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Afin de pouvoir réagir rapidement et, dans cette ère multimédia, de vous informer plus vite des dernières nouvelles, nous choisissons de distribuer certains communiqués de presse tout de suite en anglais.

Hyundai Motor Stages World Premiere of All-New Genesis Premium Sedan in the Korean Market.

- Hyundai's first premium rear-wheel drive sedan comes back with an eye-catching, sporty design; upgraded features.
- All-New Genesis embodies wide range of advanced technologies and details; expected to set a new standard for premium sedans in the industry.

Seoul - 26/11/2013 – Hyundai Motor Company, South Korea's largest automaker, today unveiled for the first time the 'All-New Genesis,' aimed at setting a new standard for premium sedans. Hyundai Motor revealed the much-awaited four-door sedan at a gala ceremony at the Grand Hyatt Hotel in Seoul, Korea, which was attended by over 1,000 media members and VIPs, including Korean Prime Minister Chung Hongwon.

The all-new Genesis received a record 3,500 orders on the first day pre-orders in Korea began last week, underscoring the excitement surrounding Hyundai Motor's multi-award winning model. Hyundai targets to sell 62,000 units globally next year, 32,000 units in Korea and 30,000 units overseas.

“The all-new Genesis is a concentration of Hyundai Motor’s most advanced technologies, reborn through relentless performance tests and thorough quality management. The all-new Genesis will compete head-on with top-tier premium models in the global market including Europe, home to many such premium brands, to enhance Hyundai’s brand values and gain leadership in the industry,” said Mong-Koo Chung, Chairman and CEO of Hyundai Motor Company, during his welcoming remarks. “Hyundai Motor has made great strides over the past half-century through constant innovation. We will continue to satisfy customers with even better quality vehicles.”

Hyundai Motor’s all-new Genesis is a premium sedan conceived and engineered to rival its peers in the category, dominated by European brands. The all-new Genesis is the result of over four years of development and an investment of approximately 500 billion Won (KRW). Following its launch in Korea, the all-new Genesis will be introduced in major markets next year.

The all-new Genesis features an overall length of 4,990mm, overall width of 1,890mm and overall height of 1,480mm. In particular, its wheelbase was extended 75mm to 3,010mm compared to its predecessor, boasting best-in-class cabin space.

Fully reflecting Hyundai’s ‘Modern Premium’ brand direction, the exterior and interior design of the all-new Genesis embodies Hyundai’s latest corporate aesthetic. All-new Genesis delivers improved strength and performance, increased passenger comfort and a wide range of cutting-edge safety and convenience technologies, striving to set a new standard of premium for its class.

The distinctive, refined and luxurious all-new Genesis has been styled with a sleek premium look. Following its introduction in 2009, Hyundai’s design philosophy of ‘Fluidic Sculpture’ has been developed further -- all-new Genesis is the first model to showcase Fluidic Sculpture 2.0. This concept boasts a core central theme: simple and harmonious design with refined fluidic elements. The design features the modern Hyundai look, with a striking hexagonal front grille and a dynamic character line running along the flanks of the car, and a sporty rear end design.

Incorporating new first-in-class technologies has been a key goal in the development of the all-new Genesis. The model includes several world- and Hyundai-firsts for a car in its sector, demonstrating Hyundai’s technological expertise and positioning the brand as a credible

producer of premium vehicles. Among these advances are the new CO₂ cabin sensor control, and safety features such as Automatic Emergency Braking (AEB).

Active safety is boosted by a Blind Spot Detection system with integrated Head-Up Display, working in conjunction with a Lane Departure Warning System and radar-controlled Advanced Smart Cruise Control.

The debut of the new HTRAC All-Wheel-Drive system and new multi-link rear suspension is one of the biggest differences between the original Genesis and all-new Genesis. Providing traction and stability, the HTRAC system was tested through extensive sub-zero and hot weather programs on road and track. Further enhancements to all four V6 and V8 gasoline engines available with the all-new Genesis offer increased driving performance.

