

The Kia Soul, introduced in 2009, has performed well enough in safety tests to earn 5-star EuroNCAP rating and to be named a Top Safety Pick by the U.S. Insurance Institute for Highway Safety.



Many suppliers contribute to the car's safety, including Gentex who provide a special rearview mirror that reduces the risk of collision while reversing. The mirror incorporates an 89mm LCD connected to a rear-facing camera. When reversing, the LCD becomes visible in the mirror, replacing a portion of the reflected image normally seen.

The Gentex mirror also reduces rear glare during night driving. Front- and rear-facing sensors determine if it is dark and whether the vehicle is being excessively illuminated from behind. If so, the mirror dims to reduce dazzling. The secret to the design is an electrochromic gel sandwiched between two pieces of glass within the mirror that changes colour when an electric current is applied.