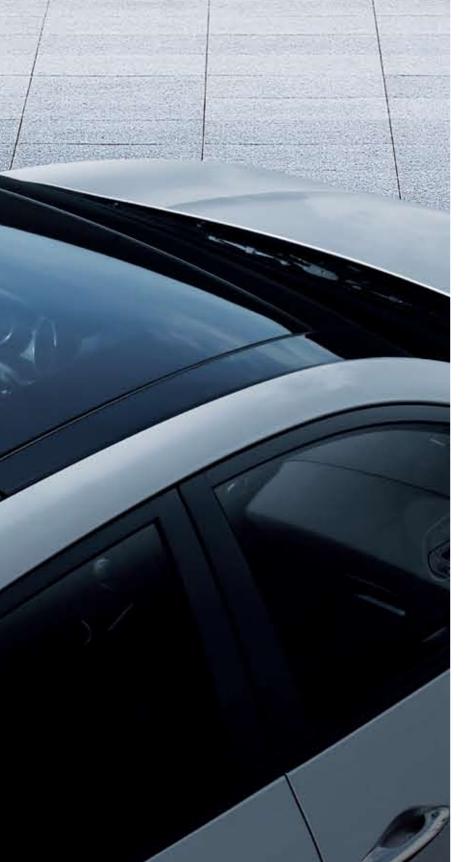
2010 HYUNDAI_TUCSON











INSIDE LOOKING OUT OR OUTSIDE LOOKING IN. THE CHOICE IS YOURS.

The panoramic sunroof is one of those design ideas seen recently on Hyundai concept vehicles. Now, it's available for the first time on a Hyundai production vehicle – as an option on the new 2010 Tucson Limited. So the choice is yours. But wouldn't you rather be the one in the enviable position of sitting on the inside looking out?



PANORAMIC SUNROOF

Tucson's optional panoramic sunroof creates an open, airy feeling within the interior and lets both front-seat occupants and rear-seat passengers enjoy a sweeping view.











TOUCH SCREEN NAVIGATION. IN CASE YOU CAN'T SEE THE STARS.

In theory, the availability of a panoramic sunroof offers up the stars as a celestial road map. But there's a more modern method at your fingertips: The touch-screen navigation system that's available on the new Tucson. The system's 64-bit CPU and 8 gigabytes of flash memory means you get the route information you need quickly. And the system can sync up with a service called XM® NavTraffic. The nation's first satellite-delivered traffic information service, it transforms Tucson's navigation system from a device used on occasion to something you'll rely on every time you get behind the wheel.²

With XM® NavTraffic, drivers in 80 markets can easily access information on traffic congestion, accidents, road construction, detours, average speed and estimated driving time. The display screen constantly refreshes to serve up the latest traffic conditions along your route. It's all compiled using the most immediate, verified national and local traffic data available. The 6.5-inch LCD touch screen also acts as the command center for a variety of valuable on-board assets. There's a rearview camera, for instance, that displays on the screen what the camera sees behind your Tucson. So backing out of driveways or parking spaces is less nerve-wracking.





INTELLIGENT NAVIGATION

Tucson guides you via an advanced navigation system featuring a 6.5-inch LCD touch screen. A voice recognition 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.



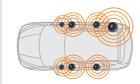
INTEGRATED BLUETOOTH® CONNECTIVITY

The available Bluetooth wireless technology allows you to use your mobile phone handsfree. Bluetooth audio streaming is available as part of Tucson's navigation system.¹



XM® SATELLITE RADIO

Tucson comes with XM Satellite Radio (3-months free). Sports, talk, comedy, news and the most music on satellite radio are available in crisp digital audio.³



PREMIUM AUDIO SYSTEM

The sound of your Tucson engine revving happily to its redline should be music enough to your ears. Of course, there's another option for your listening pleasure: The available 360-watt, 7-speaker premium audio system with subwoofer.

¹ The 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. ² XM NavTraffic requires monthly subscription sold separately after trial period. XM NavTraffic is available only in select markets. For more information, see www.xmradio.com/navtraffic. The XM name and XM NavTraffic are registered trademarks of XM Satellite Radio inc. © 2009 XM Satellite Radio inc. All rights reserved. ³ XM Satellite Radio inc. 3 XM Satellite Radio inc. Satellite Radio inc. All rights reserved. On trim levels where XM Satellite Radio is available but not a standard feature, it is available as part of a specific options package. See dealer regarding availability.



SMALL AND LIGHTWEIGHT DESCRIBES ITS SIZE. NOT IT'S SUBSTANCE.

