



2015 HYUNDAI GENESIS

PREMIUM SEDANS HAVE A NEW BENCHMARK.





DRIVING PASSION

To design our new second-generation Genesis, Hyundai didn't think in terms of now, but rather next. The next evolution of form: A design philosophy we call Fluidic Sculpture 2.0. The next iteration of safety: A suite of technologies called Sensory Surround Safety™ that make both car and driver more responsive to potential hazards. The next update of our award-winning telematics: Blue Link® 2.0.¹ And the next refinement of everything from the handling of its taut rear-wheel drive chassis to the purification of its cabin air and the automatic opening of its trunk.

The result? A new 2015 Genesis with a longer wheelbase and a reinforced high-strength chassis that create both generous interior room and a smoother ride. Over this lengthened platform, Hyundai designers placed a dynamically sculpted shape that blends athletic power with elegant proportion. And behind a new hexagonal grille, Hyundai engineers achieved enhancements that improve the driveability of the Genesis 3.8L V6 and 5.0L V8 powertrains, giving them more low- and mid-range torque.

Only by imagining what's next – and committing to getting there first – could Hyundai deliver a new kind of luxury automotive experience. A brilliant synthesis of design, performance and technical innovation that translates into a deep sense of satisfaction behind the wheel.

Isn't that what you expect from your next luxury car?





PERFORMANCE ENGINEERING

To ensure the new 2015 Genesis balances power with poise, Hyundai benchmarked the competition. Our aim wasn't to equal the BMW 5 Series, Mercedes-Benz E-Class or Audi A6 – it was to surpass them.

Starting with an ultra-rigid chassis, we meticulously retuned the new Genesis to deliver a higher level of agility, responsiveness and balance. In order to refine ride and handling to world-class standards, an international team of Hyundai experts used some of the world's most demanding roads as proving grounds: The twisting Angeles Crest Highway in the mountains of Southern California. The famed Nürburgring in Germany. And the Korean F1 Grand Prix circuit. We even consulted renowned suspension experts at Lotus Engineering to validate how the new chassis performed.

Our Genesis 3.8 model is available with an advanced HTRAC All Wheel Drive that improves grip whether the road is wet or dry. HTRAC is a dual-mode system that preserves the car's inherent rear-wheel drive bias in normal traction conditions, yet seamlessly redistributes torque to the appropriate wheels for optimal grip whenever it senses a loss of traction.

A perfect complement to HTRAC All Wheel Drive is our new Intelligent Drive Mode technology. It allows you to select four ride and handling settings (Normal, Sport, Eco or Snow) based on what you desire or conditions demand. There's even an Automatic Emergency Mode Change that seamlessly optimizes suspension responsiveness and stability control in sudden evasive maneuvers.

READY FOR THE NEXT CURVE.



"THE NEW-GENERATION CAR CLEARLY
HAS BMW IN ITS CROSSHAIRS."

— *CAR AND DRIVER*, NOVEMBER 2013



THE NEXT STANDARD OF SAFETY.

The new Genesis offers Sensory Surround Safety, a suite of sensor-based technologies that includes Blind-Spot Detection with Rear Cross-traffic Alert, Lane Departure Warning with Lane Keep Assist, Automatic Emergency Braking, Heads-up Display and Smart Cruise Control. Blind-Spot Detection is further enhanced with Lane Change Assist, which warns of rapidly approaching vehicles from the rear.



SENSORY SURROUND SAFETY

AUTOMATIC EMERGENCY BRAKING

The 2015 Genesis features an Automatic Emergency Braking System that utilizes both front radar and the front camera to help detect the presence of vehicles traveling ahead of you. If it detects a crash is imminent, it automatically applies the brakes to help you mitigate the effects of a collision. Or avoid a collision altogether.

BLIND SPOT DETECTION

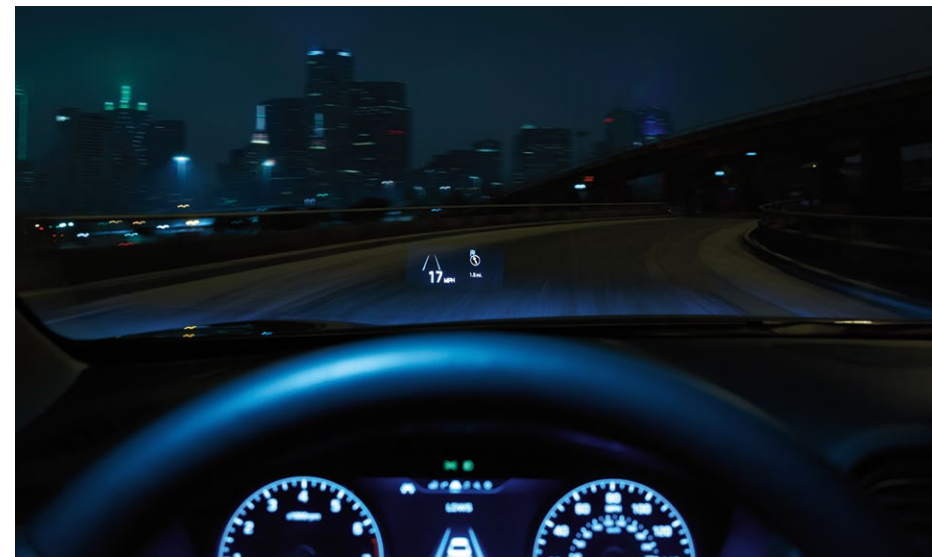
A new Blind Spot Detection System (BSD) uses radar sensors in the rear bumper to help warn the driver of an approaching vehicle using an indicator on the side mirrors. If the warning indicator is ignored and the turn signal is activated to change lanes, BSD issues audible, visual (blinking side-mirror indicator) and haptic (steering wheel vibration) warnings.¹ Blind spot indicators are also part of the Genesis Heads-up Display, a segment first. The same radar sensors also warn of vehicles in the cross path when you're backing out of parking spaces.

