



Hyundai Motor America
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NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI ANNOUNCES 2012 EQUUS PRICING

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Overview

Hyundai's flagship Equus successfully competes with the best sedans in the world, while adding a new level of customer experience to luxury car ownership. Since its introduction, Equus has outpaced its sales and market share expectations. Enhancements to the 2012 model build upon this momentum. Most notably, the 2012 Equus will now feature Hyundai's most powerful engine ever, the new direct injection 5.0-liter Tau V8 engine. The new engine produces 429 horsepower and is mated to a new in-house eight-speed transmission providing Equus drivers more power and refinement.

NEW EQUIPMENT HIGHLIGHTS FOR 2012MY

- 5.0 GDI (Gasoline Direct Injection) DOHC V8 engine producing 429 HP
- 8-speed automatic transmission with SHIFTRONIC®
- Satin chrome finish on side window daylight opening

Standard Features

The Equus Signature is priced at \$58,750, excluding \$900 freight, and includes the following standard features:

- 5.0L GDI (Gasoline Direct Injection) V8 engine producing 429 HP
- 8-speed automatic transmission with SHIFTRONIC®
- Electro-Hydraulic Power Steering (EHPS)
- Electronically Controlled Air Suspension with Continuous Damping Control (CDC)
- 19-inch chrome alloy wheels with P245/45R19 (Front)/P275/40R19(Rear) tires
- 4-Wheel disc brakes with Anti-lock Braking System (ABS) and Electronic Brake Distribution (EBD)
- Electronic Stability Control (ESC) with Traction Control System (TCS) and Brake Assist
- Vehicle Stability Management (VSM) system with pre-collision warning
- Advanced dual front airbags, front and rear seat-mounted side-impact airbags, driver knee airbag, and roof-mounted side-curtain airbags
- Electronic active front head restraints with power controls
- Electronic seatbelt pretensioners
- Tire Pressure Monitoring System (TPMS)
- Lane-Departure Warning System (LDWS)
- Smart Cruise Control
- High Intensity Discharge (HID) headlights with LED turn signal indicators
- Adaptive Front Lighting System (AFLS) with auto-leveling
- Fog lights and Automatic headlamps
- Front and rear parking assistance system with rearview camera
- Dual power-folding heated auto-dimming side mirrors with turn signal indicators and approach lamps
- Dual asymmetrical exhaust tips integrated with rear bumper
- Proximity key entry with push-button start
- Illuminated scuff plates, inside door handles & door armrest
- Premium leather seating surfaces and Alcantara® suede headliner
- 12-way power driver seat with lumbar and 10-way power front passenger seat
- Driver seat massage system
- Heated and cooled front seats
- Heated, wood-trimmed & leather-wrapped steering wheel

- Power tilt-and-telescopic steering wheel
- Integrated Memory System (IMS) for driver-side seat, mirror and steering wheel
- Leather-wrapped dash and genuine wood interior trim
- Electroluminescent cluster (Supervision) with 3.5" TFT LCD screen
- Electronic Parking Brake with Automatic Vehicle Hold
- Power windows with auto-down/up
- Navigation system with Driver Information System (DIS) and multimedia controller
- Lexicon® 7.1 Discrete surround-sound audio system with 17 speakers
- iPod/USB and MP3 auxiliary input jacks and iPod connection cable
- Bluetooth® hands-free phone system
- Dual-zone Automatic Temperature Control with Air Quality System
- Windshield-wiper deicer, rain-sensing wipers and auto-defogging windshield with humidity sensor
- Electrochromic auto-dimming inside rearview mirror with HomeLink® and compass
- Acoustic laminated windshield, front and rear side windows
- Power tilt-and-slide glass sunroof
- 60/40 power reclining and heated rear seats
- Power rear sunshade
- Premium-grade floor mats, premium-grade trunk cargo mat, luggage net, and first-aid kit

The Equus Ultimate is priced at \$65,750, excluding \$900 freight, and includes the following standard features (in addition to or in place of Equus Signature equipment):

- 50/50 split rear seats with reclining function
- First-class Seat: leg support and massage system
- Cooled rear seats
- Rear seat entertainment system with 8-inch monitor
- Thermoelectric rear console refrigerator
- Power rear side-window sunshades
- Rear seat power up/down head restraints with manual tilt
- Rear seat illuminated vanity mirrors
- Forward-view cornering camera
- Power trunk lid

Model Pricing

Model	Engine	Transmission	MSRP
Equus Signature	5.0L V8	8-Speed A/T w/SHIFTRONIC®	\$58,750
Equus Ultimate	5.0L V8	8-Speed A/T w/SHIFTRONIC®	\$65,750

Freight charges for the 2012MY Equus are \$900.

Hyundai Motor America reserves the right to change prices and features at anytime.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Costa Mesa, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the [Hyundai Assurance](#) program, which includes the 5-year/60,000-mile fully transferable new vehicle warranty, Hyundai's 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance.

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