Engines don't need to be big in order to be powerful. Not when you utilize the advances found in the new Tucson's 2.4L Theta 2 engine. It delivers up to 176 horsepower, yet is estimated at up to 31 MPG on the highway. The engine also produces plenty of torque: Up to an estimated 168 lb-ft at 4000 rpm. Yet the emissions are so minimal, it's rated as a PZEV (short for Partial Zero Emissions Vehicle) in stringent states like California, and ULEV (that's Ultra Low) in other states. In fact, the 2010 Tucson delivers better fuel economy and emissions than Honda CR-V.

To achieve this combination of power and efficiency, Hyundai engineers used Multi-Point Fuel Injection and Dual Overhead Camshafts with 4 valves per cylinder and Continuously Variable Valve Timing (CVVT). It's a fancy way of saying they got the engine to inhale and exhale with optimal precision, so that every combustion cycle produces maximum power from the least amount of fuel. Think of it as the automotive engineering equivalent of yoga.

Also contributing to Tucson's remarkable efficiency are two new transmissions: A standard 6-speed manual, and an available 6-speed automatic with SHIFTRONIC.*



VARIABLE VALVE TIMING

A technology called Variable Valve Timing helps our engines deliver power and efficiency with lower emissions. Continuous adjustments to the duration that intake and exhaust valves remain open results in an engine producing optimal power from minimal fuel.



LESS WEIGHT. MORE RESPONSE.

You don't have to be Isaac Newton to know that lighter objects are easier to move. Which is why our engines utilize aluminum alloys for core components such as the cylinder block. Their lightweight design translates into more responsive acceleration and nimble handling.



SMOOTH SHIFTING

Tucson is engineered with a six-speed automatic transmission designed to match the engine's speed and load with just the right gear, at just the right moment. Behind the wheel, it all happens so seamlessly that you feel the engine pour its power to the pavement with hardly a hint of stress or strain.

¹ PZEV available in some states. Horsepower and torque on PZEV models are lower.



TRACTION TECHNOLOGIES DESIGNED TO HELP YOU GET A GRIP.

The new Tucson offers several advanced traction technologies that bring the precision of electronic sensors and controls to the task of maintaining a good grip on the road. Electronic Stability Control (ESC) comes standard on every new 2010 Tucson.¹ It helps ensure crisp cornering, applying brake force as needed to keep the vehicle turning on its intended path. By helping prevent plowing or fishtailing, NHTSA estimates that SUVs equipped with ESC experience 67 percent fewer single-vehicle crashes. The ESC includes a sophisticated Traction Control System (TCS) to help reduce wheel spin under acceleration.²



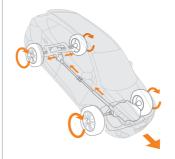
GOING UP? GOING DOWN? NO WORRIES.

Also standard on every Tucson are two technologies – Hillstart Assist Control (HAC) and Downhill Brake Control (DBC) – that help with specific situations. Hillstart Assist Control minimizes backward rolling on steep ascents, while Downhill Brake Control helps the driver maintain vehicle control and speed on steep, downhill descents.



ELECTRONIC STABILITY CONTROL

Because you never know when an emergency situation is around the bend, every Tucson comes equipped with Electronic Stability Control. It constantly monitors things such as wheel speed, steering angle and lateral g-forces. When it senses a skid is imminent, it adjusts brake and throttle input to help keep you on your intended path.



ADVANCED ALL-WHEEL DRIVE

Advanced electronic All Wheel Drive (AWD) is also available on the 2010 Tucson. It automatically sends torque to whichever wheels have the most traction. There's also a driver-selectable AWD lock that splits the torque 50/50 between the front and rear wheels for improved traction off-road and under slippery driving conditions.

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 speed, road conditions, speed, road conditions and driver steering input will affect whether ESC can help prevent loss of control. ² The Traction Control System (TCS) is meant to enhance conscientious driving habits and is not a substitute for safe driving practices. See Owner's Manual for details.

TECHNOLOGY TO HELP YOU STEER CLEAR OF TROUBLE.

One of the first lines of defense for avoiding accidents is a precise-handling vehicle with predictable braking response. Which is why Tucson's new body aimed for a significant increase in body stiffness – its bending rigidity is 38 percent greater than Nissan Rogue – that results in a taut suspension with quick, accurate steering response.

The long list of standard safety features you'll find on the new 2010 Tucson includes 6 airbags: 2 advanced front airbags, 2 front seat-mounted side-impact airbags and 2 side curtain airbags for front and outboard rear passengers with rollover sensors. There are active front head restraints that provide extra protection against whiplash in rear-end collisions. A LATCH system that secures child seats. And, most fundamental to the Tucson's safety system, 3-point seatbelts for all seating positions, along with front seatbelt pretensioners and load limiters.



