



**GENESIS**





Whether it's a person or a car, you need time to open your heart to someone or something that you're meeting for the first time. Time to discover what lies beyond your expectations, become truly comfortable, experience the unexpected, and notice the thought and care that went into the details.

Day 1, day 2, day 3... By day 7,  
you will be under the spell of Genesis.

GENESIS, 7days experience





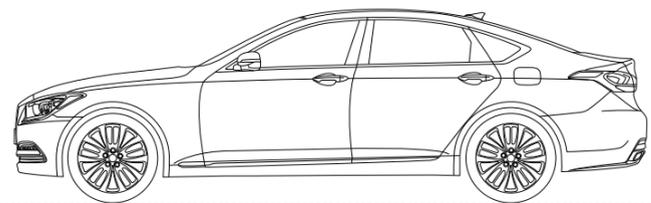
A new experience is about to start.  
An experience that I embrace with open arms and all my heart...

GENESIS

# DAY 1.

## EXPERIENCING SAFETY AND AGILITY OF THE BODY STRUCTURE

I'm driving on a straight road. I am assured safety by the body structure that has been strengthened. I come upon an unexpected curve and react with agility afforded by the reinforced joint structures of the frame which can withstand all distortions and bending. Tens of thousands of tests have created an ideal weight ratio that leaves me with a never-experienced-before sense of thrill at the tip of my fingers.



Front **51.2%**

**48.8%** Rear

### Realization of an ideal body frame balance

Genesis realized the ideal weight distribution ratio of 51.2%:48.8% for the body by adjusting the position and weight of the engine and transmission, increasing the wheel base, and decreasing the overhang in the front and the rear. The ideal balanced weight of the body enhances safety during acceleration and braking performance.

\* Weight distribution ratio is based on the installation of a 3.3 GDI gasoline engine and panorama sunroof.





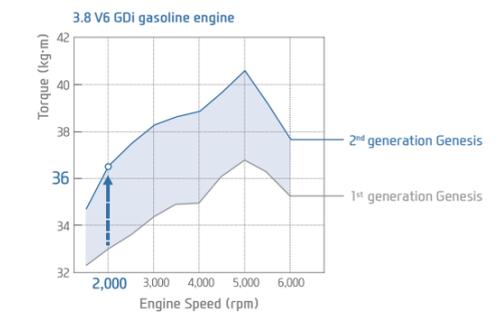


# DAY 2.

## POWER AND RESPONSIVENESS, TWO SIDES OF THE SAME ENGINE

I like the sensation of driving at a high speed. At the same time, I enjoy the sensation of driving around town at a low to medium speed. That's why I know that Genesis is designed to provide both optimal accelerating capacity when I want speed and high torque at low to medium speeds.

# 36.5<sup>kg·m</sup>



**An engine designed to deliver optimal performance not only at high speeds, but also low to medium speeds**

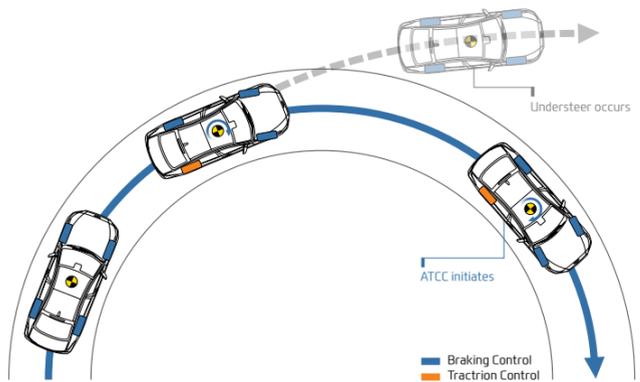
Genesis generates a high torque of 36.5 kg·m even at the low RPM ranges of 2,000 rpm, significantly increasing performance and reaction capabilities even at speeds of 80 to 120 km/h. In addition, a partition installed in the engine cavity minimizes high-frequency noise including engine start-up noise and engine sound during high speed acceleration.



# DAY 3.

## A SENSE OF CONTROL AND STABILITY THAT NEVER LEAVES YOU EVEN WHEN CORNERING

Sharp turns don't throw me off. Neither do wet, rainy roads. The cutting-edge Advanced traction cornering control (ATCC) ensures that I keep my sense of precision and control in the face of critical situations, and the Drive mode control system ensures that I maneuver properly according to road conditions. So much so that I questioned whether that curve that I just cornered was really as sharp as I thought it was...



### Driving stability achieved with Advanced traction cornering control (ATCC) and strengthening of lateral stiffness of suspension

Together with the Electronic stability control (ESC), Advanced traction cornering control (ATCC) applies a braking force to wheels that do not require traction when making turns to increase traction of wheels on the opposite side and improve agility and stability when making turns. In addition, lateral stiffness of suspension was strengthened to resist the centrifugal force that pulls the vehicle in the opposite direction of a turn and improve the tires' grip of the road's surface.





