to road conditions while driving on a highway. Automatically decelerates before entering a safety zone or a curved section. Resumes acceleration to original speed settings thereafter.

※ Automatic deceleration in highway safety zones is supported when used together with the navigation system.

#### Highway Driving Assist (HDA)\*

Helps the car to automatically maintain a safe distance from the car in front and to stay within speed limits while driving on a highway.

## Advanced Safety

High-tech driving technology helps the driver to navigate better in unpredictable road and driving conditions and to proactively care for the safety of all passengers.



#### Forward Collision-Avoidance Assist (FCA)\*

FCA helps prevent driver injury and vehicular damage by alerting the driver and applying the brakes automatically, if necessary, when danger of colliding with a car, bicycle rider, or pedestrian is detected.



#### Lane Following Assist (LFA)\*

Helps the driver keep the car in the middle of the lane and reduces driver fatigue to create a more convenient and safe driving environment.



#### Blind-Spot Collision Assist (BCA)\*

Warns the driver about vehicles in rear lateral blind spots or vehicles that approach at high speeds, activating automatic braking control to help prevent collisions.



#### Rear Cross-Traffic Collision Assist (RCCA)\*

Prevents collisions while pulling out in reverse by warning the driver and applying the brakes if necessary if it detects cars approaching from the side.

\* Virtual images have been used to help viewers' understanding / Specifications may vary according to the trim and options that are selected.



# More Details



UVO makes life more safe and comfortable with advanced technologies that protect the driver and vehicle under all circumstances. UVO offers SOS emergency dispatch, automatic airbag deployment notification, and theft alarm services anytime, anywhere. Discover the priceless value of safe and comfortable driving.

※ Basic service (complimentary 5-year subscription upon initial enrollment) : remote control, safety and security, maintenance and navigation.  
※ For more information, please visit UVO's homepage (<http://uvo.kia.com>)



Remote control  
Cool or heat the interior of the car remotely in advance using a smart phone.



Safety and security  
Emergency assistance through the UVO center in the event of an airbag deployment or roadside emergency (24/7, 365 days).



Maintenance  
One-stop service ranging from automatic diagnosis of break-downs to scheduling of maintenance appointments.



Navigation  
Optimal route guidance using real-time traffic information.

## EQUIPMENT

Projection headlamp

Bulb rear combination lamps

Sunroof (including indoor LED lamp)

Rear Occupant Alert (ROA)

Engine start/stop button

Electric Parking Brake (EPB, with Auto Hold)

Smart display audio (7", rear camera)

Driver power seat with electric lumbar support

Front row seat ventilation system & Front and rear heated seat\*

2nd row 6:4 split-folding seats

220V portable charging cable (ICCB)

Slow charging cable

## INTERIOR COLORS

Gray 2-tone interior (Leather / man-made leather seats)

Black 1-tone interior (Leather / man-made leather seats)

※ Images depict genuine leather seats / Texture and shape of man-made leather seats may vary according to the specifications that are chosen / Leather upholstery uses a combination of genuine and man-made leathers.

※ Virtual images have been used to help viewers' understanding / Specifications may vary according to the trim and options that are selected.

## TWO-TONE EXTERIOR COLORS



Neptune blue + Cherry black (SE2)

## EXTERIOR COLORS



## SPECIFICATION

Specification	NOBLESSE (Standard battery pack)	PRESTIGE (City-type battery pack)
Overall length (mm)	4,195	
Overall width (mm)	1,800	
Overall height (mm)	1,605	
Wheelbase (mm)	2,600	
Wheel tread Front/Rear(mm)	1,565 / 1,575	
Battery type	Li-ion	
Battery system capacity (kWh)	64	39.2
Motor max. power (ps)	204 (150kW)	136 (100kW)
Motor max. torque (kgf-m)	40.3 (395Nm)	

1,565  
1,800

2,600  
4,195

1,575  
1,800  
1,605

Model	Fuel	Battery voltage (V) / Battery voltage (Ah)	Unladen vehicle weight (kg)	Government-certified standard fuel efficiency (Electric power)			All-electric range		
				City (km/kWh)	Highway (km/kWh)	Combined fuel economy (km/kWh)	City (km)	Highway (km)	Combined (km)
NOBLESSE (Standard battery pack)	Electricity	356 / 180	1,695	6.0	4.8	5.4	427	336	396
PRESTIGE (City-type battery pack)	Electricity	327 / 120	1,555	6.4	4.9	5.6	279	214	250

※ Energy consumption figures are for standard mode. Actual figures may vary according to road conditions, driving habits, vehicle load and outside temperature.

## The EV purchase process

1. Vehicle purchase

- Visit sales branch, Sign contract

2. Local subsidy subscription

- Check budget and match against delivery date
- Fill out and file application
- Check results

3. Plan for home charger

- Verify charger and installation process
- Get information from manufacturer

4. Verify availability of subsidies / Car delivery

- Confirm with local government (D-10)
- Accept vehicle delivery

5. Apply for government subsidy

- Register car and request subsidy (must be done within 10 days of delivery)
- Subsidy will offset "payment due" once deposited into Kia's account.

6. Customer care

- Kia will follow-up for questions or comments

※ The process may change at the discretion of local governments. For more information, please visit the Ministry of Environment's electric vehicles portal site.