Life, when you get right down to it, is a series of choices. Choose wisely, and life is good. So when it comes to selecting a luxury sedan, what makes Hyundai Genesis the right choice?

In selecting Genesis as their 2015 Car of the Year, AutoGuide.com editors noted how impressed they were with the quality of its interior – the roomiest in its class. In honoring Genesis with a coveted GOOD DESIGN® award, the Chicago Athenaeum Museum recognized its stunning forms, inside and out. And, in honoring Genesis with its 2015 Residual Value Award, ALG projects the Hyundai Genesis to retain the highest percentage of its original price after the typical ownership period of 3 years compared to competing models.

Is safety your highest priority in choosing a luxury sedan? The 2015 Genesis received the highest safety rating in its class (IIHS Top Safety Pick+), thanks to an impressive suite of Sensory Surround Safety technologies that make the car – and its driver – more responsive to potential hazards.

Maybe the thrill of performance will be your deciding factor? The Genesis 3.8L V6 and 5.0L V8 powertrains pour on low and midrange torque for thrilling response. All of which begs the question: Is choosing Hyundai Genesis as your next luxury car a rational or an emotional decision?

The answer is, yes.
Perhaps We Should Equip It With an Applause Meter?

You can measure performance many ways. But beyond 0-60 mph times, lateral G’s or pure horsepower, there’s a better way to judge a luxury sedan: By the way you feel when you drive it.

In Genesis, those feelings start with agility, responsiveness and balance. Hyundai engineers used the Nürburgring in Germany and the Korean F1 Grand Prix circuit as proving grounds for its SHIFTRONIC® paddle-shift 8-speed automatic transmission. Experts at Lotus Engineering helped validate the response of its multi-link front and rear suspensions and continuous adaptive shock absorbers.

On Genesis 3.8, available HTRAC All Wheel Drive helps improve grip on roads wet or dry. This dual mode system 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.

And with Intelligent Drive Mode, you can select four ride and handling settings (Normal, Sport, Eco or Snow) based on what you desire or conditions demand. There’s even an Emergency Steer Assist Mode that seamlessly optimizes stability control in sudden evasive maneuvers. Giving you something that’s impossible to calculate: An extra measure of safety.
EXPAND YOUR COMFORT ZONE. RAPIDLY.

GENESIS 5.0 ULTIMATE in Parisian Gray
GO TO YOUR ROOM.

In Genesis, that’s not a punishment — it’s an invitation to enjoy a best-in-class experience. Genesis has the most passenger room and overall interior volume of any competitor in its class.1 More importantly, it’s an interior that offers not just size, but substance. Ultra premium soft-touch leather, matte-finish premium wood and aluminum trim grace its surfaces.2

Settle into the heated front seats with available cooling ventilation. The extra support you feel is thanks to enhanced seat pad density and an adjustable seat cushion extension that’s available for the driver’s seat. We’ve even engineered the driver seat’s power bolster with an air-pressure pump and controller valve that inflates individual air cells, allowing you to adjust the seat to your liking with incredible precision.2

The rarefied air inside of your Genesis consists of more than an inviting leather aroma. The world’s first dual-mode ventilation system designed with a CO2 sensor will have everyone in the car breathing easier.2 Passengers can take in the view through a panoramic glass roof, or shut the world out using power rear and manual side sunshades.3

1 Class comparisons versus 2015 Audi A6, Cadillac CTS, Lexus GS, BMW 5-Series, Mercedes-Benz E-Class and Infiniti Q70. 2 Available on Genesis 3.8, standard on Genesis 5.0 Ultimate. 3 Power rear and manual side sunshades only available on Genesis 3.8.
TECHNOLOGY MOVES FAST. GENESIS MOVES FASTER.

Your expectations of a luxury car are high. Genesis elevates the luxury car experience by seamlessly integrating the latest audio, phone and navigation technologies into your digital life. It begins the moment you approach – Genesis senses your presence, extends its side mirrors and activates the approach lamps.

