

2014 HYUNDAI **GENESIS**



THE STATUS SYMBOL HAS **CHANGED ITS STATUS.**

When it comes to luxury cars, technology has suddenly leveled the playing field. It's quickly brought sweeping changes to how luxury automobiles perform. How they protect. And how they connect us to the rest of our technology-driven lives.

Thoughtful car buyers want to know how seamlessly the 2014 Genesis translates new technologies into a more rewarding driving experience. How artfully executed is the design, and how precise is the workmanship? How, ultimately, does Hyundai Genesis stack up against the competitive field of luxury sedans?

All good questions, best answered by taking a test drive at your Hyundai dealer. In the meantime, consider what *Kelley Blue Book* said last year about our most potent Genesis, the R-Spec: "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."¹

It's a sentiment echoed by J.D. Power, who honored the 2013 Hyundai Genesis as the "Highest Ranked Midsize Premium Car in Initial Quality."²

Like we said, the playing field has been leveled.



"Highest Ranked Midsize
Premium Car in Initial Quality"





GENESIS 5.0 R-SPEC in Santiago Silver



GENESIS 3.8 TECHNOLOGY PACKAGE in Caspian Black



SUBSTANCE THIS DEEP **TAKES ON A STYLE ALL ITS OWN.**

Inside and out, the design of Genesis reflects our belief that substance is nothing without a little style. The first impression is one of flowing power – even when Genesis is standing still, it seems to be formed from liquid metal. Ready to move with fluid grace.

Enter the spacious cabin, and the effect is what we believe you want from a luxury performance sedan: A sense of both comfort and control. Settle into the driver's seat and look around you. It's clear at a glance that Hyundai designers integrated the wide range of functions afforded by new technology into a simple, yet elegant solution.



GENESIS R-SPEC in Jet Black Leather with Black Maple Wood accents

A detailed view of the front interior of a 2013 Hyundai Genesis sedan. The image shows the driver's side, including the leather-upholstered front seats with perforated stitching, the center console with a gear shifter and handbrake, and the dashboard and steering wheel. The interior is finished with dark leather and chrome accents. The view is from the passenger side looking towards the driver's seat.

"The interior of the 2013 Hyundai Genesis sedan is truly outstanding. Extravagant use of genuine leather...plus meticulous fit-and-finish make for an interior worthy of a top luxury brand."

~ KELLEY BLUE BOOK'S KBB.COM¹

¹ From 2013 Hyundai Genesis Review on Kelley Blue Book's www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

BALANCE OF **POWER.**

To be taken seriously among luxury performance sedans, you've got to start with a rear-wheel drive platform. That's what Hyundai engineers did, giving Genesis ideal balance with a near 50/50 front/rear weight ratio that helps make it a highly responsive sports sedan.

The 2014 Genesis also couples an advanced five-link independent suspension with SACHS® Amplitude Selective Damping (ASD). It's a design that brilliantly blends the responsive feel of a sports

sedan with the smooth ride of a luxury car. Each of the five links plays a precise role in counteracting the forces of physics – planting Genesis firmly to the road when cornering – while ASD maintains a silky-smooth ride. Whether you choose the best-in-class performance of our standard 333-horsepower V6 or 429-horsepower V8 engine, you'll have potent performance balanced with handling poise.





Gasoline Direct Injection

Gasoline Direct Injection technology sprays pressurized fuel directly into each cylinder, simultaneously increasing fuel economy while lowering emissions. Onboard Genesis, GDI helps the standard 3.8-liter V6 engine generate a class-leading 333 horsepower. The available 429-horsepower, 5.0-liter V8 engine couples high-power output with highly efficient EPA-estimated highway ratings.



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. SHIFTRONIC also offers you the choice of letting the gears automatically shift, or taking a more hands-on approach with manual clutchless shifting.



HID Xenon Adaptive Headlights

High Intensity Discharge (HID) Xenon headlights provide optimal visibility by simulating the wavelength of daylight. On the road, they level automatically and move at an angle of up to 15 degrees when cornering to maintain maximum illumination on the road surfaces ahead.



IIHS Top Safety Pick

Every Genesis is engineered with sophisticated active safety technologies, ranging from Electronic Stability and Traction Control systems to an Anti-lock Braking System with Electronic Brake-force Distribution and Brake Assist. No wonder it's a perennial IIHS Top Safety pick.¹

A SHARPER EDGE. WITHOUT THE EDGINESS.

