

2013 HYUNDAI **GENESIS**



"The Hyundai Genesis is aptly named...it has created a category in which performance, power, luxury and comfort exist in balance with incredible value. Simply put, no other car offers so much for so little..." ~ EDMUNDS.COM, JULY 2011



GENESIS 5.0 R-SPEC in Platinum Metallic

SEE THAT GRILLE? IT'S THE CHANGING FACE OF LUXURY.

It's funny how quickly things change. Just a few years ago, the idea of Hyundai offering a luxury performance sedan worthy of comparison against some of the most admired names in the automotive world might have raised some eyebrows. But here's the thing about luxury performance sedans: They're ultimately judged on very straightforward criteria. How artfully they are designed. How brilliantly they perform. And how intelligently they integrate new technologies.

Deliver the goods, and drivers with an open mind will come to the same conclusion reached by the automotive press, who named Genesis the North American Car of the Year.¹ *Kelley Blue Book* had this to say about our latest addition to the Genesis line: "Complementing its premium character with a megadose of pure performance, the Genesis 5.0 R-Spec served notice that Hyundai is ready to seriously raise the stakes in the sport-luxury sedan game."²

Of course, there is one opinion we value above all others: Yours. We invite you to test drive a 2013 Hyundai Genesis. And experience luxury in a brand new way.



SOME CARS ARE JUST BORN TO PERFORM.

Step one in being considered a serious contender among luxury performance sedans? Perform. Accelerate, steer and stop at a level of precision, power and efficiency that makes you feel like you're driving a nimble little sports car instead of a spacious four-door sedan. That was a challenge Hyundai engineers took not only to heart, but to the right foot as well.



STEP ON IT

Whether you choose your new Hyundai Genesis with a V6 or V8 engine, you will not be at a loss for power. Innovations like Dual Continuously Variable Valve Timing and Variable Induction help flatten the torque curve, so you get robust throttle response no matter what the engine rpm happens to be.



GASOLINE DIRECT INJECTION

Our class-leading 333 HP, 3.8-liter DOHC V6 engine derives its high-performance horsepower from a Gasoline Direct Injection technology that simultaneously increases fuel efficiency and lowers emissions. You can also choose your Genesis with the available 429 HP, 5.0-liter DOHC V8 GDI engine that combines high power output with an efficient 25 MPG EPA-estimated highway rating.¹



8-SPEED SHIFTRONIC TRANSMISSION

Both Genesis engines transfer power onto the pavement through an 8-speed SHIFTRONIC® transmission. It seamlessly selects the right gear to optimize torque and efficiency. And SHIFTRONIC offers you the choice of letting the gears automatically shift, or taking a more hands-on approach with manual clutchless shifting.





GENESIS 3.8 in Platinum Metallic

CHARACTER ISN'T BUILT. IT'S ENGINEERED

Genesis is powered by rear-wheel drive. That fact is worth stating clearly, because it's so fundamental to the car's refined ride and responsive handling characteristics.

Rear-wheel drive architecture provides the ideal engineering basis for a luxury performance sedan. Distributing the weight nearly evenly between the front and rear helps give drivers the prize they covet most: Neutral handling without oversteer or understeer. Keeping Genesis planted on the road is a unique independent five-link front and rear suspension. Sachs® Amplitude Selective Damping shock absorbers help ensure the Genesis ride is smooth, even when the road surface isn't.

The end result is a sedan equally adept at delighting the Genesis driver and soothing its passengers.







GENESIS 5.0 R-SPEC in Platinum Metallic

DISCERNING DRIVERS, YOUR CAR IS READY

The Genesis R-Spec is engineering calibrated to serve the expectations of the true driving enthusiast. It starts with the most powerful engine we've ever built: The 429-horsepower Tau V8. This 5.0-liter DOHC Gasoline Direct Injection engine has a specific output of 85.8 HP/liter, higher than any of its normally aspirated mid-luxury V8 competitors.