Once inside, you’re welcomed with premium features like an available 12" navigation system that uses a segment-first 720p HD display and Destination Search Powered by Google.™ Verbalize your wishes, and they instantly become commands. SiriusXM® Traffic and Travel Link provide access to traffic information, sports scores, weather, stock prices, fuel prices and local movie times.1

A powerful Lexicon® Logic 7® Surround Sound Audio System floods the entire cabin with deep, rich bass and sparkling high-range sound. Enjoy your favorite SiriusXM® Satellite Radio channels, or tap into your smartphone’s playlists via streaming Bluetooth.® You can also stream your favorite music from available apps like Pandora® Radio and SoundHound.®

Speaking of apps, you can access the contents of your iPhone® in “Eyes Free” mode simply by speaking voice commands to Apple’s familiar Siri.® It’s not technology for the sake of technology. It’s technology for the sake of you.

1 SiriusXM Satellite Radio and SiriusXM Travel Link each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter, and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call us at 1-866-635-2349. See our Customer Agreement for complete terms at siriusxm.com. All fees and programming are subject to change. ©2015 Sirius XM Radio Inc. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. 2 Pandora and Aha Radio apps available for Apple® iOS only. SoundHound is available with the Blue Link Guidance Package on non-Driver Information System (DIS) vehicles. 3 Siri is available on Apple® iPhone 4s or later, iPad with Retina display, iPad mini, and iPod touch (5th generation) and requires Internet access. Siri may not be available in all areas, and features may vary by area. Cellular data charges may apply.
WELCOME TO THE CONNECTED CAR.

Blue Link℠ Hyundai’s award-winning connected car system, transforms the luxury car as you know it. With Blue Link, driving has never been safer, more connected, or more convenient."
As a Genesis driver, you’re literally surrounded by safety technologies. If Genesis detects a departure from your driving lane, it warns you with a visual alert on the instrument panel and a haptic steering wheel vibration. A Blind Spot Detection System uses radar in the rear bumper and an available Heads-up Display to help warn of an approaching vehicle from behind. The same radar sensors also trigger a warning if vehicles approach your cross path when backing out of a parking space. There’s also an Automatic Emergency Braking System that utilizes the front radar and a front camera to help detect the presence of vehicles ahead of you. If it detects a crash is imminent, it automatically applies braking to help mitigate the effects of a collision. Or avoid one altogether.

1 Haptic warnings on vehicles equipped with a haptic steering wheel only. 2 Available on Genesis 3.8, standard on Genesis 5.0 Ultimate. Do not rely completely on Blind Spot Detection (BSD) and be sure to use proper lane changing procedures. BSD may not detect every object or vehicle and will not prevent accidents. Never rely exclusively on the Rear Cross-traffic Alert. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. VEHICLE MUST BE IN REVERSE AND HAS TO BE GOING 6 MPH OR LESS. 3 Available on Genesis 3.8, standard on Genesis 5.0 Ultimate. The Genesis Autonomous Emergency Braking System is designed to assist drivers to avoid, or reduce the severity of, collisions with cars that have slowed or stopped in front of them. It is a supplemental assist, and does not replace the need for extreme care and attention by the driver. Autonomous Emergency Braking may not stop the vehicle completely and will not avoid all collisions.
**2016 GENESIS 3.8**

**INTERIOR COLORS**
- Gray Leather
- Beige Leather
- Black Leather
- Nory Leather

**EXTERIOR COLORS**
- Caspian Black
- Manchester Brown
- Ibiza Blue
- Pamplona Red
- Casablanca White
- Santiago Silver
- Parisian Gray