# DAY 4 | HOW EMERGENCIES ARE SELF-DETECTED AND DEALT WITH

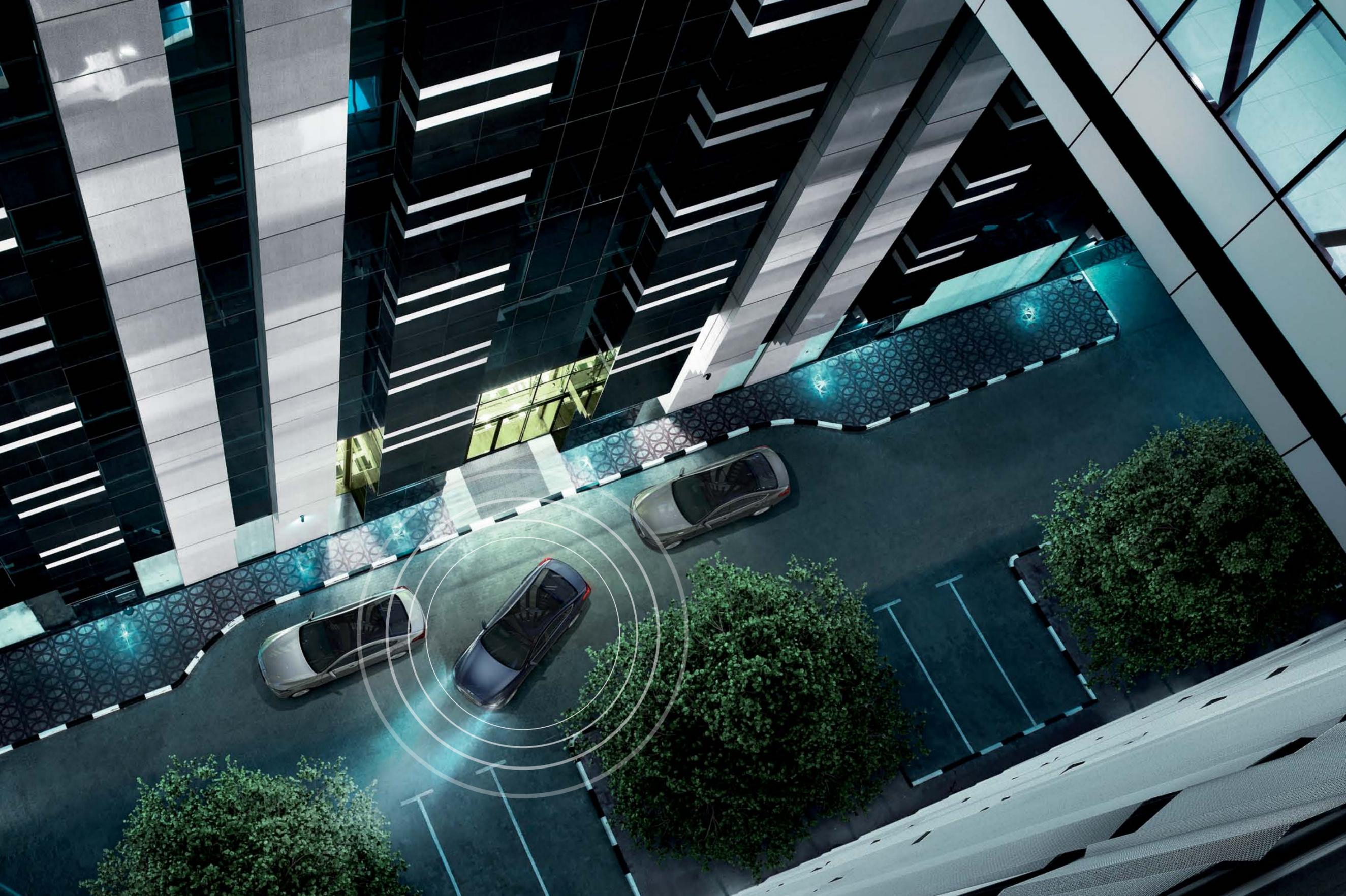
Can a car emulate the complex human nervous system? The answer was clear when the fusion sensor automatically calculated distances and helped me maintain a safe distance with the car ahead without my having to step on the brakes. Not to mention when the car self-corrected itself when I began to veer off from my lane, and automatically stopped in emergency situations.

## Safety performance of the Autonomous emergency braking (AEB) system

Just as if the nerves of the driver and the car were connected, Genesis reacts swiftly to the changes and dangers on the road. Autonomous emergency braking (AEB) stops the vehicle in sudden brake activation by the car ahead. These systems can be described as the defensive reflex nerves of Genesis to protect the driver and passengers from severe impact. \* The brake system is fully activated at speeds below 80km/h.







