

2010 HYUNDAI_GENESIS



If you're reading this brochure, chances are you're the kind of automotive enthusiast who, instead of simply opening your wallet and adding a status trophy to your garage, prefers to open something else: Your mind. It's a refreshing attitude that often leads you to discover truly rewarding experiences, from new and unexpected sources.

Like Genesis, from Hyundai.

Nobody was looking for Hyundai to build a luxury car that would challenge the automotive elite. But we did. Nobody expected us to benchmark the industry's best, then apply the art and science needed to meet those marks. But we did. Nobody thought we'd charm the pants off a jury of North America's most esteemed automotive journalists, or be named "The Most Appealing Midsize Premium Car" in 2009 by J.D. Power and Associates.¹ But we did.

And by doing what few people expected of us, we now find ourselves as a car company that a lot of people are starting to think about in a whole new way.

It's 2010. Welcome to Hyundai.



¹The Hyundai Genesis received the highest numerical score among midsize premium cars in the proprietary J.D. Power and Associates 2009 Automotive Performance Execution and Layout Study.SM Study based on responses from 80,930 new-vehicle owners, measuring 245 models and measures opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2009. Your experiences may vary. Visit jdpower.com.



GENESIS 3.8 IN TITANIUM GRAY METALLIC

Road & Track May 2009

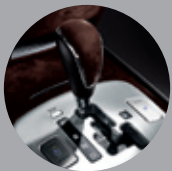
“The Genesis puts power down like a BMW and rides like a Lexus.”

DESIGNED TO MOVE YOU.

With a drag coefficient of just 0.27, Genesis achieves a remarkably efficient aerodynamic profile that aids fuel economy, enhances handling stability and reduces wind noise. But our designers wanted the shape of Genesis to be more than a technical achievement. They wanted its elegantly chiseled forms to convey strength and power. 18-inch Hyper Silver wheels produce an active sense of movement, even when standing still. A distinctive waterfall grill creates a powerful presence that marks its every detail. The result is a striking design aesthetic - an interpretation of the luxury sedan that is both progressive and timeless.

ARM 8,000 ENGINEERS WITH MORE THAN JUST A SLIDE RULE, AND THEY'LL REINVENT THE RULES.

Put some of the world's brightest engineering minds on the payroll. Give them state-of-the-art facilities to conduct research and development. And you're bound to break some of the old rules for creating a luxury performance sedan. Then again, we always believed rules were meant to be broken.



ADVANCED 6-SPEED TRANSMISSIONS

Both V6 and V8 Genesis models feature a 6-speed automatic transmission with SHIFTRONIC® and lock-up torque converter for improved highway economy. The V6 has an Aisin® unit, while the V8 is mated to a ZF® model — two of the most respected brands in the world.¹



REAR-WHEEL DRIVE ARCHITECTURE

Rear-wheel drive allowed our engineers to place the front wheels farther forward and help Genesis achieve a nearly ideal 52/48 weight distribution. That's why the Genesis exhibits exceptionally neutral handling characteristics and linear steering performance.



290-HP 3.8L V6 ENGINE

The V6 Genesis models offers 290 horsepower and 264 lb-ft of torque — respectable figures in any company. But it's what that power feels like that's most impressive. Dual Continuously Variable Valve Timing, multi-point fuel injection and a variable intake system help optimize engine response at low and high rpm. A silent, maintenance-free timing chain ensures the V6 engine's power pours out smooth and quiet. And a ULEV classification means the Genesis V6 produces ultra-low emissions.

¹ZF® is a registered trademark of ZF Friedrichshafen AG. Aisin® is a registered trademark of Aisin Seiki Co., Ltd.

EXCEPTIONAL TORSIONAL RIGIDITY.

One of the engineering breakthroughs of Genesis is the ability of its body structure to reconcile the conflicting agendas of ride and handling. With 12-14% more torsional rigidity than a BMW 5 Series or a Lexus LS, Genesis can deliver laser-like steering and handling poise — while at the same time affording its occupants a ride of consummate composure.