ANTI-LOCK BRAKES

ABS prevents wheel lock-up and helps maintain steering control during emergency braking situations by rapidly pulsing the brakes. This allows you to safely maneuver around objects that may be in your path.



ROLLOVER SENSORS

When the sensors detect a potential rollover, they trigger the side-curtain airbags and seatbelt pretensioners to help protect passengers.







ACTIVE FRONT HEAD RESTRAINTS

Whiplash is one of the most common injuries in rear impacts. With this feature, the front head restraints move forward to help reduce the likelihood of neck injury in an accident.



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.



TIRE PRESSURE MONITORING SYSTEM

Each wheel is equipped with a sensor located at the valve stem. In the event any tire reaches critically low air pressure, a warning light on the instrument panel alerts you to check your tires.³



ELECTRONIC BRAKE-FORCE DISTRIBUTION

Electronic Brake-force Distribution uses a network of sensors to optimally distribute brake pressure at each wheel – depending on road surface, load and speed – to achieve maximum braking performance.

¹ The Supplemental Restraint System (SRS) is designed to work with the 3-point seatbelt system. The SRS deploys in certain frontal and/or side impact conditions where significant injury is likely. The SRS is not a substitute for seatbelts, which should be worn at all times. Children under the age of 13 should be restrained securely in the rear seat. NEVER place a rear-facing child seat in the front seat of a vehicle that has a passenger-side airbag. ² Child Safety Restraint System designs vary. Always consult instructions provided by manufacturer before installing. ³ TPMS is not a substitute for proper maintenance. See Owner's Manual for details. Spare tire does not include TPMS sensor.

AMERICA'S BEST WARRANTY

What does a warranty say about a car? Well, to us, it says we have the utmost confidence in its quality – so much so, that we're willing to stand behind our vehicles long after you've driven off the dealer's lot. Think about our 10-year, 100,000-mile powertrain warranty. Ten years ago, people thought the internet was a passing fad. That's a pretty long time.

POWERTRAIN LIMITED WARRANTY

10 YEARS 100.000 MILES NEW VEHICLE LIMITED WARRANTY

5 YEARS 60,000 MILES ANTI-PERFORATION WARRANTY

7 YEARS
UNLIMITED MILES

24-HOUR ROADSIDE ASSISTANCE

5 YEARS
UNLIMITED MILES





2010 TUCSON_FEATURES

| SAFETY FEATURES | GLS | LIMITED |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------|
| Electronic Stability Control (ESC) with Traction Control System (TCS) | S | S |
| 4-wheel disc brakes with Anti-lock Braking System (ABS) | S | S |
| Electronic Brake-force Distribution (EBD) and Brake Assist | S | S |
| Advanced driver and front passenger airbags (SRS) with Occupant Classification System (OCS) | S | S |
| Dual front side-impact airbags | S | S |
| Front and rear side-curtain airbags (SRS), roof mounted with rollover sensors | S | S |
| Active front head restraints | S | S |
| 3-point seatbelts, all seating positions; front seatbelt pretensioners, load limiters, adjustable shoulder belt anchors | S | S |
| Tire Pressure Monitoring System (TPMS) | S | S |
| Front crumple zones | S | S |
| EXTERIOR FEATURES | | |
| Automatic headlights | 0 | S |
| Front windshield wiper de-icer | - | S |
| Front door courtesy reflector | S | S |
| Rear spoiler with Center High-Mount Stop Lamp (CHMSL) | S | S |
| Front fog lights | | S |
| Solar glass (front door, windshield) | - | S |
| Side repeater exterior heated mirrors | | S |
| Panoramic sunroof (deletes roof side rails) | - | 0 |
| Front 2-speed/variable intermittent windshield wipers | S | S |
| Roof side rails (may not be combined with Panoramic Sunroof) | 0 | S |
| EZ lane change assist | S | S |
| Side garnish | 0 | S |
| Intermittent rear window wiper/washer | S | S |
| INTERIOR FEATURES | | |
| Front slide/recline/driver height adjustment seats | S | S |
| Power driver seat (power recline, slide, height, lumbar) | - | S |
| Heated front seats (with high/low settings) | | S |
| 60/40 Split fold-down rear seatback with adjustable head restraints | S | S |
| 160-Watt AM/FM/Satellite Radio/CD/MP3 Audio System with 6 speakers (2 front-door-mounted speakers, 2 tweeters and 2 rear speakers) | S | S |
| 360-Watt AM/FM/Satellite Radio/CD/MP3 Audio System with amp and 7 speakers (2 front-door-mounted speakers, 2 tweeters, 2 rear speakers, subwoofer) | 0 | 0 |
| iPod®/USB and MP3 auxiliary input jacks (includes iPod cable) | S | S |
| Bluetooth® hands-free phone system with Voice Recognition (navigation includes audio/navigation/calling commands/audio streaming) | 0 | S |
| Steering wheel audio controls | 0 | S |
| 6.5-inch high-resolution touch-screen display navigation system | 0 | 0 |
| Rearview camera (combined with navigation) | 0 | 0 |
| Leather-wrapped steering wheel and shift knob | 0 | S |
| Leather seating surfaces | | S |
| Leatherette/cloth seating surfaces | 0 | |
| Deluxe cloth seating surfaces | S | - |
| Telescopic steering wheel | 0 | S |
| Cargo cover | - | S |
| Air conditioning with air filter | S | S |
| Dual front automatic temperature control with CleanAir Ionizer | - | S |
| | | |