Original Genesis was the first premium rear-wheel-drive high-tech sedan from Hyundai Motor. Designed to compete directly with premium European rivals, it introduced the Hyundai brand to a new class of customers in the domestic and foreign markets.

Critically acclaimed, the original Genesis model was introduced in 2008 and sold around 250,000 units globally over a six-year period, playing an important role in the rapid evolution of the Hyundai brand by entering the premium sedan sector.

In 2009, the original Genesis was the first Korean car to receive the coveted North American Car of the Year award. Following that accolade, the IIHS (Insurance Institute for Highway Safety) awarded the original Genesis its Top Safety Pick. Also, it was the highest-ranked model in the mid-size premium car category in the 2012 J.D. Power and Associates Vehicle Dependability Study (VDS).

The all-new Genesis, like its predecessor, will be aimed primarily at consumers in the Korean, North American, Middle East and Chinese markets. In addition, the all-new Genesis will enter the European markets and Russia for the first time.

Targeting existing Genesis owners and new mid-luxury customers, the all-new Genesis recognizes a general shift away from customers choosing highly-priced, brand-oriented vehicles. The all-new Genesis is aimed at those desiring high-tech products that improve their own personal sense of value, while emphasizing distinctive style and dynamic driving performance.

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** Product specifications and options available may vary by region*

1. **Key Differences: All-new Genesis vs. Original Genesis**

- Premium sleek and sporty design
- 3.0, 3.3, 3.8 and 5.0 GDI engines, offering improved performance with better low-mid torque
- New HTRAC All-Wheel-Drive system
- New multi-link rear suspension
- 37.7% increase in use of ultra high-strength steel (total now 51.5%)
- Body-in-White stiffer in torsional and bending strength by 16% and 40%, respectively
- Class-leading cabin space
- Cabin CO₂ sensor control
- Reduced NVH
- i-Driving Mode Integrated Control
- Four intelligent driving modes: Eco, Normal, Sport and Snow
- 9.2-inch high-definition (HD) touch AVN (audio, ventilation and navigation)
- New Emergency Steer Support
- Automatic Emergency Braking (AEB)
- Haptic steering warning system
- Smart Cruise Control (SCC)
- Blind Spot Detection with Head-Up Display
- Lane Keeping Assist System (LKAS)
- Lane Departure Warning System (LDWS)
- Rear Cross Traffic Alert (RCTA)
- Around-view monitor
- Driver knee airbag
- Advanced Smart Parking Assist System(ASPAS)

2. Styling

Hyundai's Evolved Design Language

All-new Genesis is the first Hyundai to benefit from Fluidic Sculpture 2.0, an evolution of the Fluidic Sculpture design philosophy introduced in 2009. The ethos of the philosophy is one of harmonious, refined aesthetics, promoting fluidic design elements based on Hyundai's In-Motion themes.

Fluidic Sculpture 2.0 embodies Hyundai's 'Modern Premium' values, which are applied to every detail. Even greater emphasis has been placed on design identity with all-new Genesis, with a holistic approach considering both the brand's direction and the driver's overall experience. Fluidic Sculpture 2.0 encapsulates a trio of main design elements: fluid aesthetics, the modern Hyundai look and a premium feel overall. All-new Genesis has simplified, harmonious styling cues with refined and aerodynamic surfaces. Its Hyundai family look incorporates sculpted lighting and a hexagonal front grille in the robust front end design.

All-New Genesis Design

All-new Genesis portrays a truly modern design philosophy through its distinctive exterior styling. Evoking a premium feel, the design cues display the new Hyundai family aesthetic, featuring a striking radiator grille aperture. Sleek lines flow from front to rear, with a sporty profile and dynamic rear end, as well as a longer wheelbase and shorter overhangs than its predecessor.

The single frame 3D hexagonal grille ensures the front end of the all-new Genesis is not only striking, depicted in semi-gloss chrome, but is also home to HID bi-functional headlamps, LED indicators and fog lamps. In profile, the all-new Genesis is styled with fluid lines and blended surfaces, a sleek C-pillar helping to emphasize the sporty styling. The rear of the all-new Genesis benefits from a sculptural aesthetic with full LED tail lamps.

