

# The PREMIUM EDGE



## EQUUS

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If you have any ideas on new ways to introduce the premium Hyundai vehicles to prospective owners, please email James Stewart, Senior Group Manager, Premium Product Operations, Hyundai Motor America at [jstewart@hmasua.com](mailto:jstewart@hmasua.com)



#### IN THE NEWS:

## Ready For a New Level of Luxury? Discover the Innovative Genesis New York Concept

"The 2016 New York Auto Show featured a series of high-profile debuts... but one car sneaked up on just about everyone: the Genesis New York Concept... the Genesis Concept's real trump card is the way it looks. It's stunning. The exterior design is punctuated by a long hood, coupe-like roof line, and short overhangs to give it a muscular stance," *Business Insider*.

Get out a crystal ball and take a glimpse into the future and you'll see how the New York Concept provides you with hints of future design direction for the Genesis line, while it stirs your emotions with its expressive lines and refined 'Athletic Elegance.'

The New York Concept is the perfect expression of driver-oriented luxury. It's dramatically different from every other vehicle in this segment, offering the unexpected, yet still satisfying the needs of modern luxury buyers.

Matching the dramatic lines, the interior of the New York Concept is equally futuristic. It possesses a high-tech feel and sophisticated ambiance, emphasized by the use of a state-of-the-art information control unit that is built around a distinctively curved display.

The New York Concept presents a unique Human Machine Interface (HMI) that is ideal for the techno-enthusiasts thanks to its 21-inch floating, curved screen that incorporates driver instruments and multimedia functions. The interior is all about providing the driver with sculpted forms that are as functional and they are visually appealing.

The New York Concept also pays homage to the Genesis brand's sporty and agile nature, with a 245-horsepower 2.0-liter GDI 4-cylinder powertrain coupled with an 8-speed automatic transmission, so it delivers a level of performance that's commensurate with its enticing lines.

If you have a chance to see the New York Concept while it's on the auto show circuit, do it—it's unlike any other luxury sedan you've ever seen!



## Vision G Concept Sleek, Stunning and Inspirational

If you were at the 2016 Chicago Auto Show, hopefully you had a chance to experience the Genesis Vision G Coupe Concept. This stunning coupe showcases the evolution of design language that is inspiring the entire Genesis family of premium vehicles—it demonstrates a passion for performance and luxury, while embracing advanced connectivity and control technologies.



“The beauty of Vision G is that it appears dynamic and in constant motion even when standing still,” said Andre Hudson, Design Manager, Hyundai Design North America. “This anticipation of action reflects the confidence we have in the future direction of luxury Genesis vehicles.”

At the heart of Vision G is the award-winning 5.0-liter Tau V8 engine, producing 420 horsepower at 6,000 rpm and 383 lb. ft. of torque at 5,000 rpm. The Tau uses high-pressure direct injection to produce impressive power yet emit low emissions and perform efficiently. Ward’s added the Tau V8 engine family to its prestigious Ten Best Engines list three times.

Peter Schreyer, Hyundai-Kia Design Chief, added that the Vision G Concept reflects “a DNA that balances design and performance with the idea that you don’t need to be over-the-top in terms of glitz and stereotypical luxury cues.”



## 2015 Top Selling Equus and Genesis Dealers

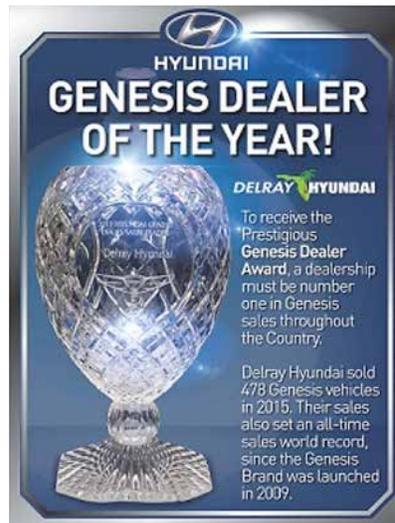
The results are in and Puente Hills Hyundai in Puente Hills, California is once again the #1 Equus Dealer in the Nation for 2015.



Pictured from left: Kimberly Walker, General Manager, Western Region; Sam Lim, Dealer Principal, Puente Hills Hyundai; James Stewart, Senior Group Manager, Genesis Brand Sales.