| INTERIOR FEATURES | GLS | LIMITED |
|-----------------------------------------------------------------------------------------------------------------------|----------------|----------------|
| Cruise control (steering wheel-mounted) | 0 | S |
| Trip computer (distance to empty, avg fuel consumption, avg vehicle speed, elapsed time, instant fuel consumption) | S | S |
| Power windows with driver auto-down and illuminated switches | S | S |
| Safety one-touch driver power window | 0 | S |
| Power door locks | S | S |
| Remote keyless entry system with alarm and panic | S | S |
| Hood & fuel door remote releases | S | S |
| Armrest storage box | S | S |
| Front center console-mounted dual cupholders | S | S |
| Rear center armrest with cupholders | S | S |
| Illuminated glove compartment and vanity mirrors | 0 | S |
| Front map lights with sunglass holder | S | S |
| ENGINE | | |
| 2.4-liter, 16-valve DOHC 4-cylinder engine | S | S |
| Continuously Variable Valve Timing (CVVT) | S | S |
| All-aluminum block and heads | S | S |
| ULEV/PZEV Horsepower (Ib-ft @ rpm) | 176/170 @ 6000 | 176/170 @ 6000 |
| ULEV/PZEV Torque (lb-ft @ rpm) | 168/163 @ 4000 | 168/163 @ 4000 |
| 88.0 x 97.0 (mm) bore & stroke | S | S |
| Compression ratio | 10.5 : 1 | 10.5 : 1 |
| Hydraulic motor mounts | S | S |
| Variable intake system | S | S |
| Single exhaust | S | S |
| DRIVETRAIN / TRANSMISSION | | |
| All Wheel Drive | 0 | 0 |
| 6-speed manual transmission | S | - |
| 6-speed automatic transmission with OD lock-up torque converter, gate type, electronic shift lock system transmission | 0 | S |
| SHIFTRONIC® manual shift mode (available with automatic transmission only) | 0 | S |
| Final gear ratio (automatic transmission) | 3.195 | 3.195 |
| BODY/SUSPENSION/CHASSIS | | |
| Monocoque body type | S | S |
| Gas-pressurized shock absorbers | S | S |
| MacPherson strut with coil springs front suspension, multi-link rear suspension | S | S |
| Stabilizer bars (mm), front / rear | 25.0 / 18.0 | 25.0 / 18.0 |
| Motor Driven Power Steering (MDPS) rack and pinion steering, engine rpm sensing | \$ | S |
| Downhill Brake Control (DBC) | S | S |
| Hillstart Assist Control (HAC) | \$ | S |
| 17-inch, 6.5J Steel Wheels with full-size wheel cover, P225/60 tires | S | - |
| 17-inch, 6.5J Alloy Wheels, P225/60 tires | 0 | |
| 18-inch, 6.5J Alloy Wheels, P225/55 tires | · | S |
| Turning diameter (ft.), curb to curb | 34.7 | 34.7 |
| • | • | |