A range of complementing exterior colors are offered for all-new Genesis:

Onyx Black	Marble White	Platinum Silver
Polished Metal	Urban Gray	Haze Blue
Vintage Wine	Tan Brown	Sand Opal

The cabin layout of all-new Genesis has been designed to benefit all occupants with a premium, spacious design ethos. The de-cluttering of the instruments and switch panels has been exploited to ensure an intuitive layout and airy feel. This user-centric design has sought to connect the various interior parts effectively, particularly the center fascia with the console and upper dash section, and the B-pillar with the roof lining. All-new Genesis offers a high-class fit and finish, with high quality seat design and a voluptuous, natural feel.

Storage space in the cabin has been increased by 3.7 liters over the original model, to 26.9 liters, a capacity greater than premium European rivals'. Particular importance has been paid to the storage of practical items such as pens and mobile phones, together with the usability of the central cup holder.

Following the three principles of Human Machine Interface -- safety, intuitiveness and simplicity -- the all-new Genesis design team ensured that all the important controls benefitted from a design reappraisal to deliver maximum ease of use. The steering wheel design and grip have been improved and onboard switchgear redesigned; a number of switches previously found on the center console of the original Genesis were removed, redesigned or relocated on all-new Genesis. Further ergonomic improvements to ensure ease of reach and control have been meticulously considered and executed using a specially designed laboratory tool created to measure operational force.

3. Driving Performance

Body Structure

Body and mounting point stiffness has been improved on the all-new Genesis. Ensuring a smooth ride over rough roads was the main goal, achieved by increasing the connecting structure, reinforcing body and chassis mounting points, using hot stamping and dipping techniques, and utilizing an increased amount of steel in the chassis. The new 19-inch alloy wheels have also been strengthened to minimize vibrations.

Chassis System

Lateral suspension stiffness and overall ride comfort were accorded high priority during the all-new Genesis's design process. The fully independent, multi-link front and rear suspensions have revised geometry and increased stiffness compared to the original Genesis. Under rolling conditions, the improved tilting angle of the tire enables a better tire grip compared to the previous model.

Electronic suspension control has also reduced the roll motion through corners, and allowed sportier roadholding to be complemented by a more supple ride than that associated with such effective damping force control. Handling and roadholding also benefit from excellent front-rear weight distribution. The electronically controlled brake system, with Advanced Traction Cornering Control (ATCC), further improves agility in corners.

Furthermore, Rack-mounted Motor Driven Electric Power Steering (R-MDPS) was first applied to the model with a variable gear ratio, which provides high-speed stability and direct response at low and medium speeds.

AWD System

The all-new Genesis is offered with a choice of rear-wheel-drive (2WD) or new HTRAC All-Wheel-Drive (AWD) layouts.

The new HTRAC AWD system was developed as a two-mode concept similar to systems offered by rival European car makers, providing an electronic variable torque split, with a multi-plate clutch system, between the front and rear axles. The driver-selectable 'Normal' mode provides a comforting ride, while the 'Sport' setting affords more agility by sending a

higher amount of torque to the rear wheels. This system was benchmarked against competitor vehicles and refined during straight line, medium- and high-speed cornering, and hill-starts.

Development & Testing

In addition to extensive on-the-road and laboratory testing, circuit-based testing of the all-new Genesis took place in Korea and Germany, as well as at Hyundai's California Proving Ground in the U.S. High gravity-force assessment of the new HTRAC AWD system was undertaken at the Korea International Circuit in Yeongam, venue for a round of the Formula 1 World Championship. Durability and high performance handling driving tests took place on the famous Nordschleife at the Nürburgring in Germany to refine the all-new Genesis's ride, braking and handling characteristics. Furthermore, Hyundai collaborated with some top European houses, operating a joint research lab for benchmarking and engineering optimization.

4. Safety

Body In White Stiffness

Body In White (BIW) stiffness was a key consideration for all-new Genesis, with engineers benchmarking the car's performance against its premium European rivals in the high-tech sedan sector. The body structure design ensures inherent rigidity, with a 37.7% increase in the use of ultra-high-strength steel compared to the original Genesis, resulting in 16% greater torsional strength and 40% greater bending strength.

