

2012 HYUNDAI **GENESIS**



LUXURY TURNS A CORNER. FAST.

From the moment it was first conceived, our designers had no intention of making the Hyundai Genesis a “copy cat” luxury sedan. They wanted to push the Genesis concept further. With elegantly chiseled forms that convey the car’s strength and power. With striking design aesthetics that interpret the luxury sedan as both progressive and timeless – soothing, yet capable of stirring the soul.

Nobody expected Genesis to challenge the automotive elite right out of the gate. But it did, earning North American Car of the Year honors upon its unveiling. Gratifying? No doubt. But we view this less as an acknowledgement of our achievement as we do a testament to our potential.

The 2012 Genesis luxury sport sedan takes the best of our ideas forward with refined styling and an entirely new level of power and performance. All from a company that, in a few short years, has harnessed the horsepower of some of the world’s most imaginative engineering minds. And unleashed it to once again impress the automotive elite with a luxury car that is as admired as any brand smart money can buy.

Class-Leading
429 hp



*"Hyundai tipped over the midsize luxury apple cart when it introduced its handsome Genesis."*¹

~ ROADANDTRACK.COM 2011 BUYER'S GUIDE



GENESIS 5.0 R-SPEC IN BLACK NOIR PEARL

"Numerous changes are in store for the 2012 Hyundai Genesis, highlighted by mild styling revisions, a new direct-injected 3.8-liter Lambda V-6 and – best of all – the arrival of the sporty new 5.0 R-Spec model, which boasts a 5.0-liter V-8 with 429 bhp, making the sedan the most powerful production Hyundai ever."

~ ROADANDTRACK.COM, FEBRUARY 2011





GENESIS 5.0 R-SPEC IN PLATINUM METALLIC



"Sitting inside the Hyundai Genesis reveals an interior following the same styling mantra as the outside: stylish and upscale. Leather and aluminum trim pieces mix with soft-touch plastics and smart switchgear. The cabin feels special and looks expensive without flashing its luxury pretensions in your face."

~ AUTOMOBILEMAG.COM, AUGUST 2011



GENESIS 5.0 R-SPEC IN JET BLACK ULTRA-PREMIUM LEATHER

NOT ALL WORKS OF ART ARE PARKED IN MUSEUMS.

It's said that great art moves the soul. Great automotive designs are no different. The heightened ability of the 2012 Genesis to ignite your senses can be seen in its more aggressive styling: A redesigned front fascia. Sportier rocker panels along the sides. Dual asymmetrical exhaust tips integrated in back. More importantly, it can be felt through the broad power band and precise handling demanded by enthusiast drivers.

Forged from aluminum and polished by some of the industry's best engineering minds, the six- and eight-cylinder engines at the heart of Genesis transform innovations like Dual Continuously Variable Valve Timing and Variable Induction into a rush of adrenaline each time you plant your right foot.

Our class-leading 3.8-liter V6 engine sports new Gasoline Direct Injection that improves output to 333 horsepower – a 15 percent boost with no increase in displacement.¹ Moving up to the 4.6-liter V8 rewards drivers with 385 horsepower and a highway fuel economy rating of 26 mpg.²

And then, there's the high-performance 5.0L Tau V8 – an engine whose 429-horsepower output and 26-mpg rating challenges even the most powerful of the prestige performance sedans. Each Genesis engine pours power onto the pavement through a new 8-speed SHIFTRONIC® transmission whose efficiencies turn automatic gear selection into an art form all its own.

¹Estimated horsepower with premium fuel. ²EPA estimates for comparison only. Your actual mileage will vary with options, driving conditions, driving habits and vehicle's condition.





GENESIS 5.0 R-SPEC IN PLATINUM METALLIC



GENESIS 5.0 R-SPEC IN BLACK NOIR PEARL

INTRODUCING GENESIS 5.0 R-SPEC: A COMPLETE EXPLANATION TAKES 5.1 SECONDS.



5.0L GDI V8 ENGINE

The Tau V8 that lies at the heart of 2012 Genesis R-Spec is a 5.0-liter, 429-horsepower encore to a powerplant that's been named to the prestigious Ward's Ten Best Engines list in each of its three years of existence.¹ Enhanced with Gasoline Direct Injection, which dramatically increases power while reducing fuel consumption and emissions, it's the most potent engine Hyundai has ever built, with a higher specific output (85.8 hp/liter) than any of its normally aspirated mid-luxury V8 competitors.



