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.

FOOTNOTES

¹ 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 Highest Ranked Midsize Premium Car in Initial Quality
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
“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.COM
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.
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.

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.

HID Xenon Adaptive 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.

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
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.

**FOOTNOTES**

¹ What you experience behind the wheel is a 0-60 MPH sprint that Motor Trend clocked at just 4.8 seconds.

² 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.
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. Integrated Bluetooth® enables voice-activated phone operation and streaming audio. 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?
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.® NavTraffic® is also available for planning and updating routes using detailed traffic conditions.®

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.®

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.®

FOOTNOTES

(1) Blue Link provides a three-year subscription to the navigation system.®

(2) NavTraffic® is available for planning and updating routes using detailed traffic conditions.®

(3) Song titles, artist names and cover artwork are displayed on the center console screen.®
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

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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.

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
2014 GENESIS SEDAN **EXTERIOR COLORS**

- PARISIAN GRAY
- NIGHT SHADOW BROWN
- CASPIAN BLACK
- CASABLANCA WHITE
- SANTIAGO SILVER

18" HYPER SILVER ALUMINUM ALLOY WHEELS
19" PREMIUM MACHINED-FINISH ALUMINUM ALLOY WHEELS
ELEGANCE IN AUTOMOTIVE DESIGN.
SPIRIT SOOTHE'D. 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.
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.