2010 TUCSON_FEATURES

| EXTERIOR DIMENSIONS | GLS | LIMITED |
|--------------------------------------------------------------------------|--------------|--------------|
| Wheelbase (in.) | 103.9 | 103.9 |
| Overall Length (in.) | 173.2 | 173.2 |
| Overall Width (in.), excluding mirrors | 71.7 | 71.7 |
| Overall Height (in.), excludes roof rails/with roof rails | 65.2/66.3 | 65.2/66.3 |
| Tread Width 17-inch alloys (in.), front/rear | 62.4/62.4 | 62.4/62.4 |
| Overhang (in.), front/rear | 34.3/35.0 | 34.3/35.0 |
| Coefficient of drag | 0.37 | 0.37 |
| INTERIOR DIMENSIONS | | |
| Head Room (in.), front / rear | 39.4/39.1 | 39.4/39.1 |
| Leg Room (in.), front / rear | 41.2/38.7 | 41.2/38.7 |
| Shoulder Room (in.), front / rear | 57.1/55.1 | 57.1/55.1 |
| Hip Room (in.), front / rear | 55.5/53.4 | 55.5/53.4 |
| Passenger Interior Volume (cu. ft.) | 101.9 | 101.9 |
| Cargo Volume (cu. ft.), rear seats up | 25.7 | 25.7 |
| Cargo Volume (cu. ft.), rear seats folded down | 55.8 | 55.8 |
| EPA Size Classification | Compact SUV | Compact SUV |
| EPA MILEAGE ESTIMATES / FUEL CAPACITY | | |
| Fuel Economy FWD with manual transmission (city / highway / combined) | 22 / 30 / 25 | - |
| Fuel Economy FWD with automatic transmission (city / highway / combined) | 23 / 31 / 26 | 23 / 31 / 26 |
| Fuel Economy AWD with automatic transmission (city / highway / combined) | 21 / 28 / 24 | 21 / 28 / 24 |
| Fuel Tank Capacity (gal.) | 14.5 | 14.5 |

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 TUCSON LINE UP



- **KEY GLS STANDARD EQUIPMENT:** • 2.4L Theta 2 DOHC 4-cylinder engine
- 6-speed manual or automatic transmission
- Motor Driven Power Steering
- 4-wheel independent suspension
- 17-inch steel wheels with wheel covers and 225/60R17 tires
- Tire Pressure Monitoring System
- Electronic Stability Control (ESC) with Traction Control System (TCS)
- Hillstart Assist Control (HAC) and Downhill Brake Control (DBC)
- Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist with 4-wheel disc brakes
- 6 airbags with rollover sensors
- · Active front head restraints
- EZ lane change assist
- · Air conditioning with air filter
- AM/FM/Satellite Radio/CD/MP3 audio system with 6 speakers, iPod[®]/USB auxiliary input jacks, iPod® cable and roof antenna
- · Power windows, door locks and mirrors
- · Remote keyless entry with alarm
- Trip computer & Eco Indicator
- · Tilt steering wheel
- Armrest storage box & front seatback pockets
- · Metal paint and black high-glossy interior accents
- Front and cargo area power outlets
- . Bottle holders in all four doors
- · Rear armrest with cupholders
- 60/40 split fold-down rear seatback
- · Side sill molding and bodycolor rear spoiler
- Underfloor cargo storage with reversible cover
- Rear wiper & washer

OPTIONAL TUCSON GLS PACKAGES:

- · Popular Equipment Package:
- Telescopic steering wheel / 17-inch alloy wheels / Safety one-touch driver power window / Leatherette bolster/cloth insert seats / Leather-wrapped steering wheel & shift knob / Bluetooth® hands-free phone system / Illuminated vanity mirrors & glovebox / Steering wheel audio controls / Cruise control / Soft touch interior paint / Bodycolor door handles / Bodycolor heated mirrors / Side garnish / Privacy glass / Roof side rails / Engine cover
- Navigation Package:

Requires Popular Equipment Package:

- Navigation system with 6.5-inch screen / Rearview camera / 360-watt premium audio with external amp & subwoofer / Automatic headlights



GLS POPULAR EQUIPMENT PKG. EQUIPMENT PLUS:

- 18-inch alloy wheels with 225/55R18 tires
- · Leather seating surfaces
- · Heated front seats with high/low settings
- · Power dirver seat with lumbar support
- Dual front automatic temperature control with CleanAir Ionizer
- Solar glass
- · Deluxe door scuff
- · Cargo cover
- Chrome grille & door handles
- · Automatic headlights
- · Fog lights
- Front wiper de-icer
- · Side repeater exterior mirrors
- · Limited Badging (Rear)

OPTIONAL TUCSON LIMITED PACKAGE:

- Premium Package:
- Panoramic sunroof / Navigation system with 6.5-inch screen / Rearview camera / 360-watt premium audio with external amp & subwoofer / Delete roof rails

EXTERIOR COLOR CHOICES



DIAMOND SILVER





GRAPHITE GRAY









IRIS BLUE



CHAI BRONZE

KIWI GREEN

INTERIOR COLOR CHOICES







BLACK CLOTH + LEATHERETTE



GLS POP EQUIP TAUPE CLOTH + LEATHERETTE





TAUPE LEATHER

LIMITED **BLACK & SADDLE LEATHER**

WEBSITE _ HYUNDAI.COM





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