DAY 5.

**TOUCHED BY  
THE TECHNOLOGIES THAT CARE**

I was alerted about blind spot objects in advance. I even had a full 360 degree view of my surroundings. All this without the slightest turn of my head and just by looking at the cluster from the comfort of my seat.

360°

**Around view monitoring system (AVM)**

Genesis not only provides 360 degrees of visual information on the surroundings of the vehicle through cameras installed in the front, back, left and right of the car, but also reveals what is in blind spots on every side of the vehicle for greater safety in diverse road and driving conditions.





# DAY 6,

## NOT JUST FOR THE EYES, BUT FOR THE HEART

Although it was a car, it seemed like a living creature because it was so natural. The seats stayed comfortable even after a long ride while the details made from genuine quality materials were not only pleasing to my eyes, but really spoke to me and captured my heart.

### Real wood and premium leather

Genesis uses open pore real wood and premium napa leather, which have maintained their natural beauty, as well as real aluminum details that add a touch of elegance and sophistication to the interior.

▲ Prime napa leather







# DAY 7

Thousands of different technologies and considerations have gone into Genesis.  
But at the end of the day, it's one car. Forget about all your troubles and simply let Genesis cast a spell on you.



Seven days is...

Too short to experience all that Genesis has to offer, but enough to come under the spell of the new Genesis.  
An experience that changed the way I saw premium cars...

Now, I look forward to the days ahead of me.  
Genesis is not just a car, it's a creation.

GENESIS, 7 days experience



## FROM THE FRAME TO DRIVING ASSIST SYSTEMS, TECHNOLOGIES OPTIMIZED AROUND YOU

Rather than showing you new technologies, Genesis would like to show you a new kind of consideration that is centered around you. From an engine that offers exceptional driving pleasure even at medium to low speeds to a frame containing increased Advanced high-strength steels and state-of-the-art systems that help you drive more safely, Genesis would like to make you experience true progress that has put you at its center. You are the ultimate destination of all the progress made in Genesis—experience it yourself.

### 5.0 GDI GASOLINE ENGINE

Max. Power

413<sup>ps</sup>

Max. Torque

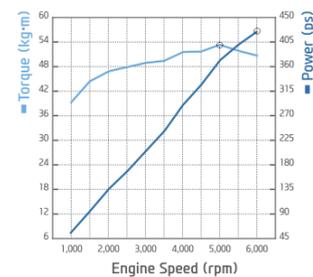
51.5<sup>kg·m</sup>

0-100km/h

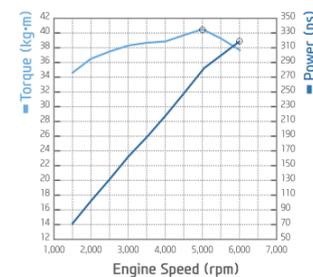
5.4<sup>sec</sup>

With maximum output of 413 ps at 6,000 rpm and maximum torque of 51.5 kg·m at 5,000 rpm, the 5.0 GDI gasoline engine represents the best of Genesis' performance. Alternatively, the 3.8 GDI gasoline engine, with maximum output of 315 ps at 6,000 rpm and maximum torque of 40.5 kg·m at 5,000 rpm, and the 3.3 GDI gasoline engine, with maximum output of 282 ps at 6,000 rpm and maximum torque of 35.4 kg·m at 5,000 rpm, offer the steady power and silence of a premium sedan.

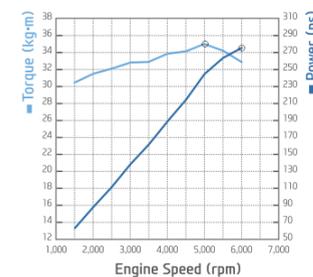
5.0 GDI gasoline engine



3.8 GDI gasoline engine



3.3 GDI gasoline engine



### 8-speed automatic transmission

Genesis offers a wealth of technological advancements such as a turbine damper torque converter, high-strength aluminum carrier, integrated sensors and wiring, and a direct control solenoid valve body. In addition to excellent response in every occasion and circumstance, it offers the most satisfying feeling of acceleration and comfort as well as optimum efficiency.



## NVH' (Noise, Vibration, Harshness)

NVH measures range from the complete blockage of noise to the creation of new sounds that enhance driving pleasure. Genesis uses 51.5% Advanced high-strength steels to improve handling and reduce noise and vibration, in addition to improving the vehicle's safety. Moreover, it minimizes the penetration of engine noise and noise from the road by installing a bulkhead in the engine compartment and using effective soundproofing materials.

### Engine revving sound

Genesis takes drivers' emotional gratification to new heights by softening the sounds of starting the engine and initial departure, while dynamically tuning the sounds of acceleration.



