

GENESIS

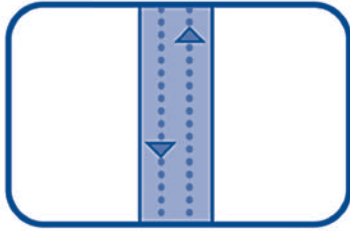
Test Drive Experience Guide

09



SECTION 1—GENESIS DRIVING DEMONSTRATION

Based on the dynamic strengths of Genesis, consider these types of roads and road conditions for your test drive route.



LOCAL HIGHWAY DRIVING

- Passing—acceleration and stability
- Cruising—quiet cabin (roll down a window to contrast with noisy outdoors)



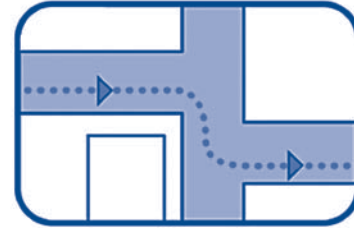
ROUGH ROADS

- Slippery road surfaces, wet, sand, or snow—show ESC and Traction Control helping to maintain control and traction
- Potholes and railroad tracks—handling, quiet, comfort, and lack of vibration



HIGHWAY ON-RAMP

- Merging from an on-ramp—acceleration and a feeling of confidence
- Off-ramp—braking confidence, cornering stability



STOP-AND-GO CITY TRAFFIC

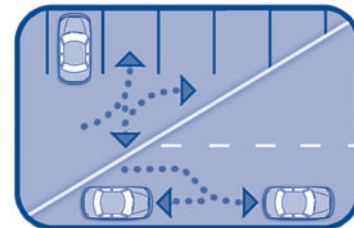
Around-Town Driving

- Tight, low-speed corner merge into traffic—acceleration, stability, and handling
- Lane change—handling ease, confidence, acceleration
- Rapid stops—Genesis stable stopping power is a competitive strength



HIGHWAY LANE CHANGE

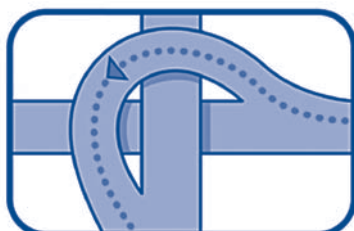
- Lane-change—ease of handling, stable body



PARKING

Parking Maneuvers

- At idle—super-quiet (point out that it's hard to tell that the engine is running)
- Parking (using Parking Assist and Backup Camera, if equipped)
- Parking lot maneuvers—show ease of handling, visibility



CORNERING AT HIGHWAY SPEEDS

- Higher-speed-cornering—ease of handling, stable body, passenger comfort

SECTION 2—CUSTOMER TEST DRIVE TIPS

Preparing for a Test Drive

- Pre-plan several routes that include roads and speeds suited to showing Genesis comfort and performance.
 - Match your customer's daily driving habits.
- Check the Genesis for cleanliness and fuel level before your test drive (no surprises).
- Preset radio stations so there are no surprises.
- Input the dealership address in the navigation system (if equipped) as a Favorite for your return trip.

Help Customer Prepare and Experience the Genesis

- Demonstrate the proximity key and highlight its ease of use and convenience.
 - Unlock and lock all doors using the door handle button.
- Salesperson always drives first, showing how smoothly the Genesis drives (you know the car best).
- Preview the test drive route.
- Preview your driving demonstrations so your customer knows what to expect.
 - Acceleration
 - Hard braking
 - Cornering
 - Lane changes
- Choose a safe driver switch point, with ample room.
- Position seat all the way back, steering wheel tilted up, stop engine.

- In accessory mode have the customer...
 - Set the seat position.
 - Set the mirrors.
 - Set the steering wheel tilt and power telescopic, (if equipped).
 - Save these settings using the Memory feature (if equipped).
 - Start engine
- WAIT to demo Navigation (if equipped) until later in the drive.
- Preview the driving route for the driver and mention it's based on his or her typical driving environment (avoid surprises).
- Guide the customer through the route; keep comments to a minimum (however, point out key dynamic strengths when they're shown).
- Let the customer experience the vehicle.
 - If the vehicle is equipped with Navigation, choose another safe stopping point.
 - Help the customer input the dealership address.
- Return to the dealership using the prompts from the Navigation system.
- Follow your dealership's policy on where to place the car upon return.

SECTION 3—WHAT MAKES GENESIS DRIVE SO WELL?