R-SPEC ENGINEERING

In setting out to design a vehicle that surrounds its fortunate passengers in luxury while maintaining an aggressively high threshold of performance, our engineers wrote a new page in the premium performance sedan rule book. The new Genesis R-Spec combines the luxurious feel of an interior rich in wood grains and leathers with pulse-pounding features like a blink-quick 8-speed SHIFTRONIC[®] transmission. Premium 19-inch alloy wheels with a machined finish. Sport-tuned suspension, transmission and steering. All of which adds up to a deeply immersive – and richly rewarding – driving experience.



SPORT-TUNED SUSPENSION & STEERING

More aggressive R-Spec chassis tuning ensures that, once the road gets twisty, Genesis will keep you confidently in command. To match its powertrain enhancements, we've included higher front and rear spring rates and a thicker rear stabilizer bar that improves body roll control. We've added Sachs[®] ASD shocks with 25 to 30 percent higher damping rates for sportier driving dynamics. And we've recalibrated the car's speed-sensitive steering to match the unique handling characteristics of 19-inch wheels fitted with available sport performance tires.

¹ http://wardsauto.com/ar/names_best_engines_101207/



GENESIS 4.6 IN PLATINUM METALLIC



THE ROAD CONSPIRES. GENESIS RESPONDS.

Underneath the Genesis, a high-performance battle unfolds. Turns, holes, bumps, washboard lane dots – all conspiring against the abilities of the driver and the comfort of passengers.

Which is why we've engineered our 2012 model with a unique five-link front and rear suspension. One whose precisely tuned geometry helps to maintain optimal tire and road contact in corners. And works with Sachs® Amplitude Selective Damping shock absorbers to telegraph the road while squelching distractions underfoot.¹ Combined with incredible torsional rigidity and a rear-wheel drive architecture that expresses itself as nimble handling, the end result is a sedan that inspires drivers, soothes passengers, and redefines everything you thought you knew about the luxury driving experience.

8 speed automatic
with SHIFTRONIC®

¹ Sachs® is a registered trademark of ZF Sachs AG.



GENESIS 4.6 IN CASHMERE PREMIUM LEATHER

MAKE EIGHT LANES OF CHAOS FEEL LIKE A MILLION MILES AWAY.



ENGAGE

Even with your keys comfortably stowed in your pocket or purse, the Genesis proximity key lets you lock and unlock your car's doors with the simple push of a button on the door handle. The engine also comes to life with a simple push-button start. Should you arrive at your destination at night, LED lamps positioned below the front doors cast illuminating light on the ground to ensure your nice new shoes avoid stealthy puddles.



EXPLORE

Prominent amidst the interior cabin's hand-polished aluminum and glistening wood grain trim is a Multimedia Controller that puts you in command of a wide variety of functions. High-end audio. Advanced navigation. Hands-free telecommunications. It also offers easy access to the Driver Information System, where you can customize a myriad of settings to your liking – everything from moving the seat and steering wheel for easy entry, to deciding whether door locks “click” when they engage.¹



RELAX

The buttery leather seats in the front cabin of a Genesis include heating controls that help take the edge off chilly winter mornings. The new 2012 Genesis extends this warmth to backseat passengers as well. The driver seat also comes equipped with a cooling function that helps keep you comfortable when cabin conditions are sunny and warm.¹ Chilling out has never been more rewarding.

¹ Multimedia Controller, Driver Information System, navigation, heated rear seats and cooled driver seat are standard on 4.6 and 5.0 models, and optional on 3.8.



GENESIS 5.0 R-SPEC IN JET BLACK PREMIUM LEATHER

ADVANCED NAVIGATION THAT TAKES DIRECTIONS AS WELL AS IT GIVES THEM.

To satisfy the demands of a fast-paced world, Genesis offers an ultimate navigation system featuring voice recognition technology that lets you enter destinations simply by speaking them. In a hurry? Select “quickest route” or one that avoids freeways and tolls at rush hour. Add XM NavTraffic® (available with a complimentary 90-day subscription), and you get real-time traffic updates right on your screen.² The system’s large 8-inch screen also serves as a rearview camera that allows the driver to see below eye level when backing up. A series of sensors in both the front and rear bumpers offers additional assistance in tight spaces by alerting Genesis drivers to potential hazards when backing out of parking spaces or driveways using intermittent warning beeps within the cabin.