5-LINK FRONT AND REAR SUSPENSION

Keeping a large, powerful sedan like Genesis planted firmly to the road takes a sophisticated suspension. Genesis uses the precisely tuned geometry of five separate links for both the front and rear wheels to help maintain optimal tire contact when cornering. How exceptional? Genesis pulls 0.87 lateral g's on the skid pad.



SACHS® ASD¹

Amplitude Selective Damping (ASD) is an advanced suspension control system that changes the reaction of the shock absorbers based on input from damper sensors on each wheel. The sensors "feel" the road, reading the undulations and bumps and instantly adjusting the damper settings to produce a firm yet predictable response.

To the Genesis driver, this translates into a comfortable ride without sacrificing handling stability or control. ASD also optimizes road-surface contact to help maintain the best connection between the road and the tires for maximum grip.

No wonder Lexus, BMW and Mercedes-Benz use the same technology.

¹SACHS® is a registered trademark of ZF Friedrichshafen AG.

SEIZE CONTROL, EFFORTLESSLY.

The Multimedia Controller lets you command a wide variety of functions, including audio, navigation and telecommunication. It also allows you to access the Driver Information System, where you customize a myriad of settings to your liking, from moving the seat and steering wheel for easy entry, to whether door locks "click" when they engage.



PROXIMITY KEY

Genesis comes standard with Proximity Key. Keep this key comfortably in your pocket or purse, and you can still lock and unlock the doors with just the push of a button on the door handle. You won't need to insert a key to start Genesis, either. Its engine comes to life with push-button start.



ADAPTIVE FRONT LIGHTING SYSTEM

Imagine you're driving on a curvy road at night. Wouldn't you like a split-second more to see what's coming up ahead: A pothole? A deer? A fallen rock? That's the idea behind our adaptive headlights. This lighting system can adjust the headlight's beam to match the vehicle's steering angle. The superior illumination around turns alerts you to objects or potential road hazards sooner, for improved safety when driving at night.



REAR CAMERA WITH PARKING SENSORS

With a rear camera and a series of sensors in both the front and rear bumpers, Genesis drivers are alerted to potential hazards when backing out of parking spaces or driveways. If the system senses the presence of objects such as a light pole or another car, it sounds an intermittent warning beep within the cabin that increases in frequency the closer you get to the object. The system's effectiveness is augmented by the rear-view camera, which allows the driver to see below eye level when backing up.



COOLED AND HEATED DRIVER'S SEAT

The driver's seat in the Hyundai Genesis is not only heated for those chilly mornings. It's also equipped with a cooling function that helps keep you comfortably cool when the cabin temperatures are warm.



INTEGRATED BLUETOOTH®

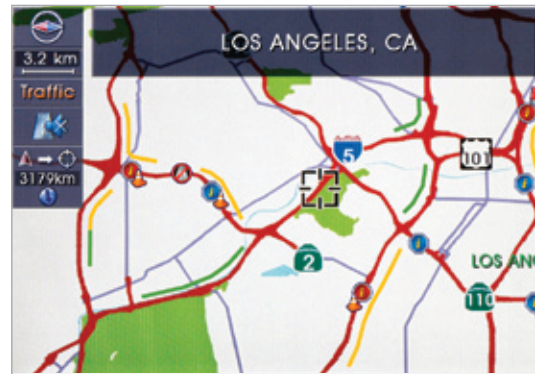
This system features integrated operation through the navigation and audio systems, as well as voice-activated calling.¹



HD RADIO™

Built-in HD Radio technology gives you crystal-clear, CD-quality sound from your local radio stations as well as extra local FM channels with more music, news and sports. You'll enjoy on-screen text such as song titles and artists' names, all without a subscription.

PREMIUM NAVIGATION



Genesis guides you via an advanced navigation system featuring an 8-inch VGA monitor and map data with points of interest stored on a 40 GB hard drive. A speech dialog system lets you enter addresses by speaking them. And XM NavTraffic® satellite traffic information — available through a complimentary 90-day subscription — provides real-time traffic updates right on your screen.² So you can avoid delays and get to your destination as quickly as possible.