Genesis 5.0 R-Spec is our most performance-oriented luxury sedan. To create the R-Spec, Hyundai engineers began by enhancing the inherent qualities of the Genesis unibody chassis. Its light-yet-rigid high-tensile steel structure allowed them to sport-tune the suspension for higher levels of responsive handling.

Inside, our designers appointed the interior with special touches of wood grain trim and premium soft-touch leather. So you can comfortably enjoy the R-Spec's sharper handling edge.



Award-Winning TAU® V8

The Genesis R-Spec features our award-winning 429-horsepower, 5.0-liter Tau V8 engine. At 85.8 HP/liter, it generates more power than the Mercedes E550 or Infinity M56.¹ What you experience behind the wheel is a 0-60 MPH sprint that *Motor Trend* clocked at just 4.8 seconds.²



Sport-Tuned Suspension

Higher front and rear spring rates, together with a thicker rear stabilizer bar, help our R-Spec model improve on the car's already staunch body roll control. SACHS® Amplitude Selective Damping (ASD) shocks with higher damping rates are also added for sportier driving dynamics.



Gripping Performance

Stylish 19" machined-finish alloy wheels exclusive to Genesis R-Spec are wrapped in performance-spec tires that offer more grip for sensational acceleration. Razor-sharp cornering. And quick, sure-footed braking. Our engineers also calibrated R-Spec's speed-sensitive steering to match these unique handling characteristics.





GENESIS 5.0 R-SPEC in Santiago Silver

IT COULD SHOW YOUR LIVING ROOM **HOW TO LIVE.**

The 2014 Hyundai Genesis is available with a range of innovative features that redefine what it's like to drive a luxury sedan. A proximity key knows to unlock your door and let you start your Genesis with the push of button. To take the chill off, there's an available heated steering wheel. The premium soft-touch leather front seats are heated, and the driver seat isn't just heated – it offers a cooling option as well. An available state-of-the-art Lexicon® 7.1 Discrete Surround Sound system uses 11

channels, a 528-Watt digital amplifier and 17 strategically placed speakers to rival the spatial dynamics of the finest home stereo systems.¹ Integrated Bluetooth® enables voice-activated phone operation and streaming audio.² With Hyundai Blue Link®, you can easily navigate, connect and discover the world beyond the acoustic-laminated windows. And you can do it all with voice-activated controls. Now, don't you wish your living room was this advanced?



GENESIS 3.8 TECHNOLOGY PACKAGE in Cashmere Leather with Red Eucalyptus Wood accents



Navigate Easily

Our optional Ultimate Navigation System features an 8" display, an intuitive joystick/rotating dial interface, enhanced voice recognition and a screen map that includes features like junction views with lane guidance. Adding a Blue Link subscription lets you search for points of interest and download them to the navigation system for turn-by-turn directions.³ NavTraffic[®] is also available for planning and updating routes using detailed traffic conditions.⁴



Call The Tune

The Genesis Driver Information System includes a 64GB hard drive with up to 30GB of secure storage for your music, photos and videos. At the controls, you can toggle between the crystal-clear sound of HD Radio,[™] more than 150 SiriusXM[®] Satellite Radio channels (available with real-time sports, stock and weather information) or Bluetooth audio streaming via your paired smartphone or tablet.⁵



A New Twist On Playlists

Gracenote[®] music recognition and Cover Art make it easy to manage the music you love. Drivers of Genesis 3.8 and 5.0 R-Spec models equipped with Driver Information System navigation can use Gracenote to embellish their playlists using simple voice commands. Song titles, artist names and cover artwork are displayed on the center console screen.⁶

ASSURANCE CONNECTED CARE: NOW MORE THAN EVER, HYUNDAI'S GOT YOUR BACK.

Hyundai made a name for itself by offering assurance that, when you need us, we'll be there. And now, our commitment goes even further with Assurance Connected Care, powered by Blue Link. It's Hyundai's newest way of keeping you assured and secured while you're driving. Assurance Connected Care includes features like Monthly Vehicle Reports that summarize how your Genesis is performing. Automatic Collision Notification that pinpoints your location in emergencies.¹ And Maintenance Alerts that offer helpful reminders for things like tune-ups and oil changes.