Effective crash energy dispersal was another priority. The load path of impact forces to the cabin during a frontal collision has been minimized to secure occupants' safety. Optimum engine bay strength was achieved using laser welding techniques, and hot-stamping was applied in areas such as the A- and B-pillars as well as fender apron. Even the seat mounts were hot-stamped to improve crash performance.

BIW strength, plus the use of advanced shock-absorbing materials, has also helped improve NVH, reducing rumble and road noise.

High Technology For Safety

The all-new Genesis is packed with new, advanced technologies, many of them appearing in a Hyundai for the first time. The new Intelligent Drive Mode, allowing drivers to select from four drive modes depending on conditions or preferences, is unrivalled in this sector.

Intelligent Driving Mode	Type Of Driving
Eco	Fuel Saving
Normal	Comfort Driving
Sport	Dynamic Driving
Snow	Snow and Icy conditions

In addition to the above modes, the all-new Genesis features an Emergency Steering Support Mode, which automatically changes the setting of suspension and electronic stability control (ESC) toward the direction suitable for emergency steering, to avoid frontal crash situations.

Unlike competitor vehicles, the all-new Genesis's Advanced Smart Cruise Control (ASCC) system uses both radar and camera sensors, a Hyundai first. This technology enables the car to maintain a constant gap to the vehicle ahead. The system can also deploy an Automatic Emergency Braking system, should a stationary vehicle be detected ahead. All-new Genesis retains original Genesis' Autonomous Stop & Go system.

All-new Genesis debuts a Blind Spot Detection system (BSD), which monitors traffic around the car. The system makes use of radar sensors in the rear bumper to warn the driver of an approaching vehicle in his or her blind spot via an indicator both on the Head-Up Display and side mirrors. If the driver turns on the blinker and attempts to change the lane, ignoring the warning indication, BSD additionally issues an audible warning and steering vibration.

Lane Change Assist (LCA) performs a similar function to detect vehicles approaching toward the rear at high speeds during motorway driving, while Rear Cross Traffic Alert (RCTA) scans areas to each side of the car when drivers are reversing out of parking spaces. No other sedan in class offers all three of these systems.

Looking forward, the Lane Departure Warning System (LDWS) captures images of lanes and recognizes the lane marker. If LDWS detects lane departure, a warning signal is turned on the instrument panel, while issuing a haptic warning through steering wheel vibration. The Lane Keeping Assist System (LKAS) performs a similar function of LDWS, but LKAS additionally can control the steering wheel to prevent lane departure when a vehicle approaches the edge of lane.

For convenience and safety, a High Beam Assist (HBA) function is fitted to all-new Genesis. When switched to automatic mode by the driver it detects oncoming vehicles or vehicles ahead at night and dips the high beam headlights to reduce glare. When no vehicles are detected, the system will re-activate the high beam headlights, increasing the driver's field of vision.

5. Convenience

All-new Genesis benefits from a world-first technology in its CO₂ sensor control system, which is located under the glove box. Hyundai engineers discovered that occupants start to get drowsy when CO₂ in the vehicle reaches certain levels, so the new ventilation system prevents this from happening by monitoring the vehicle's intake of fresh or re-circulated air using a specific CO₂ sensor.

The Advanced Smart Parking Assist system is supplemented by a Smart Trunk function, a system that traditionally uses a kick sensor located under the rear bumper. This can be activated (in the user settings menu) to open the trunk automatically -- no foot-waving under the bumper required -- if a smart key is detected near the rear bumper for longer than three-seconds. The power trunk uses a bumper-mounted antenna and offers an audible warning as well as light flash prior to opening.

Taking inspiration from aircraft, the new Head-Up Display (HUD) projects a virtual image onto the windshield, enabling the driver to keep his or her eyes on the road, using a system of mirrors and a TFT LCD display. The system utilizes a wide screen, larger than competitors', with adjustable brightness to ensure excellent daytime and nighttime visibility. Information such as current speed, SCC status, navigation, BSD and LDWS data, as well as AV, is projected at a virtual distance of 2.2 meters ahead of the driver.