AN AUDIO SYSTEM DESIGNED TO MOVE YOU LIKE NEVER BEFORE.

To ensure its high performance is paired with the highest fidelity possible, Genesis features a state-of-the-art Lexicon® 7.1 Discrete audio system.¹ Revered among audiophiles, it uses a stunning 11-channel, 528-Watt digital amplifier and 17 expertly placed speakers to transform the interior cabin into Carnegie Hall. To showcase this ensemble of sound technologies, we packaged it with the crystal-clear sound of HD Radio™ and more than 170 digital SiriusXM® Satellite Radio channels.² A stereo mini jack and a USB port let you plug your iPod® or other MP3 player into this immersive audio experience, while integrated Bluetooth® keeps you plugged into the rest of the world with voice-activated phone operation.³



¹Standard on Genesis 4.6 and 5.0 models, optional on Genesis 3.8 model. Lexicon® is a registered trademark of Harman International Industries, Incorporated. ²The HD Radio, HD Digital Radio and HD Digital Radio Alliance are wordmarks and trademarks of iBiquity Digital Corporation, used under license by the HD Digital Radio Alliance. SiriusXM® Satellite Radio and XM NavTraffic® require SiriusXM subscription, sold separately after the complimentary introductory period. All fees and programming are subject to change. Traffic and weather channels only available in select markets, and SiriusXM service only available in the 48 contiguous United States. See your dealer for details. The SiriusXM name is a registered trademark of SiriusXM Satellite Radio Inc. All other trademarks are property of their respective owners. ³iPod® is a registered trademark of Apple Inc. The Bluetooth® wordmark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Hyundai is under license. Other trademarks are those of their respective owners.



GENESIS 4.6 IN PLATINUM METALLIC



GENESIS 4.6 IN PLATINUM METALLIC

EIGHT AIRBAGS. FIVE STARS. AND A SINGULAR COMMITMENT.



FIVE-STAR SAFETY

Eight airbags expertly placed throughout an ultra-high-strength steel body stand at the ready.¹ Ready and waiting, hopefully forever, thanks to a full arsenal of safety innovations onboard every Genesis. Innovations like Electronic Stability Control and Traction Control. Class-leading standard safety technologies like electronic active head restraints. And new features like our Lane Departure Warning System, which alerts you when straying from your lane by mistake. Should an accident occur, it's reassuring to know that Genesis received the highest safety rating in government safety tests.²



ESC AND TRACTION CONTROL

A sophisticated Traction Control System³ that delivers better grip under acceleration and adverse road conditions is paired with Electronic Stability Control (ESC)⁴ to help keep your Genesis on its intended path at all times. Standard on every Genesis ever built, ESC constantly monitors wheel speed, steering angle, lateral g-forces and other variables in an instant. When it senses a skid is imminent, it adjusts brake and throttle inputs for greater directional stability. The NHTSA estimates that if every car were equipped with ESC, 35 percent of all single-vehicle accidents could be avoided.⁵



ADVANCED BRAKING

With great horsepower comes the need for exceptional stopping power. Which is why Genesis comes equipped with a trio of technologies for pulling back on the reins. ABS, which helps drivers maintain steering control in emergency braking situations, is aided by Electronic Brake-force Distribution, which optimizes braking pressure at each wheel. Brake Assist completes the ensemble by sensing emergency situations and immediately applying maximum braking pressure to minimize your stopping distance.

¹The 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. ²Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). ³The Traction Control System (TCS) is meant to enhance conscientious driving habits and is not a substitute for safe driving practices. ⁴Electronic 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 conditions. Speed, road conditions and driver steering input will affect whether ESC can help prevent loss of control. See Owner's Manual for details. ⁵For more information, visit www.nhtsa.gov/Research/Crash+Avoidance.

TEN YEARS. NO WORRIES. THAT'S HYUNDAI ASSURANCE.

For over a decade, Hyundai has backed every car we've built with America's Best Warranty and 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 including 24/7 Roadside Assistance and more.