Technically, convenience and peace-of-mind aren't listed as standard features. But you'd never know it, thanks to our Enhanced Roadside Assistance. Or Service Link, which makes it easy to schedule service appointments, even from your car. Making worry go away – it's a feature you're sure to appreciate in a luxury car. With Assurance Connected Care, it's a standard feature every Genesis owner enjoys.²

FOOTNOTES



GENESIS 5.0 R-SPEC in Caspian Black



GENESIS 5.0 R-SPEC in Caspian Black



HYUNDAI BLUE LINK: LIFE, MADE EASIER.

Blue Link is Hyundai's advanced technology platform that powers a suite of innovative infotainment, safety and service features. In addition to Assurance Connected Care, Blue Link includes a variety of other enhancements that let you navigate, connect and discover with the push of a button. Or the sound of your voice. For details, visit HyundaiBlueLink.com.



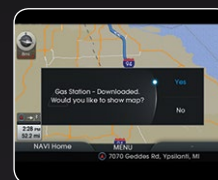
Like A Universal Remote

Download the Blue Link Mobile App to your smartphone, and you'll have remote access to your vehicle from virtually anywhere. You can remotely lock and unlock your car. Or flash the lights and honk the horn to find it in a crowded parking lot. You can also start your car remotely so the temperature inside is just right by the time you arrive.³



Like A Security Force

You can't keep your eyes on your Hyundai all the time. But Blue Link can help. Stolen Vehicle Recovery can locate your Genesis in a pinch, while Geo-Fence and Curfew Alerts notify you (by text, automated phone message or email) when the geography or drive-time boundaries you've set are exceeded.



Like An Expert Guide

More than getting you to your destination, Blue Link offers features that can tell you what you'll find when you arrive. Use voice commands to find the fastest routes with the least amount of traffic, points of interest you can download to your navigation system for turn-by-turn directions, and more.

“To many car shoppers, 'luxury' is just another word for expensive. There are a few exceptions to this rule, however, and the most surprising is the 2013 Hyundai Genesis. It offers the power, technology and comfort of established luxury sedans from Germany and Japan, yet significantly undercuts those vehicles in terms of price.”

~ EDMUNDS.COM, 2013 GENESIS REVIEW





GENESIS 5.0 R-SPEC in Caspian Black

2014 GENESIS SEDAN **EXTERIOR COLORS**



PARISIAN GRAY



NIGHT SHADOW BROWN



CASPIAN BLACK



CASABLANCA WHITE



SANTIAGO SILVER



19" PREMIUM MACHINED-FINISH
ALUMINUM ALLOY WHEELS



18" HYPER SILVER
ALUMINUM ALLOY WHEELS



ELEGANCE IN
AUTOMOTIVE DESIGN.



A photograph of the rear interior of a car. The seats are upholstered in a light beige or cream-colored leather with a subtle perforated texture. The seat stitching is visible, showing a clean, modern design. The car's interior door panel, also in the same leather, features a silver door handle and a speaker grille. Through the rear window, a checkered floor, possibly a tennis court, is visible under bright, natural light. The overall atmosphere is one of luxury and comfort.

SPIRIT SOOTHED. SENSES STIRRED.

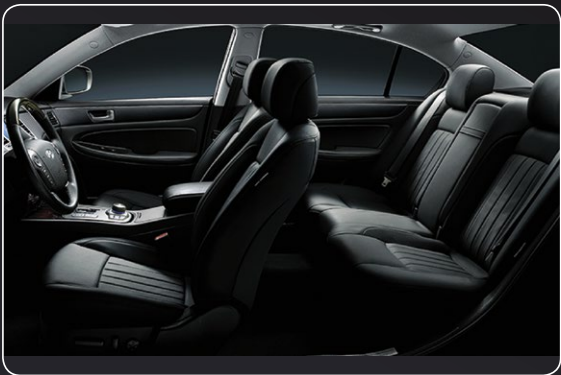


2014 GENESIS SEDAN **INTERIOR COLORS**

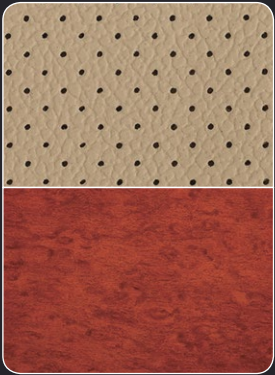
SADDLE LEATHER / ZEBRA WOOD



JET BLACK LEATHER / BLACK MAPLE WOOD



CASHMERE LEATHER / RED EUCALYPTUS WOOD



THE ARTISTRY OF
ADVANCED ENGINEERING.



