

Media Release

Kia Motors New Zealand



NEWS

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Kia Boosts Soul Urban SUV Range

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Kia is taking a bolder approach to its city crossover in New Zealand with the expansion of the Soul SUV range.

The Soul Urban model was introduced initially with a 1.6-litre engine to test the market earlier this year and has been so successful it is now confirmed as a mainstream model, along with a 2.0-litre version.

The styling of the Kia Soul Urban SUV has the addition of black body mouldings to the front bumper and side sills, highlighted with a chrome strip, together with black wheel arch extensions and larger 18" Sport alloy wheels. On the road, the Soul is distinguished by its front fog lights, LED daytime running lights and LED rear light clusters.

"Soul has always had a touch of SUV in its styling, so we decided to accentuate it and create a special model with a much bolder road presence," says Todd McDonald, General Manager of Kia Motors New Zealand.

"The popularity of SUVs in this market has grown in recent times, indicating the public continues to hold a preference for this type of vehicle. Soul already possesses a unique character through its upright styling and with the Urban we have given it a further boost in the SUV direction".

"We have selected key styling items that are designed to blend perfectly with the vehicle and we're delighted with the overall look – it really does add more flair," Mr McDonald says.

The new Soul Urban SUV features rear parking sensors and a reversing camera to improve safety when maneuvering in tight spots. Auto light control is also part of the package and senses when the outside light changes, switching the headlights on or off accordingly.

Inside, the driver has a leather-bound steering wheel and cruise control is fitted as standard. The 6-speaker audio system is controlled through a touch screen and includes Bluetooth connectivity. Passenger comfort is enhanced by the air-conditioning system and there's extra security from the remote locking system that incorporates a built-in alarm.

Thanks to its tall cabin and upright seating positions, the Soul provides unrivalled legroom and generous passenger space, yet still manages to retain compact exterior dimensions, making for easier driving and parking in congested city streets.

The Soul Urban is priced from \$32,490 plus ORC and is powered by a choice of two petrol engines; a 1.6-litre CVVT unit delivering 91kW of peak power or a 2.0-litre version with 113kW of power, matched to a smooth 6-speed, sequential shift automatic transmission.

For added peace of mind, every Kia model comes with the 5-year/100,000km Warranty Programme and free 24-hour road side assistance.

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Photo caption: The new Kia Soul Urban SUV – great looks and great value.

About Kia Motors New Zealand

Kia Motors New Zealand Limited (www.Kia.com/NZ) – a maker of quality vehicles for the young-at-heart is a subsidiary of Kia Motors Corporation (KMC) which was founded in 2006 and sells and services high quality, class leading vehicles like the Soul, Cerato, Optima, Sportage and Sorento through a network of 21 dealers nationwide. Kia Motors New Zealand manages the New Zealand operation from its Auckland headquarters. 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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