Hyundai engineers sport-tuned its suspension with higher front and rear spring rates, along with a thicker rear stabilizer bar that improves body roll control. Sachs® ASD shocks with 25 to 30 percent higher damping rates were also

added for sportier driving dynamics. Then, our engineers recalibrated the car's speed-sensitive steering to match the unique handling characteristics of its 19-inch alloy wheels. Inside, our designers appointed the R-Spec interior with special touches of ebony wood grain and premium soft-touch leather.

So what you experience behind the wheel is more than the rush of a 0-60 MPH sprint that *Motor Trend* clocked at just 4.8 seconds.¹ It's the reassurance that comes from driving a sedan crafted to instill confidence and control.



A LUXURY SEDAN THAT PUTS YOU AT EASE.

The most recent advances in technology are transforming what drivers demand from a luxury car. The challenge is to add this incredible new functionality, but in a way that's simple and easy to use rather than a source of frustration. Comfort and convenience are now measured against a whole new set of questions. How well does my car know me? How intuitive are the controls? How seamless is the connection between my life outside the car, and my life inside? Onboard the 2013 Hyundai Genesis, those questions are answered with a range of innovative features that redefine what it feels like to drive a luxury sedan.



PROXIMITY KEY ENTRY

Genesis recognizes its owner and grants instant access. Even with the car's Proximity Key still in your pocket or purse, you can lock and unlock your car's doors with the simple push of a button on the door handle. Once inside, simply push the start button to start the engine. Should you arrive at your destination at night, LED lamps positioned under the sideview mirrors cast illuminating light on the ground to guide your first steps away from the car.



HYUNDAI BLUE LINK®

Navigate, connect and discover the world beyond your acoustic-laminated windows like never before – all with the push of a button. Blue Link can help you discover points of interest, check your car's maintenance, communicate with friends, monitor your vehicle from afar, call for emergency assistance and so much more – all with visual or audio guidance. For details, turn to the back of this brochure or visit HyundaiBlueLink.com.



HEATED AND COOLED SEATING

Slip into the expertly stitched leather seats of your Genesis, and switch on heated seats that take the edge off chilly mornings. Available heated rear seats extend this comfort to your passengers as well. To help keep things cool on warm days, the driver seat also incorporates a cooling function.¹





GENESIS 5.0 R-SPEC in Jet Black Ultra-Premium Leather



GENESIS 3.8 in Beige Leather

NOT ALL OF ITS POWER IS UNDER THE HOOD. WE PUT PLENTY ON THE DASHBOARD, TOO.

Genesis is available with a choice of two intuitive navigation systems. A 7-inch touchscreen system features voice-guided turn-by-turn directions and NavTraffic® real-time traffic updates.² It's also one of the critical places to look when backing up – it shows you below-eye-level perspectives from the car's rearview camera. The optional Ultimate Navigation System, newly updated for the 2013 model year 5.0 R-Spec and 3.8 Tech Package, features an improved 8-inch display, an intuitive joystick/rotating dial interface, enhanced voice recognition and new hot keys that let you access frequently used features at the press of a button.

The navigation system also highlights your next three directions, giving you plenty of time for choosing your lane in advance of turns. You can also summon everything from HOV/carpool lane entry and exit points to Zagat restaurant ratings and more. The system integrates with our Genesis Driver Information System and includes a 64GB solid-state hard drive with up to 30GB of secure storage for your music, photos and videos.

GIVE YOUR LIVING ROOM A COMPLEX.

Within the center console of Genesis lies the heart of a powerful audio experience – a state-of-the-art Lexicon® 7.1 Discrete Surround Sound system.¹ Its specifications read like an audiophile's wish list: 11 channels, a 528-Watt digital amplifier and 17 strategically placed speakers. Being surround sound, it also features the spatial dynamics you've come to expect from the finest in-home speaker systems.