Multimedia entertainment in the all-new Genesis has been improved with a high definition LCD display in a vehicle -- bringing home-style image quality into the car. Resolution has been improved for the all-new Genesis from 800x480 in the original model to 1280x720, and from 96 to 153 pixels per inch. The AVN 4.5 system, fronted by an 8.0-inch touch screen, also incorporates internet access and Siri Apple integration. The AVN 4.5 is packed with integrated technology, from Bluetooth and WiFi to GPS navigation and traditional frequency, satellite and HD radio, hands-free and app-supporting software. Google POI is available via voice command.

6. Premium Details

A new pattern has been introduced to decrease reflections and brighten dashboard surfaces, while high grade materials such as real aluminum and wood grain are applied to the center console. Cohesion between the center fascia and audio controls has been ensured through a streamlined design, making the two separate sections appear as one.

To ensure the cabin feels luxurious, the original Genesis model was intensely scrutinized and improved upon for its use of materials, with extensive analysis undertaken into the relationship of different materials, their texture and color coordination.

Driver and passenger posture are optimized using increased seat pad density, improved seat support technology, larger adjustable bolsters and seatback cushioning. Seat materials and stitching quality have been improved with the introduction of double, rather than single, stitching.

The redesigned front seats incorporate new functionality, with a new air-pressure pump and controller valve (installed for the first time in a Hyundai), providing seatback bolster adjustment through air cells located in each seat. With an operating time of 7.5 seconds, the all-new Genesis benefits from a faster activation process and greater range of adjustment than its premium European rivals.

7. NVH

Seeking refined quietness inside the all-new Genesis, Hyundai engineers re-investigated idle noise (including vibrations), acceleration noise, road and wind noise, and audible booming throughout the bodyshell. Sound absorbing materials and a low-noise fuel pump have been introduced, firewall bulkhead insulation and sealing improved, and vibrations minimized through an improvement in overall bodyshell stiffness. Additional insulation of the rear differential also reduces booming and vibration, resulting in lower audible noise on the all-new Genesis than its premium European rivals.

Under acceleration, better sound quality has been achieved through mid-to high-frequency noise reduction, and dynamic engine sound improvements were achieved through intake and exhaust system tuning. Engine support brackets have been moved further apart, while transmission and sub-frame mounts have been stiffened by up to 100 percent.

To improve the NVH performance of the new car at cruising speeds (60-120 kph), Hyundai engineers increased the stiffness of parts associated with the sub-frames and suspension, lowering levels of cavity and rumble noise. To ensure the all-new Genesis recorded lower interior noise in crosswinds, doors were thickened, the sunroof reshaped, and changes made to the sealing process for increased durability and performance.

Firewall bulkhead insulation and sealing has been improved. The total weight of the sound package used on the all-new Genesis is 38 kilograms, slightly higher than the original model.

8. Powertrain

The all-new Genesis will be manufactured with a four-strong engine line-up, with some or all of the power units available in individual markets to suit local preferences. Each powertrain was designed for optimum low-end torque, responsiveness and fuel efficiency, and is mated to an eight-speed automatic transmission with variable gear ratios.

The widely available Lambda 3.8-liter GDI unit produces 4.9 percent more torque at 2,000 rpm than the original Genesis model. Improved for use in the all-new Genesis, this engine includes a three-stage variable intake system, triangular pattern fuel injector for improved combustion, an air-gap exhaust manifold for better NVH and an upgraded cylinder block.

The largest capacity powertrain is the Tau 5.0-liter GDI engine producing 425 PS with maximum torque of 53.0 kg.m (383 lb ft). With direct injection and Dual Continuously Variable Valve Timing (D-CVVT) for impressive power, low emissions and superb efficiency, the V8 benefits from a re-profiled exhaust manifold, optimized dual intake, increased compression ratio and upgraded multiple injection mapping.

