

2010 Kia Soul truly has the power to surprise

• from CHEVROLET on page B14

Firstly, the passenger area is like Doctor Who's Tardis with generous front and rear seating with more than enough legroom for those in the second row and that's with the front seats all the way back. Cargo volume with the rear seats upright is 546 litres (19.3 cu ft) and 1,511 litres (53.4 cu ft) with them folded.

There are no less than four ways to order the interior. On the base model called the 2u, there is basic black. Move up to the 2.0-litre and the black cloth seats come with inserts with the "Soul" logo and black trim. The Soul logo phos-

phoresces in the dark. Next up are hounds-tooth inserts (called the Retro trim model) with beige and black trim. At the top is the Burner with red used liberally on the seats, dash and doors.

There is a large centre stack festooned with tabs and switches for the audio and heating/cooling controls. Illuminated in amber like an Audi or BMW, Soul makes connecting to MP3 players, satellite radio, Bluetooth, direct USB sound plugs and power points an integral part of the design philosophy of giving (if you'll pardon the pun) soul to the Soul.

You gotta love the rotary switch on the

dash to the lower right of the steering wheel. The amber-illuminated speakers in the door can be made to either pulse to the beat of the music or set to glow with the "mood" of the tune. Yeah, it's a gimmick, but it also adds gobs of character to the Soul.

What's so clever about this car is that's it still a hatchback but I doubt buyers will see Soul as such. It is more about making a fresh, new statement, not just for Kia, but the owner as well.

The 2010 Soul brings new meaning to Kia's corporate slogan; the Power to Surprise.

KIA SOUL 2010 AT A GLANCE

BODY STYLE: Compact hatchback.

DRIVE METHOD: front-engine, front-wheel-drive.

ENGINE: 1.6-litre DOHC inline four-cylinder (122 hp, 115 lb/ft); 2.0-litre DOHC inline four-cylinder (142 hp, 137 lb/ft)

FUEL ECONOMY: 1.6-litre, 7.7/6.3L/100 km (37/45 mpg) city/highway; 2.0-litre manual, 8.6/6.5L/100 km (33/43 mpg) city/highway; 2.0-litre automatic, 8.5/6.6L/100 km (33/43 mpg) city/highway.

PRICE: 1.6-litre, \$14,495-\$16,495; 2.0-litre, \$17,995-\$22,195.

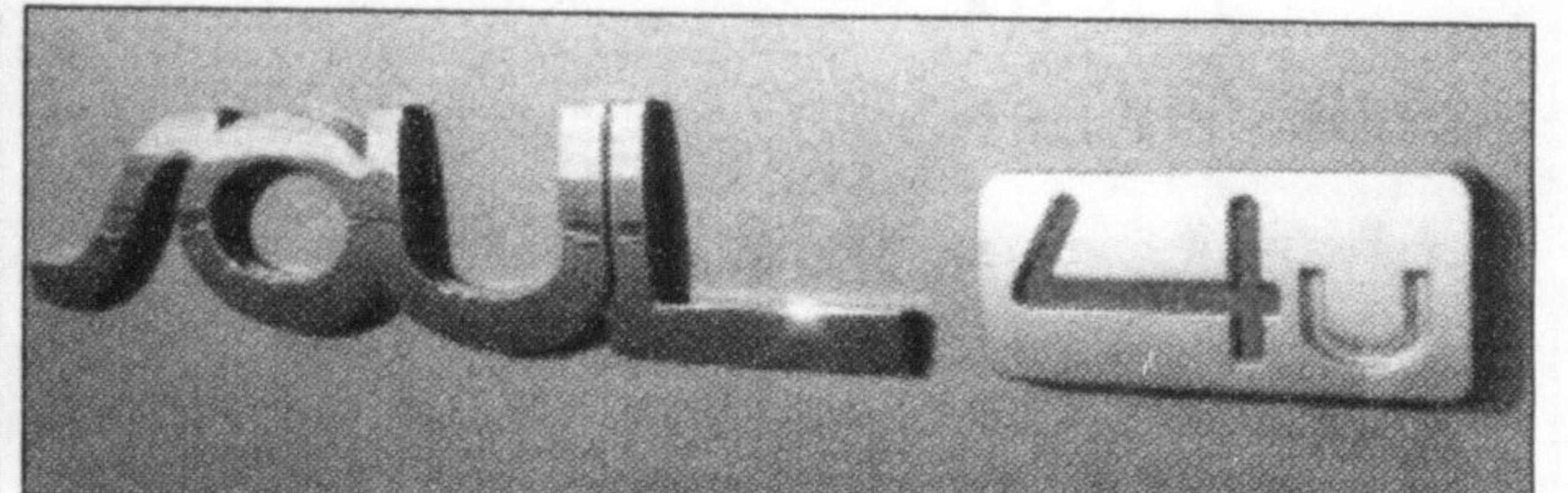
WEBSITE: www.kia.ca



LEFT: The 2010 Soul has more options and extras than any other Kia. This is the fully optioned Burner priced at \$22,195.

BOTTOM: There are four basic interior trim packages on the 2010 Soul, this being the topline Burner.

INSET: Audio connectivity is a main focus of the Soul's design with MP3 player and USB slots on the centre stack in addition to standard Bluetooth and optional Sirius satellite radio.



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S0752 Model Shown

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- Air Conditioning • Keyless Entry
- Anti-whiplash Front Headrests
- 4-wheel ABS Disc Brakes
- AM/FM/CD/MP3 Stereo W/ Aux
- Power Windows, Door Locks & Heated Mirrors • Bluetooth
- Steering Wheel Audio Controls

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F074PA Model Shown

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