PREMIUM SEDANS HAVE A NEW BENCHMARK.
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. 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?
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.
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. 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.

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.

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.
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

¹ Information Provided by:

[Image of dealer process]
REFINEMENT TO THE NEXT DEGREE.
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.  

- 7” LCD Instrument Cluster Display
- Bluetooth® Hands-Free Phone with Streaming Audio
- Dual-Mode Vent Control with CO₂ Sensor
Lexicon® 17-Speaker Surround Sound Audio

Front/Rear Parking Assistance System

Siri Eyes Free™

Destination Search Powered by Google™

SiriusXM® Satellite Radio & Data Services

SiriusXM Traffic & Travel Link®

GENESIS 3.8 AWD in Beige Leather and Brown Walnut Wood
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.
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

PERFORMANCE MEASURED NOT BY HOW FAST YOU TRAVEL, BUT HOW EFFORTLESSLY.
LUXURY THAT SOOTHES WITHOUT DULLING YOUR SENSES.
LUXURY THAT SOOthes
OUT DULLING YOUR SENSES.
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.

FOOTNOTES
PAGE 2
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 (all buildings, tunnels) and other factors. For additional details and system limitations, visit HyundaiBlueLink.com.

PAGE 7
1 Haptic warnings on vehicles equipped with haptic steering wheel only.

PAGE 8
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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PAGE 12
1 Delayed availability.

AMERICA’S BEST WARRANTY

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Visit our website and become a fan of Hyundai on Facebook, follow us on Twitter, or enjoy our latest content on YouTube and Instagram. You can also build your own Genesis online, locate a Hyundai dealer near you, and best of all – schedule a test drive.

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