

2014 HYUNDAI **GENESIS COUPE**



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E-PROCESS

DESIGNED TO TURN HEADS.
ENGINEERED TO RAISE PULSE RATES.



GENESIS COUPE 2.0T in Santiago Silver / GENESIS COUPE 3.8 in Tsukuba Red



It's the nature of a sports car to grab attention. Some tend to do it more with head-turning style, while others make their presence known by posting performance figures that jump-start your pulse rate. The 2014 Hyundai Genesis Coupe is one of those rare sports cars that looks remarkable, no matter how you look at it.

Design? Its sleek, aggressive style prompts plenty of admiring glances, double-takes and stares. Performance? Genesis Coupe has altered the course of conversation about rear-wheel

drive sports cars. In Genesis Coupe 2.0T, a twin-scroll turbocharger and large intercooler help boost output to 274 horsepower and 275 lb-ft of torque. Genesis Coupe 3.8 uses Gasoline Direct Injection to help its 3.8-liter V6 churn 348 horsepower and 295 lb-ft of torque.¹

To handle all of this power, our engineers have developed an 8-speed SHIFTRONIC® automatic transmission that includes race-inspired paddle shifters. So grab the wheel. And start grabbing all of the attention.



FOOTNOTES

A SPORTS CAR SHOULD FLEX ITS MUSCLES.
NOT ITS CHASSIS.



GENESIS COUPE 3.8 in Tsukuba Red / GENESIS COUPE 3.8 in Santiago Silver



A rigid chassis is the key to building a refined sports car. It must resist the twisting forces of high-performance cornering and remain firmly planted to the road. To give Genesis Coupe a high degree of torsional stiffness, our engineers rely on high-tensile steels. The result is an incredibly rigid platform for the rear multi-link suspension. The 5-link design at the rear wheels creates a feeling of responsiveness that led a senior editor at *Edmunds.com* to refer to the 2013 Genesis Coupe as a “dedicated tool for dissecting any road.”¹

Car and Driver summed up its praise with this advice: “Note to Genesis Coupe suspension engineers: Now may be the time to ask for a raise.”² On the racetrack, even greater precision is possible. Thanks to Genesis Coupe’s available front camber bolts, you can calibrate the suspension for negative camber settings suited to track-day levels of steering response. And to make those days of driving exhilaration truly blissful, Genesis R-Spec now features larger seat bolsters to help reduce driver fatigue.



FOOTNOTES

IT'S NOT MERELY RACE-INSPIRED. IT'S RACE-PROVEN.

Want to know the theoretical performance potential of a sports car? Take it racing. That's what Hyundai did with the Genesis Coupe. One example: A production-based 3.8-liter Genesis Coupe R-Spec was developed specifically to run the legendary Pikes Peak Hill Climb, and placed in the skilled hands of off-road driving champion Rhys Millen. With its engine output boosted to an amazing 650 horsepower, this race-modified Genesis Coupe managed to set a world record in 2012 for the fastest time to the finish line 14,110 feet up in the clouds.¹

It's a testament to what lies at the core of Genesis Coupe: A sports car that superbly balances its powerful engine with precise handling. Look over the specs of our R-Spec or 3.8 Ultimate models, and you'll see how totally committed Hyundai is to offering exceptional levels of high performance, right off the showroom floor. You'll find Brembo® brakes, a Torsen® limited-slip differential, and a 6-speed manual transmission that adds carbon synchronizers for improved shift quality.² There's also engine speed-sensitive steering, with a 13.8:1 ratio that *Car and Driver* has described this way on our 2013 model: "Turn-in that's progressive and predictable, and its accuracy allows for confident placement in the corners and precise control in traffic."³



Professional driver on a closed course.⁴



FOOTNOTES



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GENESIS COUPE 3.8 in Tsukuba Red / GENESIS COUPE modified by Rhys Millen Racing





Twice As Nice

The key to generating 274 manageable horsepower is the 2.0T engine's twin-scroll design. It's more responsive at lower RPMs, and spools up more rapidly as RPMs rise.



