



Kia America, Inc. | Corporate Headquarters

111 Peters Canyon Road, Irvine, CA 92606-1790 USA
T 1 949 468 4800

August 18, 2023

Dear Kia Retailer,

Kia America is pleased to announce pricing for the 2024 Soul. The iconic design displays CUV utility at a compact car price, offering command view seating, ample cargo space and an abundance of passenger room. The bold Soul will continue with its efficient 2.0L 4-cylinder delivering up to 35 MPG Highway. With an extensive list of standard features, including eight collision avoidance and safety assist features, this winning formula of product and personality continues.

Packaging and Trim Updates:

- New EX Designer Package
 - 18-inch alloy wheels
 - Combination cloth + leather seat trim
 - Umber (tan) interior color

MSRP Pricing (does not include \$1,325 destination):

LX	2.0L / Auto	\$19,990
S	2.0L / Auto	\$22,490
GT-Line	2.0L / Auto	\$23,590
EX	2.0L / Auto	\$24,290

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

All the best,

A handwritten signature in black ink that reads "E.S. Watson". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Eric Watson
Vice President, Sales
KIA AMERICA

2024 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			Factory Installed Options			
	3	S			Code	Description	Remarks	
	4	EX			DEB	GT-Line Designer Package		
	6	GT-Line			EUB	EX Designer Package		
Trans	2	Automatic Transmission			LTB	LX Technology Package		
					TEB	GT-Line Technology Package		
Option Groups					Port Installed Options			
Model	Opt Grp	Emission	MSC	Description	Remarks	Code	Description	Remarks
LX	010	50	D12	Std		BA	Rear Bumper Applique	
	015	50	D22	LTB		CB	Cross Bars	
S	010	50	D32	Std		CF	Carpet Floor Mat	
EX	010	50	G24	Std		CN	Cargo Net	
	015	50	G25	EUB		CT	Cargo Tray	
GT-Line	010	50	H98	Std		CTS	Cargo Mat w/ Seatback Protection	
	015	50	H88	DEB		EH	EC Mirror w/ HomeLink	
	020	50	H09	TEB		IL	Interior Light Kit	
						LH	Lifestyle Hitch	
						MUG	Mud Guards	
						MUL	Mud Guards, GT-Line	
						PED	Sports Pedal	
						PL	Puddle Lights	
						SPL	Door Sill Plates, Illuminated	
						WL	Wheel Locks	
Color Codes								
LX and S Color Combinations					EX Color Combinations			
Ext/Int	Exterior	Interior	Remarks	Ext/Int	Exterior	Interior	Remarks	
AJR/WK	Inferno Red	Black		AJR/WK	Inferno Red	Black		
FSB/WK	Fusion Black	Black		FSB/WK	Fusion Black	Black		
KDG/WK	Gravity Gray	Black	SOP Apr '24	KDG/WK	Gravity Gray	Black	SOP Apr '24	
KDT/WK	Gravity Gray	Black	EOP Mar '24	KDT/WK	Gravity Gray	Black	EOP Mar '24	
KLK/WK	Steel Gray	Black	SOP Apr '24	KLK/WK	Steel Gray	Black	SOP Apr '24	
KLT/WK	Steel Gray	Black	EOP Mar '24	KLT/WK	Steel Gray	Black	EOP Mar '24	
M4A/WK	Mars Orange	Black		SWP/WK	Snow White Pearl	Black		
SWP/WK	Snow White Pearl	Black		Opt 010 only				
LX only				AJR/GDM	Inferno Red	Black/Gray		
AJR/GDM	Inferno Red	Black/Gray		FSB/GDM	Fusion Black	Black/Gray		
FSB/GDM	Fusion Black	Black/Gray		KDG/GDM	Gravity Gray	Black/Gray	SOP Apr '24	
KDG/GDM	Gravity Gray	Black/Gray	SOP Apr '24	KDT/GDM	Gravity Gray	Black/Gray	EOP Mar '24	
KDT/GDM	Gravity Gray	Black/Gray	EOP Mar '24	KLK/GDM	Steel Gray	Black/Gray	SOP Apr '24	
KLK/GDM	Steel Gray	Black/Gray	SOP Apr '24	KLT/GDM	Steel Gray	Black/Gray	EOP Mar '24	
KLT/GDM	Steel Gray	Black/Gray	EOP Mar '24	SRB/GDM	Surf Blue	Black/Gray		
M4A/GDM	Mars Orange	Black/Gray		SRB/WK	Surf Blue	Black		
SWP/GDM	Snow White Pearl	Black/Gray		SWP/GDM	Snow White Pearl	Black/Gray		
S only				Opt 015 only				
F1D/WK	Clear White / Black Roof	Black		B3A/WK	Neptune Blue	Black		
FB3/WK	Surf Blue / Black Roof	Black		GT-Line Color Combinations				
				Opt 010 & 020 only				
				AJR/WK	Inferno Red	Black		
				B3A/WK	Neptune Blue	Black		
				FSB/WK	Fusion Black	Black		
				KDG/WK	Gravity Gray	Black	SOP Apr '24	
				KDT/WK	Gravity Gray	Black	EOP Mar '24	
				KLK/WK	Steel Gray	Black	SOP Apr '24	
				KLT/WK	Steel Gray	Black	EOP Mar '24	
				SWP/WK	Snow White Pearl	Black		
				Opt 015 only				
				FB3/WK	Surf Blue / Black Roof	Black		
Notes								
1) DEB: GT-Line Designer Package includes Surf Blue/Black Roof Two-Tone Paint, Black & White Interior Color Package, and deletes Power Sunroof w/ Sunshade.								
2) EUB: EX Designer Package includes 18" Alloy Wheels, Cloth/Syntex Seating Material, and Umber Interior Color Package.								
3) LTB: LX Technology Package includes Alloy Wheels, Blind-Spot Collision-Avoidance Assist, Rear Cross-Traffic Collision-Avoidance Assist, and Lane Change Assist.								
4) 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.								

Effective Date: February 23, 2024

"The content of this material is intended for informational purposes only and is subject to change. Therefore, any reliance placed on such information is strictly at your own risk. Kia America, Inc. (KUS) reserves the right to modify the information contained in this material at any time. While KUS makes all reasonable efforts to ensure that the information is correct at the time of publishing, accuracy cannot be guaranteed and KUS does not assume any responsibility for the accuracy, completeness or authenticity of any information contained in this material. For more detailed information on vehicles and their features, please contact your KUS representative."