Add to this an ensemble of audio technologies like the crystal-clear sound of HD Radio® and more than 140 SiriusXM® Satellite Radio channels upgraded to include real-time sports, stock and weather information on demand.² There's also a stereo mini jack and USB port that let you connect your iPod® or other MP3 player. And integrated Bluetooth® that keeps you plugged into the rest of the world with voice-activated phone operation and streaming audio.³





LANE DEPARTURE WARNING SYSTEM

This sophisticated driver assistance technology engages with the press of a button at speeds over 43 MPH to monitor the position of your Genesis within the driving lane. A warning light and chime alert you when the system detects the car moving outside of the lane without the use of a turn signal.



INNOVATIVE HEADLIGHTS

An available Adaptive Front Lighting System adjusts your headlight beams to match the car's turning angle for optimal visibility when cornering. As you add passengers and cargo, an auto-adjusting feature also keeps the brilliant illumination of available HID Xenon headlights parallel to the road surface.



ESC AND TRACTION CONTROL

A sophisticated Traction Control System that delivers better grip under acceleration and adverse road conditions is paired with Electronic Stability Control (ESC) to help keep your Genesis on its intended path.³ Standard on every Genesis, ESC monitors wheel speed, steering angle, lateral g-forces and other variables in an instant. When it senses a skid is imminent, brake and throttle inputs are adjusted for greater directional stability.



ADVANCED BRAKING

A luxury sedan with plenty of horsepower demands exceptional stopping power. Which is why Genesis is equipped with a trio of technologies for shedding speed swiftly and surely. ABS, which helps drivers maintain steering control in emergency braking situations, is aided by Electronic Brake-force Distribution, which optimizes braking pressure at each wheel. Brake Assist completes the ensemble by sensing emergency situations and immediately applying maximum braking pressure to minimize stopping distances.



FIVE STARS. NO WORRIES.

Hyundai has invested considerable resources to ensure we are among the leaders when it comes to advancing the cause of automotive safety. After all, the whole point of driving a luxury sedan is so you and your passengers can relax. And with all the safety features that come standard on Genesis, you'll feel very much at ease. Eight airbags are only the most obvious elements of Hyundai's sophisticated approach to passenger protection.¹ An arsenal of safety innovations are onboard every Genesis. Should an accident occur, it's reassuring to know that Genesis not only received the highest Five Star safety rating in government testing, but it's also a 2012 IIHS Top Safety Pick.²



GENESIS 5.0 R-SPEC in Black Noir Pearl

DRIVEN TO ENSURE OUR PLANET STAYS GREEN.

In 2010, Hyundai announced plans to strive for a corporate fuel economy rating that exceeds the U.S. government's stated average fuel economy (CAFE) standards for our lineup of passenger cars and light duty trucks. Through May of 2012, our vehicles and technologies are well on their way towards keeping Hyundai ahead of National Highway Traffic Safety Administration guidelines. And right on track for helping to preserve our beautiful planet as well.



GENESIS 5.0 R-SPEC in Platinum Silver



MAKING AN IMPACT IN AMERICA

Our state-of-the-art manufacturing facility in Montgomery, Alabama – one of the most advanced in the world – builds over half the cars we sell in America. Hyundai has engineering facilities in Michigan, plus design/research and testing grounds in California. We've created a lot of things we're proud of at these facilities, but chief among them is jobs. In 2011, our U.S. operations contributed more than 94,000 jobs and \$7 billion to the national economy.



OUR MOST POWERFUL ENGINE IS DRIVEN BY HOPE

What started in 1998 as a grass-roots effort by New England Hyundai dealers to raise money for pediatric cancer has grown into a powerful nationwide charity called Hyundai Hope on Wheels. With the purchase of every new vehicle, Hyundai owners help fund life-saving research. With over 800 dealerships, those numbers add up quickly (over \$57 million raised by the end of 2012). To help us find a cure, visit HyundaiHopeOnWheels.org.