We've Shifted To Carbon

Our 6-speed manual transmission has been upgraded with carbon synchronizers to improve shift quality. You'll feel the smooth, crisp result with every throw. In every gear.



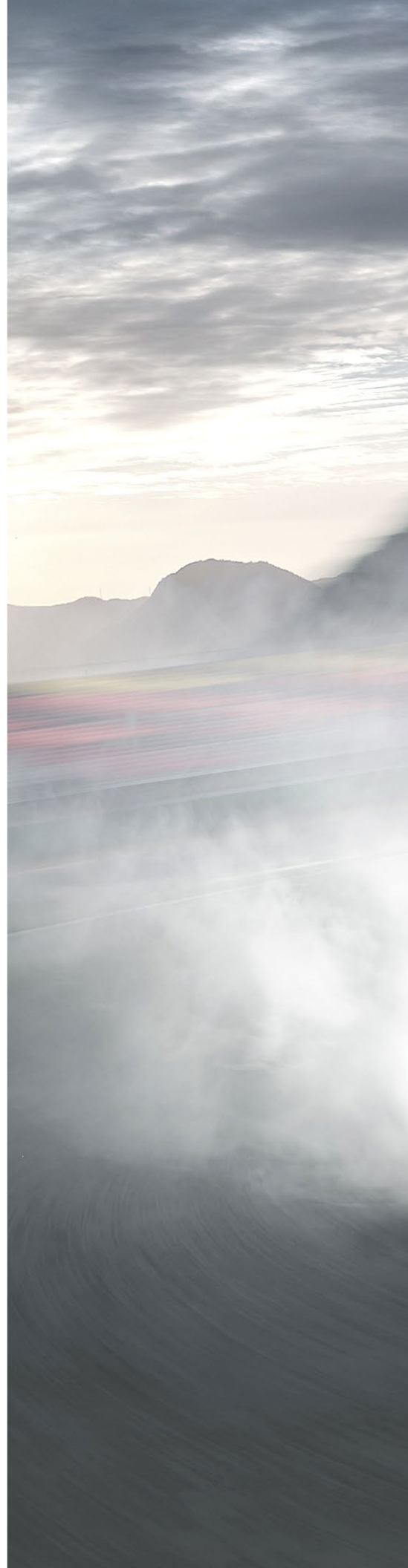
Fun Beyond The Sun

Our 2.0T R-Spec enhances all-weather drivability with new standard features that include fog lights, heated side mirrors and an auto-dimming rearview mirror with compass.



Respect The R-Spec

How's this for a go-fast goody bag? R-Spec adds track-tuned suspension enhancements, larger bolster sports seats, front camber adjustment bolts, Brembo brakes with full-floating multi-piston calipers, a Torsen limited-slip differential and 19" alloy wheels with performance tires.



MEET OUR TWIN.

Genesis Coupe 2.0T is not your ordinary sports car. Its 274-horsepower twin-scroll turbocharged engine is the most powerful 4-cylinder in its class. The forced induction from an advanced twin-scroll turbocharger produces a generous supply of torque and power throughout the entire RPM range. How that smooth power is transferred to the rear wheels is your choice: A 6-speed manual or class-exclusive SHIFTRONIC® 8-speed automatic transmission with paddle shifters.

Our 2.0T R-Spec model offers further enhancements to handling, traction and braking. Move up to the 2.0T Premium, and you'll enjoy an extra infusion of technology in the cockpit. Fire up the engine with the push of a button, and listen carefully to that exhaust note: For 2014, it's been retuned for a new, deeper sound – the perfect complement to the Genesis Coupe 2.0T's aggressive front-end styling.



GENESIS COUPE 2.0T R-SPEC in Ibiza Blue. Professional driver on a closed course. Do not attempt.



POWER. IT'S THE ULTIMATE STIMULANT.