## CO<sub>2</sub> SENSOR

As a function that controls the concentration of CO<sub>2</sub> inside the vehicle to prevent drowsiness while driving, it uses outside air aptly to reduce air-conditioning load and even enhance fuel economy.

### Smart air conditioning system

An auto defogging system to prevent fogging and a cluster ionizer to purify air create a fresher, more comfortable driving environment. In addition, the Three-zone independent control mode makes it possible to adjust temperatures for the driver, front passenger, and back seats independently for greater comfort.



### Smart cruise control (SCC)

The radar sensor installed in the front of the vehicle detects the distance from the car ahead and automatically maintains distance and speed set by the driver when the driver does not step on the accelerator or brakes. When the car stops and starts due to traffic jams, the vehicle automatically accelerates to the set speed when the driver does not step on the accelerator. \* Available only in select areas.

### Autonomous emergency braking (AEB)

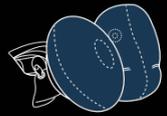
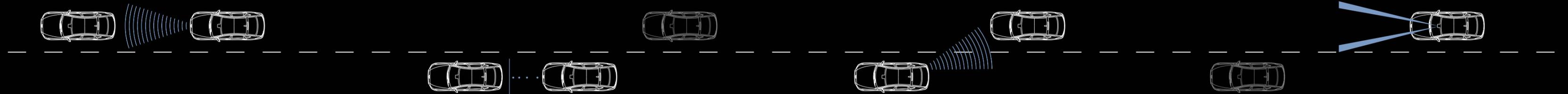
The Autonomous emergency braking (AEB) system automatically activates the brake when it detects dangerous sudden brake activation by the car ahead by reading the front radar signal from the Smart cruise control (SCC) and the signals from the Lane departure warning system (LDWS) camera. It stops the vehicle to minimize damage to it and the driver in emergencies. \* Available only in select areas.

### Blind spot detection (BSD) / Rear cross-traffic alert (RCTA)

The Blind spot detection (BSD) system alerts the driver when there is an object in a blind spot that is not visible through the side mirrors and makes a second alert if the driver turns on the turn signal and attempts to make a lane change. In addition, the Rear cross-traffic alert (RCTA) system alerts the driver if an object is about to cross the rear of the vehicle from the left or the right when backing out of a space to prevent accidents.

### Lane departure warning system (LDWS)

Lane departure warning system (LDWS) is a cutting-edge preventive safety mechanism that uses a camera mounted on top of the windshield in the front of the vehicle to recognize lane changes that are made without a turn signal at above a threshold speed to alert the driver. \* Available only in select areas.



**Driver and passenger airbags**  
Driver and passenger seats are equipped with smart airbags designed to reduce head and neck injuries in the event of a head-on collision.



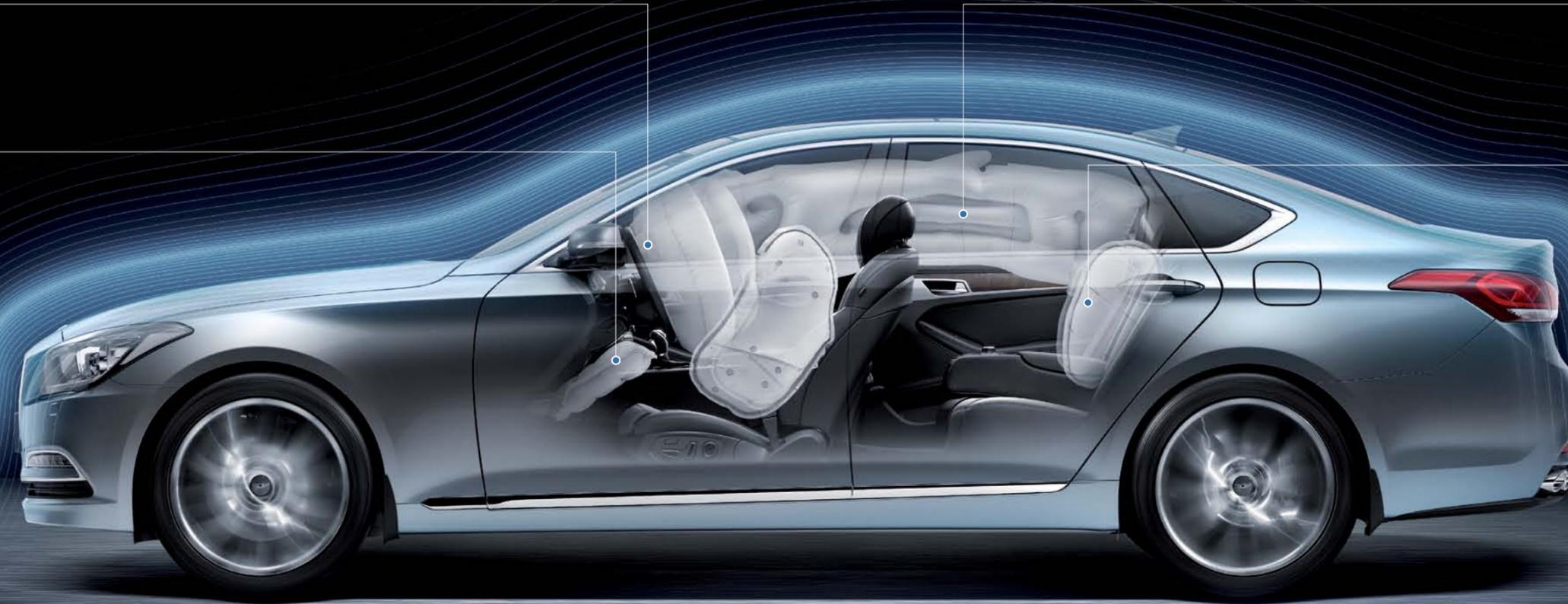
**Front knee airbag**  
Minimizes injuries to the driver's lower body and knees in the event of a collision.