 HYUNDAI
Assurance

AMERICA'S BEST WARRANTY

**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

One automotive journalist summed it up this way: "While its heaps of standard equipment and nicely appointed interior are all strong points on its resumé, the Genesis still holds one massive trump card over its competition – a 10 year, 100,000 mile (powertrain) warranty." ~ Autoblog.com, March 2011

2012 GENESIS

3.8



4.6



5.0



5.0 R-SPEC



	3.8 V6	4.6 V8	5.0 V8	5.0 R-SPEC
POWER / PERFORMANCE				
3.8-liter, 24-valve DOHC V6 with Gasoline Direct Injection	S	–	–	–
4.6-liter, 32-valve DOHC V8 with multi-port programmed fuel injection	–	S	–	–
5.0-liter, 32-valve DOHC V8 with Gasoline Direct Injection	–	–	S	S
Horsepower @ rpm, premium unleaded fuel ¹	333 @ 6,400	385 @ 6,500	429 @ 6,400	429 @ 6,400
Horsepower @ rpm, regular unleaded fuel ¹	333 @ 6,400	378 @ 6,500	TBD	TBD
Torque (lb-ft @ rpm), premium unleaded fuel ¹	291 @ 5,100	333 @ 3,500	376 @ 5,000	376 @ 5,000
Torque (lb-ft @ rpm), regular unleaded fuel ¹	291 @ 5,100	324 @ 3,500	TBD	TBD
Compression ratio	11.5 : 1	10.4 : 1	11.5 : 1	11.5 : 1
All-aluminum block and heads	S	S	S	S
Variable intake and exhaust induction system	S	S	S	S
Hydraulic dampening motor mounts	S	S	S	S
Rear-wheel drive	S	S	S	S
Electronic 8-speed automatic transmission with SHIFTRONIC® manual shift mode	S	S	S	S
Final drive ratio	3.909	3.538	3.538	3.538
COMFORT / CONVENIENCE				
Proximity key push-button engine start	S	S	S	S
Premium leather seating surfaces	0	S	S	S
Heated power front seats	S	S	S	S
Cooled driver seat	0	S	S	S
Heated rear seats	0	S	S	S
Leather-wrapped steering wheel and shift knob	S	–	–	S
Woodgrain-trimmed leather steering wheel	–	S	S	–
Integrated Memory System (driver seat, side mirrors, steering wheel)	0	S	S	S
Power tilt-and-telescopic steering wheel	0	S	S	S
Power rear sunshade	0	S	S	S
Electroluminescent gauges	S	S	S	S
Electrochromic auto-dimming rearview mirror with compass	S	S	S	S
HomeLink® integrated transceiver	S	S	S	S
Multi-function trip computer (distance to empty, fuel economy, average speed, trip timer / distance)	S	S	S	S
Proximity key entry	S	S	S	S
EZ Lane Change Assist turn signal indicator	S	S	S	S

¹ Premium unleaded fuel will achieve higher performance than regular unleaded fuel.