REAR CROSS- TRAFFIC ALERT

HEADS-UP DISPLAY

The Heads-up Display System onboard the new Genesis projects onto the windshield such vital information as driving speed and speed limits, turn-by-turn navigation, audio/video information, Smart Cruise Control status, and alerts for Lane Departure Warning and Blind Spot Detection.

FOOTNOTES





ERGONOMIC LUXURY

The interior of a luxury sedan should be an environment where materials, textures, colors and spaciousness create a relaxed sense of sophistication. And that's precisely what you'll experience in the new Genesis.

Best-in-class passenger and overall interior volume¹ are enhanced by exquisite materials like ultra premium leather with real wood and aluminum trims. The lustrous finish of these surfaces is complemented by their fit – close inspection of the new Genesis reveals a plush interior where old-world craftsmanship meets precise tolerances.

Settle into the heated front seats with available ventilation. The support you feel is thanks to enhanced seat pad density, a new adjustable seat cushion extension available for the driver's seat, and a new power bolster. The power bolster uses an air-pressure pump and controller valve to inflate individual air cells and deliver precise adjustment.

Buttons, knobs and switches are where you intuitively expect them to be and feel precise to your touch. Even the steering wheel's grip is improved. Go ahead, wrap your hands around it. Then wrap your mind around what comes next.

“HYUNDAI DESIGNERS DID NOT WANT TO CONVEY LUXURY IN A SHOWY, NEW-MONEY FASHION; INSTEAD, THEY CHOSE TO ACT LIKE THEY’VE BEEN HERE BEFORE. IN FACT, THEY HAVE. SMART MOVE.”

– AUTOMOBILEMAG.COM, NOVEMBER 2013



REFINEMENT TO THE NEXT DEGREE.



GENESIS 5.0 in Ivory and Black Ash Wood

WHAT WILL THEY THINK OF NEXT?

Technology moves fast. Which is why, to create the new Genesis, our engineers had to move even faster. Genesis brings with it a stunning array of advances designed to elevate the luxury car experience – from the way it integrates the car's audio, phone and navigation systems into your digital life to the way it senses your presence. And responds to your needs. Front and center is an available 9.2" HD Navigation System with a class-exclusive 720p high-definition display. It's packed with premium features like Destination Search Powered by Google,[™] integration with personalized music platforms (Pandora,[®] Aha[™] Radio, SoundHound, Gracenote[®]) and Apple's Siri-powered "Eyes Free" mode, which lets you interact with your iPhone using voice commands.¹



FOOTNOTES



- 7" LCD Instrument Cluster Display²
- Bluetooth[®] Hands-Free Phone with Streaming Audio
- Dual-Mode Vent Control with CO₂ Sensor



- ♥ Destination Search Powered by Google™
- ♥ SiriusXM® Satellite Radio & Data Services³
- ♥ SiriusXM Traffic & Travel Link®

- ♥ Lexicon® 17-Speaker Surround Sound Audio
- ♥ Front/Rear Parking Assistance System
- ♥ Siri Eyes Free™

LIFE, DIGITALLY ENHANCED.

Slip behind the wheel of your Genesis, and Hyundai's next-generation Blue Link telematics system brings some of the best things about living in this digital age along for the ride. With Blue Link, driving has never been safer, easier, more convenient or more fun. The push of a button or the sound of your voice is all it takes to discover new places. Call for help. Get maintenance notifications and schedule service appointments from the driver's seat. And so much more. Visit HyundaiBlueLink.com for details on a suite of advanced features that earned rave reviews from esteemed journalists at the 2014 International Consumer Electronics Show.

DESTINATION SEARCH
POWERED BY GOOGLE

REMOTE START

REMOTE LOCK/UNLOCK

VEHICLE DIAGNOSTICS

INTELLIGENT ASSISTANT



FOOTNOTES

GENESIS INTELLIGENT ASSISTANT®

Combining Blue Link features with key data from your Genesis, your smartphone and the Internet, this intuitive app proactively notifies you of important information like estimated departure times to avoid being late for meetings, weather or traffic alerts, and more. It can even remind you to remotely start your car and remotely set the cabin temperature on a hot or cold day.²

DESTINATION SEARCH POWERED BY GOOGLE

Searching for a destination by voice has never been easier. At the press of a button, address and contact details appear on your navigation screen. The destination searches you perform via MyHyundai.com or the Genesis Intelligent Assistant app can be sent directly to the navigation system in your Genesis.