**Side curtain airbags**  
Improves protection of occupants' heads in the event of a rollover of the vehicle.



**Front and rear side airbags**  
Improved deployment of side airbags helps protect the chest and pelvis more effectively.



# 51.5%

## ADVANCED HIGH-STRENGTH STEELS (AHSS)

Genesis improved the sturdiness of the vehicle's body and safety by increasing the use of Advanced high-strength steels to 51.5%, which directly improves the precision of handling and helps to mute even the smallest vibrations and noise, elevating the pleasure of driving.



# 2.9%

## RACK-MOTOR DRIVEN POWER-STEERING (R-MDPS)

R-MDPS is an electronic steering system that enhances steering response and stability by directly operating the rack with a high power 13 kW electric motor that even improves fuel efficiency by 2.9% compared to regular power steering systems.



# RWD

## REAR-WHEEL DRIVE

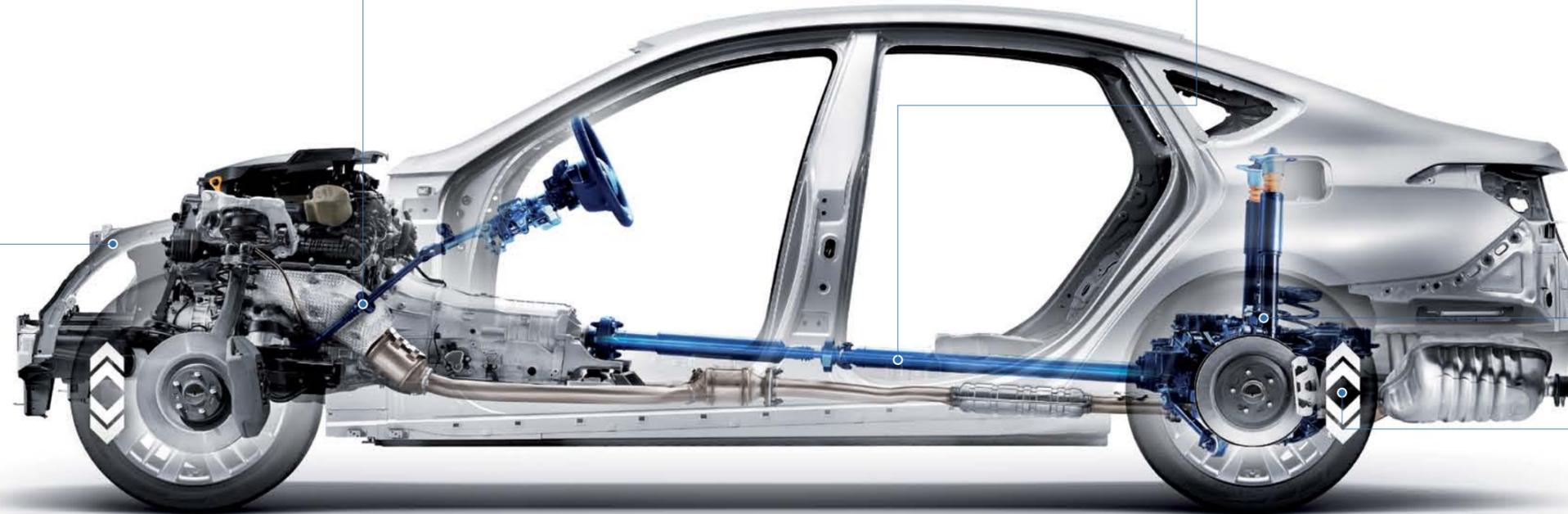
Rear-wheel drive makes it possible to optimize the distribution of weight of the vehicle and to divide the roles of steering and power transmission between the front wheels and the rear wheels respectively for smoother and more precise handling. Thus, the vehicle delivers a sportier yet more comfortable drive with outstanding driving response.