Body Structure

- All-new rear-wheel-drive architecture
- First application in a Hyundai model
- High-tensile steel in critical areas
- Excellent torsional rigidity
- Near-ideal 53/47 weight distribution

Speed-Sensitive Power Steering

- Hydraulic on V6
- Electro-hydraulic on V8

Five-Link Suspension (front and rear)

- Very sophisticated and refined design
- Among the best at any price level
- Premium ride quality with superb handling
- Front 5-link suspension...
 - Reduces unwanted kickback through steering wheel
 - Improves responsiveness and handling
- Rear 5-link suspension...
 - Is more precise
 - Maintains contact with the road
 - Improves comfort
- Near 50/50 weight distribution improves handling
- Gas-filled shocks, front and rear



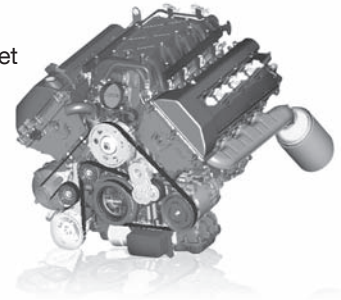
SECTION 3—WHAT MAKES GENESIS DRIVE SO WELL? (CONTINUED)

Engine Choices

- Strong Lambda V6 performance
 - 3.8-liter DOHC 24 valve
 - 290 horsepower
 - 264 lb.-ft. torque
 - Continuously Variable Valve Timing (CVVT)
 - Variable Intake System (VIS)
 - Regular fuel



- World-class Tau V8
 - First ever for U.S. market
 - All-new design
 - 375 horsepower (premium fuel)
 - 368 horsepower (regular fuel)



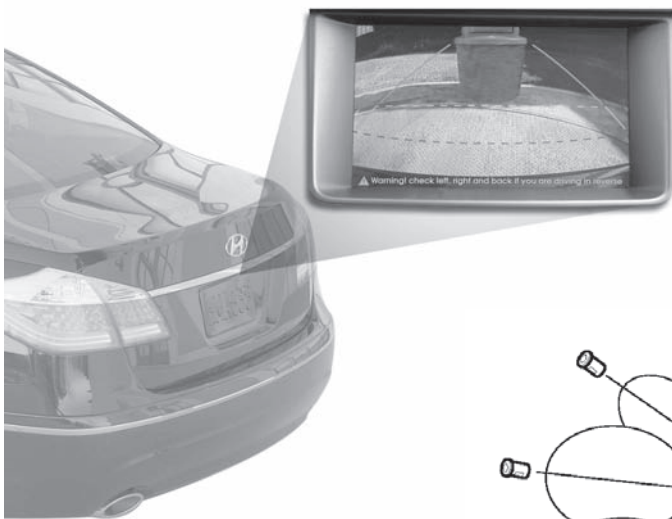
Six-Speed Automatic Transmission

- SHIFTRONIC® manual shift mode standard with both engines
- V6 uses Aisin automatic transmission with SHIFTRONIC® and broad shift points—2 overdrives
- V8 uses ZF automatic transmission with SHIFTRONIC® to handle increased power output—2 overdrives



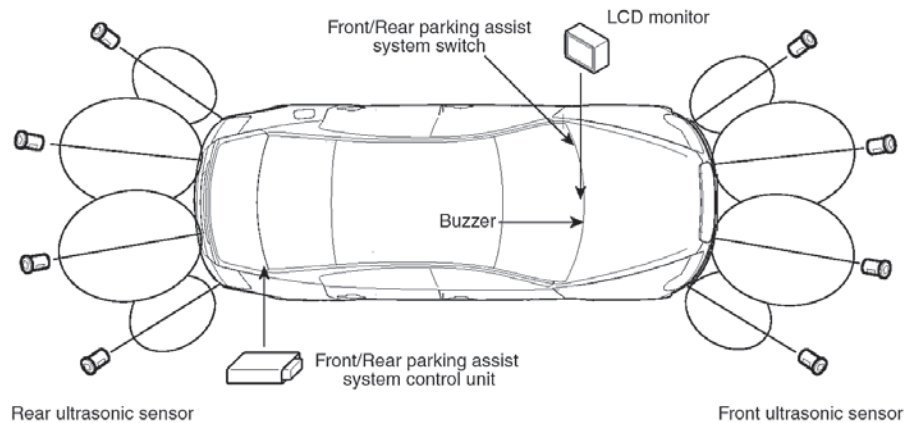
Refinement

- Aerodynamic underbody reduces drag and wind noise



Parking Assistance

- Eight ultrasonic sensors in front and rear bumpers
- Backup camera integrated into driver information system
- Part of optional Technology Package



Sunshade

- Retracts in reverse