LEXICON® DISCRETE AUDIO

The Lexicon name is revered among audiophiles. Genesis features the Lexicon 7.1 Discrete audio system with an 11-channel, 528-watt digital amplifier and 17 speakers. The result is among the most immersive audio experiences ever available in an automobile. Besides Genesis, Rolls Royce is the only other car to offer it.



XM® SATELLITE RADIO

Enjoy 170 digital channels from coast to coast, including the biggest names in commercial sports and talk.²



INPUT JACKS

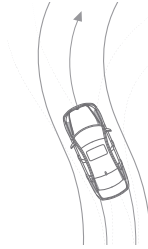
Two auxiliary input jacks are available for connecting portable music such as an iPod® to the audio system. There's a stereo mini jack and a USB port. iPod integration is enabled when used with the available accessory cable.³

¹The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Hyundai is under license. Other trademarks and trade names are those of their respective owners. ²XM® Satellite Radio and XM NavTraffic® require XM subscription sold separately after complimentary introductory period. All fees and programming subject to change. XM NavTraffic only available in select markets. See your dealer for details. XM service only available in the 48 contiguous United States. The XM name is a registered trademark of XM Satellite Radio Inc. All other trademarks are property of their respective owners. ³iPod is a registered trademark of Apple Inc.



ANTI-LOCK BRAKES

The Anti-lock Braking System (ABS) that's standard on Genesis is intended to help the driver maintain steering control during emergency braking situations. Electronic Brake-force Distribution maximizes the brake pressure at each wheel to further improve braking performance.



TRACTION CONTROL

For greater control in treacherous driving conditions, Genesis uses an advanced Traction Control System (TCS) that senses wheel spin during acceleration. Engine power is reduced and/or braking pressure is applied to the wheel that is slipping, effectively re-routing power to the wheel that has greater traction.²



ELECTRONIC ACTIVE HEAD RESTRAINTS

Whiplash is one of the most common injuries in a rear-end collision. Which is why the front-seat head restraints in Genesis are active — designed to move forward instantly on impact to help reduce the likelihood of a severe neck injury. And because they are electronic, they react faster than mechanical systems, increasing their effectiveness.



BRAKE ASSIST

Studies show that drivers frequently don't apply brake pedal pressure hard enough, or quickly enough, in a panic stop. Brake Assist senses emergency braking situations, and immediately applies maximum braking pressure to help shorten the vehicle's stopping distance. Because a few extra feet can sometimes make all the difference.



HID XENON HEADLIGHTS

They're auto-leveling and significantly brighter than conventional lamps for better visibility.

¹ 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 effect whether ESC can help prevent loss of control. See Owner's Manual for details.

² The Traction Control System (TCS) is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.

BEST

10 YEARS
100,000 MILES

5 YEARS
60,000 MILES

7 YEARS
UNLIMITED MILES

5 YEARS
UNLIMITED MILES

2010 GENESIS_FEATURES

SAFETY FEATURES

	GENESIS 3.8	GENESIS 4.6
Electronic Stability Control (ESC) with Traction Control System (TCS)	S	S
4-wheel Anti-lock Braking System, Electronic Brake-force Distribution (EBD), Brake Assist	S	S
Advanced Driver and Front Passenger Airbags (SRS) with Occupant Classification System (OCS)	S	S
Front and Rear Side-impact Airbags (SRS), seat-mounted	S	S
Front and Rear Side-curtain Airbags (SRS), roof-mounted	S	S
Electronic Active Front Head Restraints	S	S
3-point Seatbelts, all seating positions; front seatbelt pretensioners, force limiters, adjustable belt anchors	S	S
Tire Pressure Monitoring System (TPMS)	S	S
Front and Rear Crumple Zones	S	S
Anti-theft System with Engine Immobilizer	S	S