REMOTE ACCESS

The Genesis Remote Start feature settings can be customized to match driver preferences. Remote Start with Climate Control includes the option to set a 1-10 minute engine timer as well as the option to select a desired cabin air temperature and set the rear-window defroster. If your plans change after remote-starting your car, you can stop the engine remotely, too.

2015 EXTERIOR COLORS



CASABLANCA WHITE



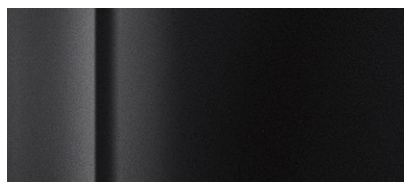
SANTIAGO SILVER



PARISIAN GRAY



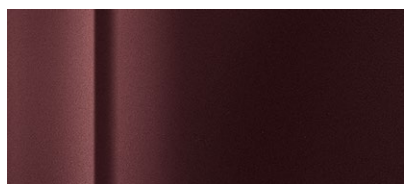
EMPIRE STATE GRAY



CASPIAN BLACK



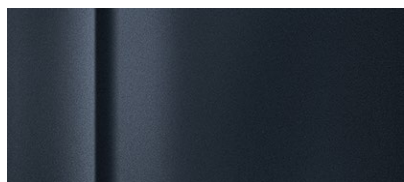
MARRAKESH BEIGE



PAMPLONA RED



MANHATTAN BROWN



MONTECITO BLUE



IBIZA BLUE



18" ALLOY WHEEL



19" ALLOY WHEEL

PERFORMANCE MEASURED NOT
BY HOW FAST YOU TRAVEL,
BUT HOW EFFORTLESSLY.





GENESIS 5.0 in Pamplona Red



LUXU
WITH



RY THAT SOOTHES
OUT DULLING YOUR SENSES.

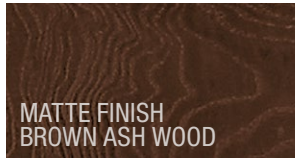
GENESIS 5.0 in Beige Leather

2015 INTERIOR COLORS



GRAY LEATHER

GRAY WOODGRAIN
(PICTURED)



MATTE FINISH
BROWN ASH WOOD



BEIGE LEATHER

BROWN WOODGRAIN
(PICTURED)

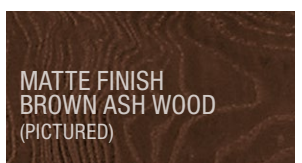


MATTE FINISH
WALNUT WOOD



BLACK LEATHER

GRAY WOODGRAIN

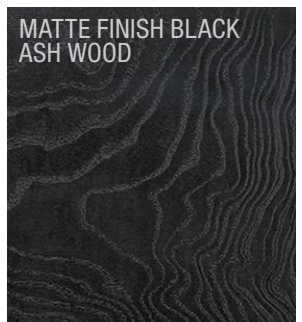


MATTE FINISH
BROWN ASH WOOD
(PICTURED)



IVORY LEATHER

MATTE FINISH BLACK
ASH WOOD







FOOTNOTES

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¹ Blue Link[®] subscription service agreement required. Features vary by subscription plan. 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 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.

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¹ Haptic warnings on vehicles equipped with haptic steering wheel only.

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¹ Class comparisons versus 2014 Audi A6, Cadillac CTS, Lexus GS, BMW 5-Series, Mercedes-Benz E-Class and Infiniti Q70.

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¹ Delayed availability.

AMERICA'S BEST WARRANTY

POWERTRAIN LIMITED WARRANTY	NEW VEHICLE LIMITED WARRANTY	ANTI-PERFORATION WARRANTY	24-HOUR ROADSIDE ASSISTANCE
10 YEARS 100,000 MILES	5 YEARS 60,000 MILES	7 YEARS UNLIMITED MILES	5 YEARS UNLIMITED MILES

See dealer for LIMITED WARRANTY details. Fuel economy estimated by EPA for comparison only. 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.



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INTELLIGENT ENGINEERING



HANDS-FREE SMART TRUNK

With the Genesis smart key fob in your pocket, just stand near the trunk for a moment, and it opens automatically.



SMART CRUISE CONTROL

When activated, this feature automatically brings you to a complete stop when the vehicle ahead stops, then restarts if the vehicle ahead moves forward within 3 seconds.



FRONT/REAR PARKING ASSISTANCE

Backing in and out of tight parking spaces is made much easier with front/rear-mounted sensors and a rearview camera display.



LANE DEPARTURE WARNING

Genesis recognizes the lane you're driving in and, if it detects a departure, warns the driver via a visual alert on the instrument panel and a haptic steering wheel vibration.



HIGH BEAM ASSIST

When your high beams are aimed at an oncoming vehicle, it automatically switches your headlights to low beams, then switches back once the vehicle passes.