Powertrain	PS	Torque	Transmission
3.0 V6	257	31.0kg.m/224.2 lb ft	8AT
3.3 V6	282	35.4kg.m/256.1 lb ft	8AT
3.8 V6	315	40.5 kg.m/293.0 lb ft	8AT
5.0 V8	425	53.0 kg.m/383.0 lb ft	8AT

9. Technical Specifications

Engines

3.0-liter	
Type	Lambda V6 DOHC
Capacity	2,999 cc
Bore x stroke	92.0 x 75.2 mm
Power	257 PS at 6,000 rpm
Torque	31.0 kg.m (224.2 lb.ft) at 5,000 rpm
Maximum speed	230 km/h

3.3-liter	
Type	Lambda V6 DOHC
Capacity	3,342 cc
Bore x stroke	92.0 x 83.8 mm
Power	282 PS at 6,000 rpm
Torque	35.4 kg.m (256.1 lb.ft) at 5,000 rpm
Maximum speed	240 km/h

3.8-liter	
Type	Lambda V6 DOHC
Capacity	3,778 cc
Bore x stroke	96.0 x 87.0 mm
Power	315 PS at 6,000 rpm
Torque	40.5 kg.m (293.0 lb.ft) at 5,000 rpm
Maximum speed	240 km/h

5.0-liter	
Type	Tau V8 DOHC
Capacity	5,038 cc
Bore x stroke	96.0 x 87.0 mm
Power	425 PS at 6000 rpm
Torque	53 kg.m (383 lb.ft) at 5000 rpm
Maximum speed	240 km/h

Drivetrain

Rear or all-wheel-drive

Transmissions

Eight-speed automatic transmission

Gear Ratios

Type		3.3 GDI	3.3 GDI	3.8 GDI	5.0 GDI
Gear ratio	1st	3.665	←	←	3.795
	2nd	2.396	←	←	2.473
	3rd	1.610	←	←	1.613
	4th	1.190	←	←	1.177
	5th	1.000	←	←	1.000
	6th	0.826	←	←	0.831
	7th	0.643	←	←	0.652
	8th	0.556	←	←	0.571
	Reverse	2.273	←	←	2.467
Final gear ratio		3.909	←	←	3.538

Suspension And Damping

Front	Multi-link front suspension with coil springs and electronic control shock absorber
Rear	Multi-link rear suspension with coil springs and electronic control shock absorber

Steering

Type	R-MDPS (Rack-mounted Motor Driven Electric Power Steering)
Overall Steering Gear Ratio	11.8
Steering Wheel Turn (Lock to Lock)	2.55
MIN. Turning Radius (RWD / AWD)	5.52 meters / 5.7 meters

Wheels And Tires

Wheel type	Tires	Spare tire
17.0 x 7.0-inch alloy wheels	225/55 R17	Tempo-size (T135/90 D17)
18.0 x 8.0-inch alloy wheels	245/45 R18	Tempo-size (T135/80 R18)
19.0 x 8.5-inch alloy wheels	245/40 R19	Tempo-size (T135/70 R19)
19.0 x 9.0-inch alloy wheels	275/35 R19	Tempo-size (T135/70 R19)

Exterior dimensions (mm)

Overall length	4990
Overall width	1890 (excluding door mirrors)
Overall height	1480
Wheelbase	3010
Front overhang	845
Rear overhang	1135
Front tread	17-inch : 1638 / 18-inch : 1628 / 19-inch : 1620
Rear tread	17-inch : 1669 / 18-inch : 1659 / 19-inch : 1633

Interior dimensions (mm)

	Front	Rear
Head room	1045 (with sunroof : 1000)	BENCH SEAT: 970 PWR SEAT: 960
Leg room	1,160	890
Shoulder room	1,480	1,450

Capacities (liters)

Fuel tank	73
Luggage	SAE : 433 / VDA : 493

Performance*

Engine	3.0	3.3	3.8	5.0
Maximum speed (km/h)	230	240	240	240
0-to-100 km/h acceleration (RWD)	8.6 s	7.2 s	6.5 s	5.4 s

* Figures stated are manufacturer's estimates