OUR MOST POWERFUL ENGINE IS DRIVEN BY HOPE

What started in 1998 as a grassroots effort by New England area Hyundai dealers to raise money for a local pediatric cancer institution has grown into a national nonprofit foundation: Hyundai Hope On Wheels. Every time a new Hyundai is sold, a donation is made to help kids fight cancer. With over 800 dealerships, those numbers add up quickly – Hyundai has awarded over \$72 million in research grants since 1998. To learn more and help us defeat children’s cancer, visit HyundaiHopeOnWheels.org.



AMERICA’S BEST WARRANTY

POWERTRAIN LIMITED WARRANTY	NEW VEHICLE LIMITED WARRANTY	ANTI-PERFORATION WARRANTY	24-HOUR ROADSIDE ASSISTANCE	HYUNDAI
10 YEARS	5 YEARS	7 YEARS	5 YEARS	Assurance
100,000 MILES	60,000 MILES	UNLIMITED MILES	UNLIMITED MILES	VISIT HYUNDAIASSURANCE.COM FOR DETAILS

FOOTNOTES

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¹ From 2012 Hyundai Genesis Review on Kelley Blue Book’s www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ² The Hyundai Genesis received the lowest number of problems per 100 vehicles among midsize premium cars in the proprietary J.D. Power 2013 Initial Quality Study.SM Study based on responses from 83,442 new-vehicle owners, measuring 230 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2013. Your experiences may vary. Visit jdpower.com/Hyundai.

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¹ IIHS Top Safety Pick based on Insurance Institute for Highway Safety 40-mph frontal crash test, 31-mph side-impact test, 20-mph rear-impact test and availability of Electronic Stability Control.

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¹ Comparison based on 2013 models. ² MotorTrend.com, December 27, 2011

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¹ Standard on Genesis 5.0 model, optional on Genesis 3.8 model. Lexicon® is a registered trademark of Harman International Industries, Incorporated. ² The Bluetooth® wordmark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Hyundai is under license. Other trademarks are those of their respective owners. ³ Blue Link® subscription service agreement required. Features vary by subscription plan. Terms and conditions of subscription agreement apply. Blue Link service works using CDMA-based cellular networks in the 50 United States. Blue Link service is not available where there is no cellular coverage, particularly in enclosed or remote areas. Service availability may be affected by the signal strength, foliage, weather, topographical conditions (mountains) and nearby structures (tall buildings, tunnels) and other factors. For additional details and system limitations, visit HyundaiBlueLink.com. ⁴ All SiriusXM services require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue your service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call 1-866-635-2349 to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming are subject to change. SiriusXM satellite service is available only to those at least 18 years of age in the 48 contiguous USA states, DC, and Puerto Rico (with coverage limitations). SiriusXM Internet Radio service is available throughout our satellite service area and in AK and HI. ©2013 Sirius XM Radio Inc. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁵ The HD Radio, HD Digital Radio and HD Digital Radio Alliance are wordmarks and trademarks of iBiquity Digital Corporation, used under license by the HD Digital Radio Alliance. ⁶ Gracenote and More Like This™ are either a registered trademark or a trademark of Gracenote, Inc. in the United States and/or other countries.

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¹ Blue Link agents will contact existing emergency service responders. Only use Blue Link and corresponding devices when it is safe to do so. ² Assurance Connected Care requires an active Blue Link subscription and includes 3 years of the Blue Link Assurance Package. Three-year term starts from the new-vehicle date of first use and is available for new-vehicle purchases and leases on or after May 16, 2013. Cellular and GPS coverage required. Blue Link is available on most 2013 and 2014 Hyundai vehicles. Features and fees vary by subscription plan. For details and limitations, visit Hyundai.com or your authorized Hyundai dealer. Blue Link is a registered trademark of Hyundai Motor America. Hyundai is a registered trademark of Hyundai Motor Company. All rights reserved. ©2013 Hyundai Motor America. ³ Remote Vehicle Start only available for push-button start equipped vehicles with automatic transmission or Dual Clutch Transmission. Not available on all models.

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