EXTERIOR FEATURES

Automatic Headlights	S	S
High Intensity Discharge (HID) Xenon Auto-leveling Headlights	T	T
Adaptive Front Lighting System (auto-cornering)	T	T
Front Fog Lights	S	S
Solar Control Glass	S	S
Dual Folding Heated Power Side Mirrors with Turn Signal Indicators	S	S
Proximity Key Entry	S	S
Rain-sensing Windshield Wipers	P	S
Front and Rear Parking Assistance Sensors	T	T
Rearview Camera	PN	S
Lower Bodyside Chrome Trim	-	S

INTERIOR FEATURES

Power Tilt-and-slide Sunroof with One-touch Open/Close and Sliding Sunshade	P	S
Dual Front Automatic Temperature Control with Outside Temperature Display	S	S
Auto-defogging Windshield with Humidity Sensor	P	S
In-dash Navigation System with Touchscreen Display and XM NavTraffic®	PN	S
In-dash Navigation System with Multimedia Controller, Driver Information System (DIS) and XM NavTraffic®	T	T
Lexicon® Surround Sound Audio with 14 Speakers	P	S
Lexicon 7.1 Discrete Surround Sound Audio System with 17 Speakers	T	T
In-dash 6-disc CD Changer	P	-
In-dash 6-disc DVD Changer	T	T
Turn signal lever – EZ Lane Change Assist	S	S
XM® Satellite Radio ¹	S	S
iPod® / USB and Auxiliary Input Jacks	S	S
Leather-wrapped dashboard and door trim inserts	P	S
Smart Cruise Control	T	T
Integrated Bluetooth® hands-free phone system	S	S
Proximity Key Push Button Engine Start	S	S
Leather Seating Surfaces	S	-
Ultra-premium Leather Seating Surfaces	P	S
Heated Power Front Seats	S	S
Cooled Driver Seat	T	T

INTERIOR FEATURES

	GENESIS 3.8	GENESIS 4.6
Leather-wrapped Steering Wheel and Shift Knob	S	with woodgrain trim
Integrated Memory System (driver seat, side mirrors, steering wheel)	P	S
Power Tilt-and-telescopic Steering Wheel	P	S
Power Rear Sunshade	P	S
Electroluminescent Gauges	S	S
Electrochromic Auto-dimming Rearview Mirror with Compass	S	S
HomeLink® Integrated Transceiver	S	S
Multi-function Trip Computer (distance to empty, fuel economy, average speed, trip timer / distance)	S	S
Sunglass holder	S	S

ENGINES

3.8-liter, 24-valve DOHC V6	S	–
4.6-liter, 32-valve DOHC V8	–	S
Dual Continuously Variable Valve Timing (CVVT)	S	S
Horsepower @ rpm, regular unleaded	290 @ 6200	368 @ 6500
Horsepower @ rpm, premium fuel	–	375 @ 6500
Torque (lb.-ft. @ rpm), regular unleaded	264 @ 4500	324 @ 3500
Torque (lb.-ft. @ rpm), premium unleaded	–	333 @ 3500
Compression Ratio	10.4:1	10.4:1
All-aluminum Block and Heads	S	S
Multi-port Programmed Fuel Injection	S	S
Variable Intake and Exhaust Induction System	S	S
Hydraulic Motor Mounts	S	S
Chrome-tipped Dual Exhaust	S	S

DRIVETRAIN / TRANSMISSION

Rear-wheel Drive	S	S
Aisin® Electronic 6-speed Automatic Transmission with SHIFTRONIC®	S	–
ZF® Electronic 6-speed Automatic Transmission with SHIFTRONIC®	–	S
Final Drive Ratio	3.909	3.133