# 904 N/mm

## MULTI-LINK SUSPENSION

To withstand the centrifugal force in the opposite direction of a turn and to improve tire grip on the road surface, the lateral stiffness of the suspension was strengthened to 904 N/mm so that drivers can experience a smooth and safe ride while making turns and driving in high-speeds.



## Electronic control suspension (ECS) controls

Electronic control suspension (ECS) controls damping force based on road conditions and driving mode to help improve ride and stability. In normal, eco, snow modes, ECS provides superior ride comfort. In sport mode, ECS provides superior stability.

## HUMAN INTERFACES AND EMOTIONAL CONVENIENCE FEATURES DESIGNED WITH “YOU” AT THE CENTER

The belief that only true consideration that stems from the heart can touch the heart of others served as the starting point of Genesis. The wish to make it possible for you to focus only on the sheer pleasure of driving was translated into diverse, intuitive designs. Efforts to provide you with a peace of mind and an emotional experience gave birth to a comfortable interior offering a wide array of thoughtful convenience features. These are only some of the many details that convey the heart and care that went into the development of Genesis that you will.

### Seat warming & cooling air ventilation button

Driving is more pleasant with seat warming and cooling air ventilation that can be easily operated with a single button.

### Phone button

Telephone calls can be easily connected through Bluetooth at the push of a button.



### Map voice button

The current location is displayed on screen with a single press of a button and voice-guided navigation is activated with a double click of the button.

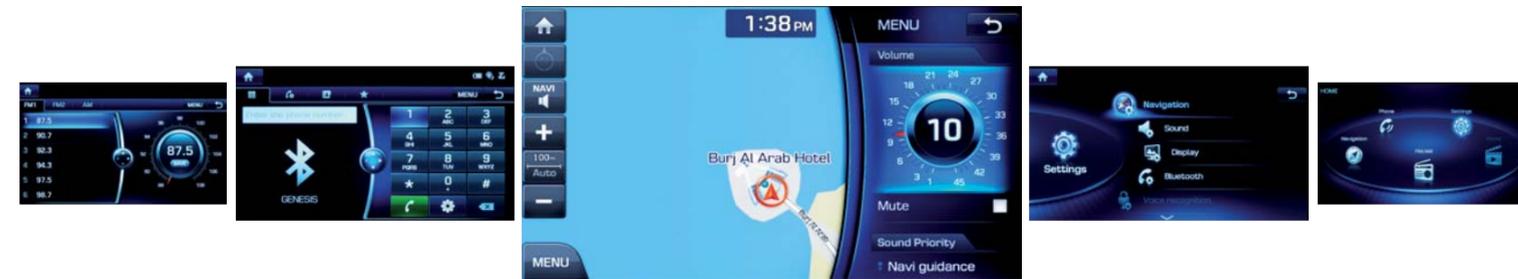
### Navigation button

Navigation can be conveniently accessed while using other media.

### Driver information system (DIS)

DIS is a system that provides a wealth of services for drivers to operate their vehicles. Its buttons and jog shuttle have been optimized under the principles of Hyundai's Human-Machine Interface (HMI) – stability, intuition, and simplicity – so that drivers can manipulate the system more easily.

\* Available only in select areas.



### 9.2" color TFT navigation system

The split screen feature on the 9.2" HD display conveniently allows the driver to check navigational information as well as AV/other information at the same time. The combination of intuitive icon designs and GUI, touch screen controls and world-class Lexicon speakers provide maneuverability and outstanding sound quality.

\* The 8.0" and 9.2" color TFT navigation systems are only available in select areas.



# Control

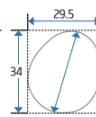
## STEERING WHEEL

Because the steering wheel is the most used vehicle component while driving, its grip and operational feel are of greatest importance. Genesis' steering wheel breaks away from traditional shapes and layouts. Its user-friendly and functional layout delivers a new experience in driving.



### Paddle shifters

### Cross-cut view



Genesis' steering wheel veers away from traditional shapes to deliver a tighter grip that provides greater comfort even in long drives.

### Remote control

Steering wheel controls are grouped within a 50 mm to 105 mm reach zone for user-friendliness.

### Large hand-resting area

Optimized placement and modification of padding on the steering wheel improves the grip and helps prevent mistakes in operation.

# View

## SUPERVISION CLUSTER

A 7" large TFT LCD is applied to the cluster and effectively delivers driving, vehicle and guidance information, as well as alerts. Hyundai's exclusive GUI conveys information clearly and intuitively for easier operation.



### Trip information screen 1

The trip computer clearly shows essential driving information such as remaining driving range and average fuel economy.



### Trip information screen 2

Genesis' diverse information for safe and convenient travel are displayed in an intuitive manner.



### Trip information screen 3

AV information is conveyed in a way that allows the driver to grasp information quickly without distractions.