When it comes to Genesis sales, the #1 Genesis dealer in the Nation for 2015 was Delray Hyundai in Delray Beach, Florida. They were not only #1, they also set an all-time Genesis sales world record!



On the left above is Walter Dawson, Senior Manager, Southern Region Genesis Operations and Jim O’Neill, Dealer Principal, Delray Hyundai.

Here’s a link to the awards event at Delray Hyundai: <https://www.youtube.com/watch?v=rDbsfa6l6hg>

## Genesis Sponsors Cabfest Perfect Blending of Luxury and Lifestyle

Fine wine and luxury sedans—the perfect combination! That’s why Genesis was one of the Gold Sponsors at the annual CabFest Napa Valley, held in association with *Wine Spectator* magazine.



This festival is all about the finer things in life—exquisite food, premium cigars and gorgeous automobiles—all centered around a celebration dedicated exclusively to Cabernet Sauvignon, a rich and complex wine instrumental in the success of the Napa Valley wine industry. Cab enthusiasts thoroughly enjoyed the sophisticated yet authentic atmosphere where wine aficionados could interact directly with the wine producers.



An event of this nature brings together people who appreciate the finer things in life, like Genesis vehicles. The vehicles were lit dramatically so they appeared almost as works of art. CabFest was a roaring success, with participation from the finest wineries, chefs and wine scholars in the Napa Valley, with all of the proceeds from CabFest going to support the arts and arts education at the Lincoln Theater.

Another plus for many of the participants—this was their first exposure to Genesis, and judging from the word of mouth after the event it won’t be their last—as many were quite impressed with the style and amenities of these elegant vehicles.

## Holler Hyundai Sponsors Winter Park Tennis Tournament



Tennis anyone? Holler Hyundai in Winter Park, Florida, sponsored the annual Winter Park Racquet Club’s Member-Guest tournament, which is one of the most sought-after invitation-only tournaments in Florida.

This event brings out the “big guns,” as many of the guests are club pros and have played on the Association of Tennis Professionals (ATP) tour. Between matches, players and guests enjoyed sipping sweet iced tea as well as admiring the Equus and Genesis models that were exhibited courtside.



## Genesis G80 Preview Puts the "Sport" in Sport Sedan

Soon, the G80 sedan will join the all-new G90 premium luxury sedan in the Genesis product line. The G80 reflects the Genesis commitment of being a human-centered brand. This approach anticipates needs and desires by focusing on what matters most to the person in the driver's seat.



- Electroluminescent Gauge Cluster with 4.3-inch TFT LCD screen
- AM/FM/SiriusXM®/CD/MP3/HD Radio™ audio system with 7 speakers
- Available Lexicon® 14-speaker Discrete Logic 7® Surround Sound audio system
- Available 7-inch TFT LCD cluster display
- Available Premium Driver Information System (DIS) navigation with 9.2-inch HD display
- Available ventilated front seats
- Power tilt-and-telescopic steering wheel
- Auto-dimming side mirrors
- Parking guidelines

The G80 is designed to empower with these features:

- Choice of drivetrains:
  - 3.8L V6 GDI engine with an estimated 311-hp
  - 5.0L V8 GDI engine with an estimated 420-hp
- 8-speed automatic transmission with SHIFTRONIC®
- Rear-Wheel Drive or HTRAC All-Wheel Drive
- 18-inch alloy wheels with P245/45R18 tires (3.8)
- 19-inch alloy wheels (5.0)
- Bi-Xenon HID headlights
- Headlight washers
- Integrated Memory System (IMS)
- Leather seating surfaces
- Heated front seats
- Heated rear seats (AWD model only)
- Heated steering wheel (AWD model only)
- Leather-wrapped steering wheel and shift knobs
- Dual automatic temperature control
- Available power tilt and slide panoramic sunroof



- Automatic Emergency Braking (AEB)
- Blind Spot Detection/Rear Cross-traffic Alert/Lane Change Assist
- Lane Departure Warning
- Lane Keep Assist
- High Beam Assist
- Smart Cruise Control with stop/start
- Haptic steering wheel
- Electronic Parking Brake with Automatic Vehicle Hold
- Available heads-up Display
- Available front and rear parking sensors
- Available power trunk lid
- Available dual mode front vent control with CO<sub>2</sub> sensor



The 2017 Genesis G80 Sedan—dynamic performance, world-class technological innovations and the highest levels of refinement, all wrapped around a driver-oriented interior—delivers the perfect balance of power, poise and potential.