With a whopping 348 horsepower and 295 lb-ft of torque, Genesis Coupe 3.8 betters rivals like the 2014 Infiniti Q60 Coupe and 2013 BMW 435i Coupe in the most fundamental barometer of sports car engineering: Pure power.

Genesis Coupe 3.8 R-Spec takes all of that power and offers you a choice of how you'd like it served. An Ultimate version features a track-tuned suspension, front-camber adjustment bolt, aluminum pedals, rear spoiler and aero wiper blades. Our Grand Touring version is tuned to the more sumptuous side of performance, providing you with an alternate route to driving bliss.

It's a sports car whose rewarding and highly refined driving dynamics are matched by the sensory delights of an interior that places technology like automatic temperature control into a cabin crafted of exquisite materials. Available features include everything from double-stitched heated leather front seats and a 360-Watt Infinity® premium audio system to a power sunroof, Rear Parking Assistance System and more.¹





Fly Direct

The 3.8-liter V6 engine draws its power from Gasoline Direct Injection (GDI) and Continuously Variable Valve Timing. GDI atomizes fuel directly into the cylinder for added power, increased responsiveness and greater fuel efficiency.



Paddle On

Our 8-speed SHIFTRONIC® transmission features paddle shifters redesigned for a more intuitive feel, and a manual mode that enables more aggressive shift points – with a final gear ratio that allows for efficient highway cruising.



Set The Stage

A 3-stage Electronic Stability Control and Traction Control System lets you select the performance characteristics you want.² Selecting the stage that shuts off traction control allows you to induce a bit of wheel-spin thrill on the track while leaving stability control intact.



FOOTNOTES

NO YOGA NECESSARY.

With some sports car interiors, a few yoga exercises might be in order before attempting to get in. That's how cramped they feel. Slide inside Genesis Coupe, on the other hand, and the first thing you'll notice when you take a seat behind the wheel is how much room you have to stretch out and feel comfortable. There's no sacrificing interior space for performance and style. Genesis Coupe has plenty of head and shoulder room, as well as 10 cubic feet of cargo space and an available power sunroof that retracts to reveal wide-open swaths of sky.

So settle in, and relax. The Genesis Coupe cockpit tunes out distractions with an instrument cluster that puts the precision of easy-to-read electroluminescent gauges front and center.

There are generous sport seat bolsters – even more so in the new R-Spec sport seat. A newly designed leather-wrapped 8-speed automatic sport shift knob and revised SHIFTRONIC® paddle shifters feel like they were form-fitted to your hands.

Keep looking. A leather-wrapped tilt-and-telescopic steering wheel with integrated audio and Bluetooth® hands-free phone controls.¹ Available Blue Link® telematics.² Automatic headlights and automatic temperature controls. These aren't just luxuries – they help you stay focused on the road ahead. After all, that's where the real entertainment is, right?

FOOTNOTES



GENESIS COUPE 3.8 in Tan Leather

COMMAND PERFORMANCE.

Inside Genesis Coupe, we've created an interior that lets drivers effortlessly control critical functions and glean vital information at a glance. An available 7" touchscreen navigation system integrates an impressive array of functionality into one easy-to-use interface. The system includes NavTraffic® real-time traffic updates and turn-by-turn navigation.¹ Navigation-equipped Genesis Coupes also come standard with Blue Link®, an innovative telematics technology that lets you navigate, connect and discover like never before with the push of a button.

The navigation screen is also where you'll see caller and contact information displayed from your compatible cell phone via Bluetooth. A built-in microphone and speakers deliver exceptional Bluetooth hands-free phone clarity, voice recognition and audio streaming. All of which adds to your enjoyment of the other in-car entertainment options at your command.