# Relax

## SEATS

To improve comfort, Genesis uses pads of different hardness in each section of the seat and side bolsters in the back with air cells that can be adjusted to maximize driver's comfort. Furthermore, the seat cushion can be extended to further optimize drivers' leg support.



Back hardness : **Soft**

Back hardness : **Medium**

Back hardness : **Hard**

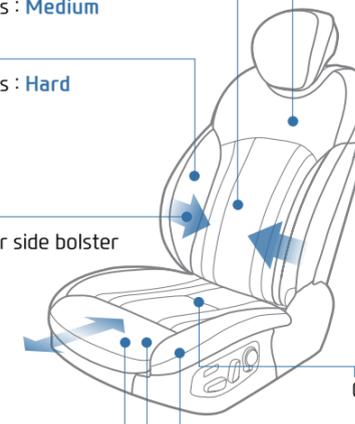
Driver's power side bolster

Driver's extendable cushion

Cushion hardness : **Medium**

Cushion hardness : **Hard**

Cushion hardness : **Soft**



# Glance

## HEAD-UP DISPLAY

Driving information is projected on the windshield glass to enable the driver to grasp information easily without taking eyes off the road. In addition, a 9.7" virtual image with 10,000 cd/m<sup>2</sup> brightness and simple graphics ensures excellent readability.



### Cruise control setting and speed display

Display allows the driver to easily see the current speed and the Smart cruise control setting.



### Side and rear warning system

Alerts the driver to vehicles in blind spots or rear crossing vehicles to promote safe driving.



### Direction and distance remaining signs

Direction signs and signs that indicate remaining distance to a destination serve as a navigation system.

## EXTERIOR DETAILS THAT HAVE EVOLVED FROM SHOWING TO FEELING



- A Panorama sunroof**  
Genesis' panorama sunroof gives the interior a more spacious feeling by bringing in the wide open sky even when it is closed.
- B Power door system**  
Sensors imbedded in the door latches activate an actuator motor that closes the doors completely even when they are not fully shut.
- C Puddle lamps**  
Puddle lamps are automatically activated when the driver approaches the car, improving the convenience of opening doors and getting in and out of the car. The subtle glow of the Genesis logo on the floor is guaranteed give a unique satisfaction to those entering the car.
- D Rain sensor**  
Sensors automatically adjust the speed of wipers according to the density of rain to provide greater visibility.
- E Smart trunk system**  
Standing near the perimeter of the trunk with the smart key for 3 seconds will open the trunk lid automatically, giving convenient access to the trunk even when both hands are full.
- F 17" alloy wheels**  
Strong yet lightweight hyper silver wheels have a simple, beautiful design that adds to the refined appearance of the exterior.
- G 18" alloy wheels**  
Genesis' 18" wheels are made with subtle yet sophisticated semi-glossy chrome that adds to the elegant appearance of the premium sedan.
- H 19" alloy wheels**  
The finest materials and shape not only help improve driving performance, but the sputtering silver finish conveys a higher level of sophistication.

## INTERIOR DETAILS THAT HAVE EVOLVED FROM FEELING TO COMMUNICATING



### A Smart key

The sleek, card-type smart key is not only convenient to use, but also a source of satisfaction for owners of Genesis.

### B Speakers

7 speakers that deliver ultimate sound reproduction come standard and additional speakers can be aggregated to complete a Lexicon sound system with 14 or 17 speakers for an even more majestic sound.

\* Lexicon sound systems with 17 speakers are only available in select areas.



### C Drive mode control system

The Drive mode control system augments driving pleasure by allowing the driver to choose between normal, sport, eco and snow modes depending on road conditions and personal preferences.

### D Integrated memory system (IMS)

Integrated memory system (IMS) is a function that memorizes and reproduces seat, outside mirror, steering wheel, and HUD screen settings that were stored to recall a driver's personal driving habits and preferences.

### E Analog clock

An analog clock complements state-of-the-art systems to bring a warm touch that enhances the comfort of your drive.

### F Floor console

A floor console with outstanding storage functionality opens to the left and to the right. It doubles as an armrest to provide a more comfortable ride.

### G Manual rear door curtains

Rear door curtains effectively block UV rays while helping to maintain privacy.

### H Electric backlite curtain

An electronically controlled backlite curtain helps to block UV rays, maintain privacy, and prevent discoloration of the vehicle's interior.



