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Dear Kia Retailer,

Kia is pleased to announce pricing for the 2025 Soul. Kia's most iconic model delivers CUV utility with compact car pricing and offers consumers command view seating and visibility with cargo room rivaling up segment compact SUVs. Soul's standard 2.0L 4-cylinder powertrain will also continue to deliver up to 35 MPG highway.

New for model year 2025, the Soulmate Special Edition package elevates Soul's expressive design with an exclusive combination of features and style. The 2025 model will continue with an attractive starting price of under \$21,000, which includes an extensive list of standard features, plus eight collision avoidance and safety assist technologies. Consumer Reports has also awarded Soul with its Recommended rating. Soul's winning formula of product and value will continue to deliver traffic and sales to your showroom.

Trim Updates:

- EX Trim
 - New Soulmate Special Edition
 - Exclusive 18-inch alloy wheels
 - Umber interior color
 - Two-tone roof
 - Harman Kardon premium audio
 - Lower body cladding
 - SynTex and Cloth seating
- EX and GT-Line Designer Packages will no longer be available
- Neptune Blue will no longer be available

MSRP Pricing (does not include \$1,375 destination):

Soul Trim

LX	\$20,290
S	\$22,790
GT-Line	\$23,890
EX	\$24,590

Complete model pricing information may be found in the vehicle section of KDealer.com.

Good selling,

Eric Watson

Vice President, Sales Operations

KIA AMERICA

2025 SOUL MODEL AND ACCESSORY CODES

Model Code Descriptions					Model Codes					
Series	Engine	Door	Trim	Trans	Trim	Trans	Engine	Model		
B	2	5	2	2	LX	Auto	2.0L MPI	B2522		
	Series	B	Soul		S	Auto	2.0L MPI	B2532		
	Engine	2	2.0L MPI 4 Cylinder		EX	Auto	2.0L MPI	B2542		
	Door	5	5 Door		GT-Line	Auto	2.0L MPI	B2562		
	Trim	2	LX							
		3	S							
		4	EX							
		6	GT-Line							
Trans	2	Automatic Transmission								
Option Groups					Factory Installed Options					
Model	Opt Grp	Emission	MSC	Description	Remarks	Code	Description	Remarks		
						LTB	LX Technology Package			
						SEB	Soulmate Special Edition Package			
						TEB	GT-Line Technology Package			
						Port Installed Options				
						Code	Description	Remarks		
						BA	Rear Bumper Applique			
CB	Cross Bars									
CF	Carpet Floor Mats									
CN	Cargo Net									
CT	Cargo Tray									
CTS	Cargo Mat w/ Seatback Protection									
EH	EC Mirror w/ HomeLink									
LH	Lifestyle Hitch									
MUG	Mud Guards									
MUL	Mud Guards, GT-Line									
PED	Sport Pedals									
PL	Puddle Lights									
SPL	Illuminated Door Sill Plates									
WL	Wheel Locks									
Color Codes										
Trim & Option Group										
Ext/Int Code	Exterior	Interior	Remarks	LX		S	EX		GT-Line	
				010	015	010	010	015	010	015
AJR/GDM	Inferno Red	Black / Gray		O	O		O			
AJR/WK	Inferno Red	Black		O	O		O		O	O
F1D/WK	Clear White / Black Roof	Black				O		O		
FA2/WK	Inferno Red / Black Roof	Black						O		
FB3/WK	Surf Blue / Black Roof	Black				O		O		
FSB/GDM	Fusion Black	Black / Gray		O	O		O			
FSB/WK	Fusion Black	Black		O	O		O		O	O
KDG/GDM	Gravity Gray	Black / Gray		O	O		O			
KDG/WK	Gravity Gray	Black		O	O	O	O		O	O
KLT/GDM	Steel Gray	Black / Gray		O	O		O			
KLT/WK	Steel Gray	Black		O	O	O	O		O	O
M3R/GDM	Mars Orange	Black / Gray		O	O					
M3R/WK	Mars Orange	Black		O	O	O				
SRB/GDM	Surf Blue	Black / Gray					O			
SRB/WK	Surf Blue	Black					O			
SWP/GDM	Snow White Pearl	Black / Gray		O	O		O			
SWP/WK	Snow White Pearl	Black		O	O	O	O		O	O
<div><div></div>Not available</div> <div><div>O</div>Option</div>										
Notes										
1) LTB: LX Technology Package includes Alloy Wheels, Blind-Spot Collision-Avoidance Assist, Rear Cross-Traffic Collision-Avoidance Assist, and Lane Change Assist.										
2) SEB: Soulmate Special Edition Package includes 18" Alloy Wheels, Two-Tone Exterior, Lower Black Cladding, Harman/Kardon Premium Audio System, Speaker Lights, Cloth/Syntex Seating Material, Umber Interior Color Package, and deletes Power Sunroof w/ Sunshade.										
3) TEB: GT-Line Technology Package includes Power Driver's Seat w/ Lumbar Support, Heated Front Seats, Harman/Kardon Premium Audio System, Speaker Lights, LED Headlights/Positioning Lights/Tail Lights, LED Fog Lights, Electronic Parking Brake, Navigation-Based Smart Cruise Control, Forward Collision-Avoidance Assist - Fusion-Cyclist/JT, Cargo Cover, Dual Level Cargo Board, and Highway Driving Assist.										

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