		3.8 V6	4.6 V8	5.0 V8	5.0 R-SPEC
COMFORT / CONVENIENCE	Power tilt-and-slide sunroof with one-touch open/close and sliding sunshade	0	S	S	S
	Dual front automatic temperature control with outside temperature display	S	S	S	S
	Auto-defogging windshield with humidity sensor	0	S	S	S
ENTERTAINMENT SYSTEMS	Navigation system with 7-inch touchscreen display and XM NavTraffic® (90 day trial)	0	–	–	–
	Ultimate 8-inch navigation system with Driver Information System, multimedia controller and XM NavTraffic® (90 day trial)	0	S	S	S
	Lexicon® premium surround sound audio with 14 speakers	0	–	–	–
	Lexicon® 7.1 Discrete 528-Watt premium surround sound audio system with 17 speakers	0	S	S	S
	In-dash 6-disc CD changer	0	S	S	S
	In-dash 6-disc DVD changer	0	S	S	S
	Bluetooth® hands-free phone and audio streaming system	S	S	S	S
SAFETY / SECURITY	Electronic Stability Control and Traction Control System	S	S	S	S
	4-wheel Anti-lock Braking System with Electronic Brake-force Distribution and Brake Assist	S	S	S	S
	Advanced driver and front-passenger airbags with Occupant Classification System	S	S	S	S
	Front and rear side-impact airbags, seat-mounted	S	S	S	S
	Front and rear side-curtain airbags, roof-mounted	S	S	S	S
	Electronic active front head restraints	S	S	S	S
	3-point seatbelts with front seatbelt pretensioners, force limiters and adjustable belt anchors	S	S	S	S
	Tire Pressure Monitoring System	S	S	S	S
	Front and rear crumple zones	S	S	S	S
	Anti-theft system with engine immobilizer	S	S	S	S
STYLING / FUNCTIONALITY	Automatic headlights	S	S	S	S
	High Intensity Discharge Xenon auto-leveling headlights	0	S	S	S
	Adaptive Front Lighting System (auto-cornering)	0	S	S	S
	Front fog lights	S	S	S	S
	Solar control glass	S	S	S	S
	Dual folding heated power side mirrors with turn signal indicators	S	S	S	S
	Rain-sensing windshield wipers	0	S	S	S
	Front and rear parking assistance sensors	0	S	S	S
	Rearview backup camera	0	S	S	S
	Lower bodyside chrome trim	–	S	S	S
Chrome-tipped dual exhaust	S	S	S	S	

S = STANDARD 0 = OPTIONAL FEATURE – = NOT AVAILABLE

EXTERIOR COLORS



WHITE SATIN PEARL¹



PLATINUM METALLIC²



TITANIUM GRAY METALLIC^{1,2}



CHAMPAGNE BEIGE METALLIC



CABERNET RED PEARL

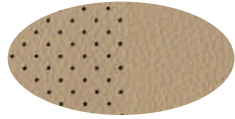


TWILIGHT BLUE PEARL

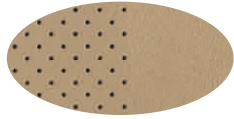


BLACK NOIR PEARL^{1,2}

INTERIOR COLORS AND FABRICS



CASHMERE LEATHER



PREMIUM CASHMERE LEATHER¹



JET BLACK LEATHER



PREMIUM JET BLACK LEATHER^{1,2}



SADDLE LEATHER



PREMIUM SADDLE LEATHER

DIMENSIONS

EXTERIOR

Type	3.8	4.6 / 5.0	5.0 R-SPEC
Wheelbase (in)	115.6	115.6	115.6
Length (in)	196.3	196.3	196.3
Width (in), excluding mirrors	74.4	74.4	74.4
Height (in)	58.1	58.3	58.3
Track (in), front / rear	63.8 / 64.4	63.1 / 63.8	63.1 / 63.8
Coefficient of drag	0.27	0.27	0.27
Curb weight (lbs)	3,971	4,132 / TBD	4,154
GVWR (lbs)	4,906	5,115	5,115

EPA MILEAGE ESTIMATES / FUEL CAPACITY

Fuel economy (city / highway / combined)	19 / 29 / 22	17 / 26 / 20	16 / 25 / 19
Fuel tank capacity (gal)	19.3	20.3	20.3

INTERIOR

Type	3.8	4.6 / 5.0	5.0 R-SPEC
Head room (in), front / rear	40.4 / 37.7	38.1 / 37.7	38.1 / 37.7
Leg room (in), front / rear	44.3 / 38.6	44.3 / 38.6	44.3 / 38.6
Shoulder room (in), front / rear	58.3 / 57.9	58.3 / 57.9	58.3 / 57.9
Hip room (in), front / rear	54.9 / 54.3	54.9 / 54.3	54.9 / 54.3
Passenger volume (cu ft)	109.4	109.4	109.4
Cargo volume (cu ft)	15.9	15.9	15.9
Total interior volume (cu ft)	125.3	125.3	125.3
EPA size classification	Large Car	Large Car	Large Car

WHEELS



17" Alloy Wheel

19" Premium
Machined Finish
Alloy Wheel

18" Hyper Silver
Alloy Wheel

¹Indicates available color for 5.0 model. ²Indicates available color for 5.0 R-Spec model. Fuel economy estimated by EPA for comparison. While the information contained in this brochure was correct at the time of printing, specifications and equipment can change. Feature comparisons based on competitor information available at the 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.





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