INTERIOR TRIMS



BLACK + CRÈME TWO-TONE



Leather (Crème)



Premium leather (Crème)



Real wood (Black ash)



DARK BROWN + CARMEL TWO-TONE



Leather (Carmel)



Premium leather (Carmel)



Real wood (Walnut)



BEIGE TWO-TONE



Leather (Beige)



Premium leather (Beige)



Wood grain (Oak stripe)



Real wood (Walnut)



GRAY TWO-TONE



Leather (Gray)



Premium leather (Gray)



Wood grain (Ebony stripe)



Real wood (Brown ash)

## INTERIOR TRIMS



BLACK ONE-TONE



Leather (Black)



Premium leather (Black)



Wood grain (Ebony stripe)



Real wood (Brown ash)

## EXTERIOR COLORS



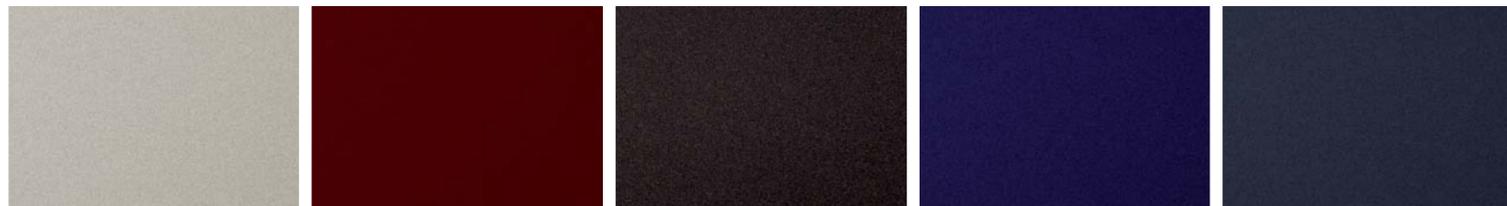
Marble white YW6

Platinum silver Y6S

Polished metal V6S

Urban gray U6G

Onyx black YB6



Sand opal P6Y

Burgundy red YR6

Tan Brown YN6

Coast blue WU6

Haze blue XU6

## SPECIFICATIONS

Type	3.3 GDi gasoline engine	3.8 GDi gasoline engine	5.0 GDi gasoline engine
Overall length (mm)	4,990		
Overall width (mm)	1,890 (with grip handle)		
Overall height (mm)	1,480		
Wheel base (mm)	3,010		
Wheel tread (mm)	Front	17" wheels: 1,638 / 18" wheels: 1,628 / 19" wheels: 1,620	
	Rear	17" wheels: 1,669 / 18" wheels: 1,659 / 19" wheels: 1,633	
Head room (mm)	Front	1,045 (1,000 : with sunroof)	
	Rear	Bench seat : 970, Pwr seat : 960	
Leg room (mm)	Front	1,160	
	Rear	890	
Shoulder room (mm)	Front	1,480	
	Rear	1,450	
Displacement (cc)	3,342	3,778	5,038
Max. Power (ps/rpm)	282 / 6,000	315 / 6,000	413 / 6,000
Max. Torque (kg-m/rpm)	35.4 / 5,000	40.5 / 5,000	51.5 / 5,000
Brakes	Front	17" ventilated disc, 1 pot-caliper brake with pad wear warning device	17" wheels: 17" ventilated disc, 4 pot-caliper brake with pad wear warning device 18"/19" wheels: 18" ventilated disc, 4 pot-caliper brake with pad wear warning device
	Rear	Solid disc with parking brake system, 1 pot-caliper brake with pad wear warning device	
Suspension	Multi-link		
Tire	225 / 55 R17 Hankook, 245 / 45 R18 Hankook, 245 / 40 R19 (Front) + 245 / 35 R19 (Rear) Dunlop		
Fuel tank (liter)	77		

- The above values are results from internal testing and are subjected to change after validation.
- Some of the equipment illustrated or described in this catalog may not be supplied as standard equipment and may be available at extra cost.
- Hyundai Motor Company reserves the right to change specifications and equipment without prior notice.
- The color plates shown may vary slightly from the actual colors due to the limitations of the printing process.
- Please consult your dealer for full information and availability on colors and trims.

## DIMENSIONS



\* Wheel tread • 17" alloy wheels (front/rear): 1,638/1,669 • 18" alloy wheels (front/rear): 1,628/1,659 • 19" alloy wheels (front/rear): 1,620/1,633



## NEW THINKING. NEW POSSIBILITIES.

People's expectation toward individual mobility requires more than just a convenient means of transportation. The old understanding of cars has become outdated. A car represents individuals' lifestyles, and it became an integral part of their lives. At the same time, the automobile industry has experienced seismic change. Hyundai Motor Company has grown rapidly to become one of the largest automakers, backed by world class production capability and superior quality. We have now reached a point where we need a qualitative approach to bring bigger ideas and relevant solutions to our customers. This is an opportunity to move forward and we have developed a new brand slogan that encapsulates our willingness to take a big leap. Led by our new slogan and the new thinking underlying it, we will become a company that keeps challenging itself to unlock new possibilities for people and the planet.

**Hyundai Motor Company**  
www.hyundai.com

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HYUNDAI | NEW THINKING.  
NEW POSSIBILITIES.