**KEY STANDARD EQUIPMENT**
- 19” ALLOY WHEELS (PICTURED)
- Gray
- Gray Leather Exterior Colors
- Designed with intelligent features in mind
- Hands-free smart trunk (PICTURED)
- Woodgrain Brown
- Beige Leather Interior Colors
- Displayed with intelligent features in mind
- Santiago Silver
- Walnut Wood Matte Finish (PICTURED)
- Gray
- Parian Gray
- Sensensors (PICTURED)
- Brown Ash Wood
- Ivory Leather
- Empire State Gray

**Technology**
- Hyundai Blue Link® connected car system
- Auto-dimming rearview mirror with compass and HomeLink®
- Tire Pressure Monitoring System with individual tire pressure indicators
- Anti-whiplash front head restraints
- 9-airbag safety system with Occupant Classification System
- 4-wheel disc ABS with Electronic Brake-force Distribution
- Electronic Stability and Traction Control Systems
- Vehicle Stability Management
- LED fog lights
- Manual rear side window sunshades
- Rearview camera with parking guidellines
- Rear Cross-traffic Alert
- Ventilated front seats
- Hands-free smart trunk with auto-open
- Heated power-folding side mirrors with turn signal indicators
- LED Daytime Running Lights
- High Intensity Discharge automatic headlights
- Bluetooth® hands-free phone system and audio streaming
- + Lexicon® 14-speaker Discrete Logic 7® Surround Sound Audio System
- Power tilt-and-telescopic steering wheel
- Integrated Memory System
- Power panoramic sunroof
- 8-speed SHIFTRONIC® automatic transmission with paddle shifters
- 311 hp, 3.8L Gasoline Direct Injection V6 engine with Dual Continuously Variable Valve Timing
- SiriusXM Travel Link® complimentary 3-year subscription
- AM/FM/HD Radio™/SiriusXM®/CD/MP3 audio system with 7 speakers
- 4.3” color LCD multi-information display
- Intelligent Drive Mode
- Dual automatic temperature control
- Steering wheel audio, phone and cruise controls
- 12-way power heated front seats with power lumbar
- Power rear sunshade
- Power trunk lid

**Genesis 3.8 Tech Package plus**
- Front and rear parking sensors
- Head-up Display
- Genuine matte-finish wood trim and aluminum trim
- Lane Keep Assist
- 7” High Intensity Discharge touch screen display
- Electronic Parking Brake with automatic vehicle hold
- Power trunk lid
- Heated steering wheel
- Dual mode front vent control with CO2 sensor
- Heads-up Display
- Genuine matte-finish wood trim and aluminum trim

**总装线**
- 删除电动后挡风玻璃
- 照明门门槛饰板
- 四排气管
- 配有245/40R19 (前)、275/35R19 (后)轮胎的19英寸合金轮毂
- 407/420 hp (常规/高级燃油)、5.0L Gasoline Direct Injection V8发动机带有双连续可变气门定时
- 8气囊安全系统带有占位者分类系统
- 4通道ABS带有电子制动力分配
- 电子稳定性与牵引力控制系统
- 电子车辆稳定系统
- 仪表板
- 显示器
- 位于仪表板上的显示屏指示器
- 反射镜上的电源/指示灯/报警
- 前排通风口/加热座椅
- 照明式后挡风玻璃
- 照明式电动尾门
- 钢质双色安全带

**2016 GENESIS 5.0 ULTIMATE**

**INTERIOR COLORS**
- Gray Leather
- Beige Leather
- Black Leather
- Nory Leather

**EXTERIOR COLORS**
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- 电子车辆稳定系统
- 仪表板
- 显示器
- 位于仪表板上的显示屏指示器
- 反射镜上的电源/指示灯/报警
- 前排通风口/加热座椅
- 照明式后挡风玻璃
- 照明式电动尾门
- 钢质双色安全带
For over a decade, Hyundai has backed every car we’ve built with this simple promise: Relax. We’ve got your back for the next 10 years or 100,000 miles. It’s a commitment to customers that’s evolved into Hyundai Assurance, an umbrella of services that includes America’s Best Warranty, 24/7 Roadside Assistance, and more.

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