2013 GENESIS SEDAN **INTERIOR COLORS**



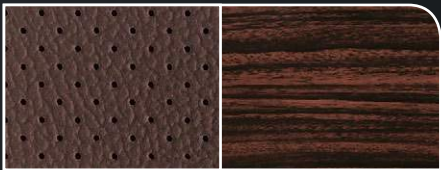
SADDLE LEATHER / ZEBRA WOOD



JET BLACK LEATHER / BLACK MAPLE WOOD



CASHMERE LEATHER / RED EUCALYPTUS WOOD



2013 GENESIS SEDAN **EXTERIOR COLORS**



BLACK NOIR PEARL



CABERNET RED PEARL



19" PREMIUM MACHINED FINISH ALUMINUM ALLOY



TITANIUM GRAY METALLIC



TWILIGHT BLUE PEARL (3.8 ONLY)



18" HYPER SILVER ALUMINUM ALLOY



PLATINUM METALLIC



WHITE SATIN PEARL



17" ALUMINUM ALLOY

AMERICA'S BEST WARRANTY

**POWERTRAIN
LIMITED WARRANTY**
10 YEARS
100,000 MILES

**NEW VEHICLE
LIMITED WARRANTY**
5 YEARS
60,000 MILES

**ANTI-PERFORATION
WARRANTY**
7 YEARS
UNLIMITED MILES

**24-HOUR
ROADSIDE ASSISTANCE**
5 YEARS
UNLIMITED MILES



Assurance

VISIT HYUNDAIASSURANCE.COM FOR DETAILS

See dealer for LIMITED WARRANTY details. Fuel economy estimated by EPA for comparison only. Your mileage may vary. While the information contained in this brochure was correct at the time of printing, specifications and equipment can change. Feature comparisons based on competitor information available at the time of printing. No warranty or guarantee is being extended in this brochure, and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligations. Some vehicles are shown with optional equipment. Specifications apply to U.S. vehicles only. Please contact your Hyundai dealer for current vehicle specifications. As part of Hyundai's commitment to a responsible environment, this brochure is printed using paper certified by the Forest Stewardship Council™. FSC® certification helps ensure that the highest social and environmental standards are met in the making of the paper we use, contributing to conservation, responsible management, and community level benefits for people near the forests.



GENESIS 3.8

KEY STANDARD EQUIPMENT:

- 333 HP, 3.8L Gasoline Direct Injection DOHC V6 engine
- Dual Continuously Variable Valve Timing (D-CVVT)
- 8-speed automatic transmission with SHIFTRONIC®
- Front and rear independent 5-link suspension
- SACHS® Amplitude Selective Damping shock absorbers
- 17" alloy wheels with P225/55R17 tires
- Proximity key entry with push-button start
- Leather seating surfaces with heated power front seats
- Dual automatic temperature control
- Leather-wrapped steering wheel with tilt
- Steering-wheel-mounted audio, phone and cruise controls
- AM/FM/SiriusXM®/CD/MP3 audio system with 7 speakers
- iPod®/USB and MP3 auxiliary input jacks
- Bluetooth® hands-free phone system
- Electroluminescent gauge cluster with multi-information display
- Electrochromic auto-dimming rearview mirror with compass
- HomeLink® integrated transceiver
- Power windows with front auto-down/up and pinch protection
- 8-airbag safety system
- Electronic Stability Control with Traction Control System
- 4-wheel disc Anti-lock Braking System with Brake Assist
- Electronic Brake-force Distribution
- Electronic active front head restraints
- Automatic headlights with Daytime Running Lights
- Headlight LED accents / fog lights
- Acoustic laminated windshield and front windows
- Heated dual power outside mirrors with turn signal indicators and puddle lamps
- Cargo net and carpeted floor mats