Genesis Coupe's available Infinity® 360-Watt premium audio system features 10 speakers, a dual-voice coil subwoofer and speed-adjusting volume control that deliver sound reproduction with deep bass, clear mid-range and crisp highs – even at freeway speeds. Enjoy your favorite playlists via Bluetooth streaming audio from your smartphone, or by plugging your iPod® or compatible MP3 player into the car's standard USB port.² You can also dial into your favorite channels on SiriusXM® Satellite Radio or available HD Radio, proving that variety is indeed the spice of life inside the cockpit.³



FOOTNOTES



GENESIS COUPE 3.8 in Black Leather

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 vehicle 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 don't appear in the Genesis Coupe features list. 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 appreciate in a luxury car. And a standard feature on every Genesis Coupe equipped with navigation.²

FOOTNOTES





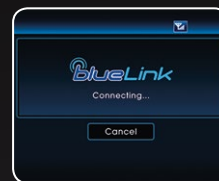
HYUNDAI BLUE LINK: LIFE, MADE EASIER.

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.



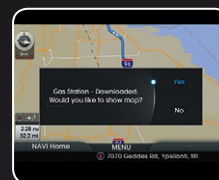
Like A Universal Remote

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 Coupe 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.

2014 GENESIS COUPE **EXTERIOR COLORS**



TSUKUBA RED



CASABLANCA WHITE



SANTIAGO SILVER



EMPIRE STATE GRAY



CASPIAN BLACK



IBIZA BLUE

GRADE IT.
ON A CURVE.



GENESIS
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SETTLE IN. AND DON'T SETTLE FOR LESS.



2014 GENESIS COUPE **INTERIOR COLORS**

BLACK CLOTH 2.0T



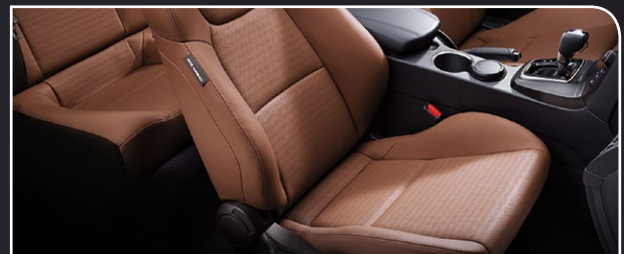
BLACK LEATHER 3.8 GRAND TOURING / 3.8 ULTIMATE



GREY LEATHER BOLSTER / GREY CLOTH 2.0T PREMIUM



TAN LEATHER 3.8 GRAND TOURING



BLACK LEATHER BOLSTER / BLACK CLOTH INSERT WITH RED STITCHING
2.0T AND 3.8 R-SPEC



ADHERE TO THE ROAD.
NOT THE RULES.



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
10 YEARS	5 YEARS	7 YEARS	5 YEARS
100,000 MILES	60,000 MILES	UNLIMITED MILES	UNLIMITED MILES

 **HYUNDAI**
Assurance
VISIT HYUNDAIASSURANCE.COM FOR DETAILS

FOOTNOTES

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¹ Horsepower and torque ratings with premium fuel.

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¹ www.edmunds.com/hyundai/genesis-coupe/2013/comparison-test.html. ² www.caranddriver.com/reviews/2013-hyundai-genesis-coupe-first-drive-review

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¹ wot.motortrend.com/rhys-millen-wins-class-sets-world-record-at-pikes-peak-hill-climb-245909.html. ² Brembo® is a registered trademark of Brembo SpA. Torsen® is a registered trademark of Gleason Works, the Corporation, New York. ³ Car and Driver, February 2012. ⁴ rhysmillenracing.com

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¹ Infinity® is a registered trademark of Harman International Industries, Inc. ² Electronic Stability Control (ESC) cannot control your vehicle’s stability under all driving situations. ESC is not a substitute for safe driving practices. No system, no matter how advanced, can overcome physics or correct poor driving. The driver is always responsible for controlling the vehicle and must use caution to avoid loss of control in all driving conditions. Speed, road conditions and driver steering input will affect whether ESC can help prevent loss of control. See Owner’s Manual for details. The Traction Control System is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.

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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. Not available on all models.

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NEW POSSIBILITIES.



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