



Kia Motors America, Inc.  
111 Peters Canyon Road  
Irvine, CA 92606  
Kiamedia.com

Alex Fedorak  
949.468.4813  
Afedorak@kiausa.com

## News Release

Shelby Hunt  
Zeno Group for Kia Motors America  
310.566.3985  
Shelby.hunt@zenogroup.com

### **KIA SOUL NAMED ONE OF “10 GREAT AND SAFE RIDES FOR TEENS” BY AUTOWEEK MAGAZINE**

#### ***Popular and Stylish Urban Passenger Vehicle Honored by Well-Known Automotive Publication***

- Kia five-door appeals to youthful consumers with personalization options and style
- Soul touted for value, safety features, fuel economy and overall appeal

**IRVINE, Calif., September 4, 2009** – Following a slew of prestigious honors and recognitions, the 2010 Kia Soul has yet again been recognized for its consumer appeal and been named one of “10 Great and Safe Rides for Teens” by *AutoWeek* magazine as part of its September 7, 2009 issue. Recently named to the “Most Exciting Cars of 2010” list by TIME.com, given a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS) and named to the “Top 10 Back-to-School Cars” list by Kelley Blue Book’s kbb.com, Soul was recognized by *AutoWeek* for its striking style, value, safety features, fuel economy and overall appeal to the teenage demographic.

“Soul is the right car for the times, offering a viable option for the teenage driver with a comprehensive package of unique style, safety features, fuel economy and value,” said Michael Sprague, vice president, marketing of Kia Motors America (KMA). “Designed for both the young and young-at-heart, Soul provides an abundance of standard safety features and enables owners to truly personalize their vehicle to stand out in a crowd, which we know to be important to today’s youth.”

Available in four trims, Soul, Soul+, Soul! (exclaim) and Soul *sport*, Kia Motors’ affordable halo vehicle offers an attractive starting price below \$14,000<sup>1</sup>. Designed with the young and young-at-heart in mind, Soul presents an immense amount of style, value and personalization options, and is outfitted with numerous youth-oriented standard convenience features, including an AM/FM/CD/MP3 audio system outfitted with SIRIUS Satellite Radio capabilities and three months complimentary service<sup>2</sup>, and USB and auxiliary input jacks in the center console with full iPod<sup>®3</sup> and MP3 controllability via the audio head unit and steering wheel controls (achieved with an optional accessory iPod cable). Soul also offers an optional Audio Upgrade Package that includes a center speaker, subwoofer, external amplifier and speaker lights that pulse to the beat of the music to truly enhance the personal lounge atmosphere.

- more -

<sup>1</sup> Price shown for base model and does not include destination charge of \$695, and also excludes taxes, title and license fees, additional options and retailer charges.

<sup>2</sup> Customers must renew SIRIUS subscription after trial period if they wish to retain service. SIRIUS three-month complimentary subscription not available in Canada, AK, or HI. For full terms and conditions, visit [sirius.com](http://sirius.com). SIRIUS, XM and all related marks and logos are trademarks of SIRIUS XM Radio Inc. and its subsidiaries.

<sup>3</sup> Accessory cable required for iPod<sup>®</sup> mobile digital device. Cable and iPod sold separately. iPod is a registered trademark of Apple Inc.

**2010 Kia Soul Named to “10 Great and Safe Rides for Teens” List by *AutoWeek***  
**Page 2 of 2**

In addition to the number of technology and convenience features found on Soul, the five-door hatchback also surrounds its occupants with abundant safety features, including front seat active headrests, dual front advanced airbags, front seat-mounted and full-length side curtain airbags, an Antilock Brake System (ABS), Electronic Stability Control (ESC), Traction Control System (TCS), Electronic Brake Distribution (EBD), Brake Assist System (BAS) and a Tire Pressure Monitoring System (TPMS). Front and rear crumple zones, side-impact door beams, an impact-absorbing steering column and Lower Anchors and Tethers for Children (LATCH) system also come standard.

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 630 dealers throughout the United States. For 2008, KMA recorded its 14th consecutive year of increased U.S. market share. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.”

Kia Motors America is the “Official Automotive Partner of the NBA.” Information about Kia Motors America and its full vehicle line-up is available at its Web site – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

**About *AutoWeek* Magazine**

*AutoWeek* magazine is a fortnightly automotive-enthusiast publication based in Detroit, Mich., and is one nearly 30 titles published by Crain Communications Inc. Through its print and online products, the *AutoWeek* brand is symbolic of core automotive passion. It is a must-read for those who live the automotive lifestyle. *AutoWeek* delivers by-the-minute news at [autoweek.com](http://autoweek.com) while taking an in-depth look at the enthusiast world in the primarily subscription-based magazine. *AutoWeek* provides readers with more information more often, giving them their car fix before the other guys even start their engines.

###