1) Includes complimentary 90-day trial

PREMIUM PACKAGE

3.8 Standard Equipment Plus:

- + DVD navigation system with 7" touchscreen and Navtraffic®¹
- + Rearview camera
- + Lexicon® Surround Sound audio with 14-speakers
- + Power tilt-and-slide glass sunroof
- + Power tilt-and-telescopic steering wheel
- + Integrated memory system
- + Tailored leather-wrapped dash and door trim inserts
- + Power rear sunshade
- + 18" Hyper Silver split-spoke alloy wheels with 235/50R18 V-Let Michelin tires
- + Auto defogging windshield with rain-sensing wipers
- + Power-folding outside mirrors



TECHNOLOGY PACKAGE

3.8 Premium Package Plus:

- + Hyundai Blue Link® telematics
- + Ultimate Navigation system with 8" display
- + Front / rear parking assistance system
- + Lexicon® 7.1 Discrete audio system with HD Radio® and 17 speakers
- + 6-disc DVD changer
- + Bluetooth® hands-free phone system with integrated display
- + Ultra-premium leather seating surfaces
- + Cooled driver seat
- + Heated rear seats
- + Smart Cruise Control
- + Lane Departure Warning System
- + Driver Information System with multimedia controller
- + Electroluminescent gauge cluster with color TFT LCD display
- + Electronic parking brake with automatic vehicle hold
- + HID Xenon adaptive (auto-cornering) headlights

GENESIS 5.0 R-SPEC

3.8 Technology Package Equipment Plus:

- + 429 HP, 5.0L Gasoline Direct Injection DOHC V8 engine with D-CVVT²
- + Sport-tuned suspension calibration
- + Electro-Hydraulic Power Steering
- + Electrochromic auto-dimming outside mirrors
- + Illuminated door sill plates



- + 19" premium machined finish alloy wheels with P235/45R19 tires
- + Unique headlamps with dark chrome inserts
- + Chrome lower body side moldings
- + R-Spec floor mats
- + R-Spec badging

2) 429 HP with premium fuel, 421 HP with standard unleaded fuel

EXTERIOR DIMENSIONS

Wheelbase	115.6 in
Length	196.3 in
Width, excluding mirrors	74.4 in
Height, 17"/18-19" wheels	58.1/58.3 in
Track, 17" wheels front/rear	63.8/64.4 in
Track, 18-19" wheels front/rear	63.1/63.8 in
Genesis 3.8L Curb Weight	3,824-3,971 lbs
Genesis 5.0L Curb Weight	4,046-4,154 lbs

INTERIOR DIMENSIONS

Head Room, front/rear	40.4/37.7 in
Leg Room, front/rear	44.3/38.6 in
Shoulder Room, front/rear	58.3/57.9 in
Hip Room, front/rear	54.9/54.3 in
Total Interior Volume	125.3 cu ft
Passenger Volume	109.4 cu ft
Cargo Volume, trunk	15.9 cu ft

EPA MILEAGE ESTIMATES

City/Highway/Combined MPG
Fuel Tank Capacity
EPA Classification

3.8L

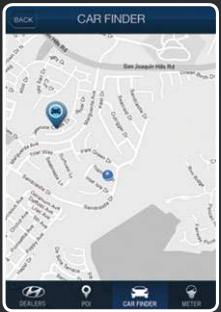
18/28/22
19.3 gal
Large Car

5.0 R-Spec

16/25/18
20.3 gal
Large Car

HYUNDAI BLUE LINK®

The Genesis 5.0 R-Spec and 3.8 Technology Package now come standard with Blue Link,® an advanced telematics system whose 30+ features keep you connected to the world beyond your windshield like never before. Among its many offerings, Blue Link streams traffic updates, finds gas stations and the best fuel prices, locates restaurants and reviews, and more.¹ Voice text messaging and location sharing keep you connected to friends and family,² while Blue Link's SOS Emergency Assistance knows who to call and where to send help in an emergency.³ There's even a smartphone app for Blue Link that lets you locate, lock/unlock and start your Genesis remotely.⁴ For details, visit HyundaiBlueLink.com.



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