BODY / SUSPENSION / CHASSIS

Body Type: Five-passenger Sport Luxury Sedan	S	S
4-wheel Independent Suspension, front 5-link virtual kingpin axis, rear 5-link	S	S
SACHS® Amplitude Selective Damping (ASD) Gas Shock Absorbers, front and rear	S	S
Stabilizer Bars (mm.), front / rear	25.0 / 17.0	25.0 / 18.0
Power Rack-and-pinion Steering, engine-RPM-sensing	S	–
Electro-hydraulic Power Steering	–	S
4-wheel Disc Brakes	S	S
17-inch, 7-split-spoke Euroflange Alloy Wheels with P225 / 55R Tires	S	–
18-inch, 9-spoke Hyper Silver Euroflange Alloy Wheels with P235 / 50R Tires	PN	–
18-inch, split-spoke Hyper Silver Euroflange Alloy Wheels with P235 / 50R Tires	T	S
Turning diameter (ft.), curb to curb	36.0	36.0
Electronic Parking Brake with automatic vehicle hold	T	T

S = STANDARD P = PREMIUM PACKAGE PN = PREMIUM NAVIGATION PACKAGE T = TECHNOLOGY PACKAGE – = NOT AVAILABLE

2010 GENESIS_FEATURES

EXTERIOR DIMENSIONS

	GENESIS 3.8	GENESIS 4.6
Wheelbase (in.)	115.6	115.6
Length (in.)	195.9	195.9
Width (in.), excluding mirrors	74.4	74.4
Height (in.)	58.1	58.3
Track (in.), front / rear	63.8 / 64.4	63.1 / 63.8
Coefficient of Drag	0.27	0.27
Curb Weight (lbs.)	3,897	4,120

INTERIOR DIMENSIONS

Head Room (in.), front / rear	40.4 / 37.7	38.1 / 37.7
Leg Room (in.), front / rear	44.3 / 38.6	44.3 / 38.6
Shoulder Room (in.), front / rear	58.3 / 57.9	58.3 / 57.9
Hip Room (in.), front / rear	54.9 / 54.3	54.9 / 54.3
Passenger Volume (cu. ft.)	109.4	109.4
Cargo Volume (cu. ft.)	15.9	15.9
Total Interior Volume (cu. ft.)	125.3	125.3
EPA Size Classification	Large Car	Large Car

EPA MILEAGE ESTIMATES / FUEL CAPACITY

Fuel Economy (city / highway / combined)	18 / 27 / 21	17 / 25 / 19
Fuel-tank Capacity (gal.)	19.3	20.3

HomeLink is a registered trademark of Johnson Controls, Inc. Infinity is a registered trademark of Harman International, Inc. Fuel economy estimated by EPA for comparison. While the information contained in this brochure was correct at time of printing, specifications and equipment can change. Feature comparisons based on competitor information available at 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 sustainable 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.

2010 GENESIS **_LINE UP**



3.8

STANDARD FEATURES INCLUDE:

- 3.8L DOHC V6 with 290HP
- 6-speed automatic with SHIFTRONIC®
- 4-Wheel disc brakes with Brake Assist
- Electronic Stability Control (ESC) with Traction Control System (TCS) and Anti-lock Braking System (ABS)
- Dual front airbags, front and rear side-impact airbags, and roof-mounted side curtain airbags
- Electronic active front head restraints
- Fog lights
- Automatic headlights
- 17" Alloy wheels with P225/55R17 tires
- Acoustic laminated windshield and front windows
- Power heated body-colored side mirrors with turn signal indicators
- Leather seating surfaces
- Heated front seat
- Power front seats
- Cruise control
- Electroluminescent cluster gauge
- Proximity key with electric push button start
- Leather-wrapped, tilt steering wheel with audio controls
- Dual automatic temperature control
- Electrochromic auto-dimming inside rearview mirror
- HomeLink® integrated transceiver
- iPod®/USB and auxiliary input jacks
- Bluetooth® hands-free phone system
- Carpeted floor mats

OPTIONAL GENESIS 3.8 PACKAGES:

