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## HYUNDAI UNVEILS GENUS NEW GENERATION WAGON AT '06 GENEVA MOTOR SHOW



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- *Coupe-wagon crossover*
- *Lifestyle approach to modern vehicle construction*

**SEOUL, Korea, Feb. 28, 2006** - With the Genus concept vehicle which makes its international debut today at the 2006 Geneva Motor Show, Hyundai Motor Co. is taking a preview on future European customer demand in the D-segment. Created at the Hyundai European Design Center in Rüsselsheim near Frankfurt, Genus combines the sporting dynamism of a coupe with the versatility of a traditional wagon.

"The dynamic five-door concept blends roominess and comfort with elegance and practicality. The Genus challenges the traditional compromise of vehicle choice faced by demanding modern lifestyles. It offers space and comfort, similar to a traditional wagon, but has an elegant, dynamic exterior. The Genus thus provides the answer to emotional desires and practical necessity," explains Thomas Bürkle, Chief Designer at Hyundai's European Design Center.

### Capability

The Rüsselsheim design team developed the Genus as a D-segment vehicle with a broad appeal to many target groups. Thus, with its multi-use concept the Genus can be used for work, extensive shopping tours, family holidays as well as for numerous free time activities.

A long wheelbase, reduced front and rear overhangs and a wide stance enable increased interior comfort and loading capacity without compromising the fundamental proportions inherent to a coupe. For maximum versatility, the floor features an integral hatch which can be lifted to reveal a retractable bench seat. The bench extends out to rest over the trunk sill and together with a sliding deck that is concealed in the bumper, it forms a multi-use outside seating area. The sliding deck can also be used separately for transportation of bicycles and other sports equipment.

Due to an inset B-pillar, the side windows form a continuous line. They are fully retractable and together with a large panoramic glass roof enable multi-sensorial experiences normally associated with coupes and cabriolets.

The medium-size wagon is powered by a 2.2 liter Common-Rail Diesel engine (CRDi) and equipped with a 5-gear automatic transmission for a dynamic, yet comfortable and economic ride. The 4WD underlines the sporty character of the Genus.

### Exterior Design

The formal language of the purist concept has been defined by the free-flowing form of a wave. Expressive Front and rear blend in a harmonious fusion through a constantly evolving extruded body, painted in metallic champagne.

The face is defined by a hexagonal mouth taking up the whole front like the air intake of a fighter plane, where all surfaces start around it and develop into the body side. The jewel-like swept-back headlamps are similar to birds' eyes that sit on the flanked side of the truncated triangular shaped front end.

Strongly looking A-pillars are firmly routed in the sculpted bonnet producing a flight of an arrow section, which shoots towards the front grill.

The flowing silhouette of the car has a sleek cab forward configuration with a tapering roofline dropping dramatically away at the rear. Uninterrupted negative shoulders connect the slanted narrow greenhouse onto the tall body, giving it almost coupe-like attributes.

The interplay of the shoulder line between the front and rear lamp reminds of a silk cloth draped over the string of a bow which is fixed under tension at both ends. The panoramic side glass is chopped by the clamshell tailgate. The shut lines of the tailgate orbit around the rear glass producing a ring structure, which doubles as the D-pillar. This element, which intersects the rounded tail, is held in place by the tear drop shaped rear lamps.

### **Interior Design**

The interior's visual forms mimic the continuous flowing nature of sand dunes. Vast surfaces seemingly sculpted by gently flowing wind, generate tension and dynamism whilst retaining a sensitive fluidity. The focal point of the interior is the elegantly contoured instrument panel combined with the floating frame of the foldable centre stack that conceals the blue illuminated menu-screen.

Vast swathes of natural aubergine leather and contemporary silk-like reflective textile drape over the primary surfaces, which contrast with light beige leather inserts. The free flowing sculpted form is complimented by intricate anodised metallic details such as the longitude air vents or instrument surround.

The Genus' interior represents the concept of a versatile living space, a cocooning environment with a high beltline in which to feel safe and protected. In being surrounded by the rhythm of curved flowing volumes creating a sensory spirit, passengers will experience a relaxing environment. The cossetting wave inspired form of the seats provides an exciting invitation for occupants. Seeking to encapsulate passengers, an integrated supporting shell flows in a serene wavelike form, which is repeated in a perforated graphic on the seat upholstery. The shell embraces the seats and forms a visual alliance from the centre console to the integrated armrest.

The wrap-around roll-bar with an integrated almond-shaped roof light separates the front from the rear passengers' compartment. The individual rear seats slide forward and build a visual unit with the sliding two-layer trunk floor, providing a flexible wrap-around cargo space.