- **Premium Package (P):**
 - Power tilt-and-slide glass sunroof / Ultra-premium leather seating surfaces / Tailored leather-wrapped dash & door trim inserts / Integrated memory system (IMS) / Power tilt-and-telescopic steering wheel / Power rear sunshade / Lexicon® 14-speaker surround sound audio, 6-disc CD-changer, HD Radio® / Rain-sensing wipers with auto defogging windshield
- **Premium Navigation Package (PN):**
 - Requires Premium Package Plus:
 - 18" Hyper Silver alloy wheels with P235/50R18 tires / DVD navigation system with touchscreen and XM NavTraffic® (90-day trial) / Rearview camera / Deletes HD Radio® Technology and 6-disc CD-changer
- **Technology Package (T):**
 - Requires Premium Package Plus:
 - Lexicon® 17-speaker 7.1 discrete audio system / Navigation system with 6-disc DVD changer and XM NavTraffic® (90-day trial) / Driver Information System (DIS) with multimedia controller / Bluetooth® hands-free phone system with integrated display / Smart cruise control / Electronic parking brake with automatic vehicle hold / HID Xenon, adaptive (auto-cambering) headlights / 18-inch Hyper Silver split-spoke alloy wheels with P235/50R18 tires / Rearview camera / Front & rear parking assistance system / Cooled driver seat



4.6

INCLUDES STANDARD GENESIS 3.8 FEATURES PLUS:

- 4.6L DOHC V8 with 375HP (premium fuel) / 368HP (regular)
- ZF® 6-speed automatic transmission with SHIFTRONIC®
- 18-inch Hyper Silver split-spoke alloy wheels with P235/50R18 tires
- DVD navigation system with touchscreen and XM NavTraffic® (90-day trial)
- Chrome lower bodyside moldings
- Ultra-premium leather seating surfaces
- Tailored leather-wrapped dash & door trim inserts
- Power tilt-and-slide glass sunroof
- Power tilt-and-telescopic steering wheel
- Integrated memory system (IMS)
- Lexicon® 14-speaker surround sound audio
- Rearview camera
- Illuminated door sill plates
- Woodgrain-trimmed leather steering wheel
- Electrochromic auto-dimming side mirrors
- Power rear sunshade
- Rain-sensing wipers with auto defogging windshield

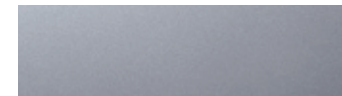
OPTIONAL GENESIS 4.6 PACKAGE:

- **Technology Package (T):**
 - Lexicon® 17-speaker 7.1 discrete audio system / Navigation system with 6-disc DVD changer and XM NavTraffic® (90-day trial) / Driver Information System (DIS) with multimedia controller / Bluetooth® hands-free phone system with integrated display / Smart cruise control / Electronic parking brake with automatic vehicle hold / HID Xenon, adaptive (auto-cambering) headlights / Rearview camera / Front & rear parking assistance system / Cooled driver seat

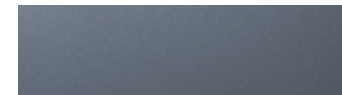
EXTERIOR_ COLOR CHOICES



WHITE SATIN PEARL



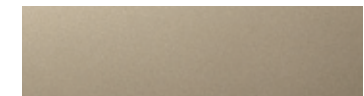
PLATINUM METALLIC



STERLING BLUE METALLIC



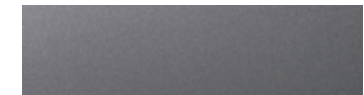
SAPPHIRE BLUE PEARL



CHAMPAGNE BEIGE METALLIC



CABERNET RED PEARL



TITANIUM GRAY METALLIC



BLACK NOIR PEARL

INTERIOR_ COLOR CHOICES



CASHMERE



JET BLACK



SADDLE



ULTRA-PREMIUM CASHMERE



ULTRA-PREMIUM JET BLACK



ULTRA-PREMIUM SADDLE

WEBSITE_ HYUNDAI.COM



Be sure to visit our website, where you can build your Genesis, locate a Hyundai dealer near you, and best of all – schedule a test drive.

