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COSWORTH DEVELOPS ULTIMATE PERFORMANCE HYUNDAI GENESIS COUPE CONCEPT FOR 2012 SEMA SHOW



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World-class Racing Tuner Cosworth Takes Hyundai's Rear-drive Platform To its full Potential and Beyond

COSTA MESA, Calif., Oct. 1, 2012 – Hyundai chose the world-renowned engineering design and manufacturer, Cosworth, as a development partner to create the ultimate Genesis Coupe known as the Cosworth Genesis Racing Series (CGRS). The eye-grabbing blue Cosworth CGRS concept will be showcased with the Hyundai brand at the upcoming 2012 SEMA show.



This special Cosworth-tuned model takes the new Genesis Coupe 3.8-liter, direct-injected engine to racecar levels, with an impressive 389 horsepower at 6400 rpm, and tire-shredding torque of 325 lb.-ft. at 5100 rpm, all with daily-driving civility. From the exterior, the Cosworth design theme radiates a retina-bending satin-gloss blue finish, aero front splitter, gunmetal-finish lightweight racing wheels, integrated rear spoiler, and blackout rear diffuser. While unmistakably race-oriented, the Cosworth concept retains the original Genesis Coupe design language, focusing most on astounding performance gains and real-world performance potential.



“The rear-drive Genesis Coupe is simply a great platform from which to build our ultimate Cosworth Genesis Racing Series street model,” said Nicole Armbrustmacher, director of marketing, Cosworth Americas. “The Cosworth Genesis Racing Series Coupe truly demonstrates the purpose-built performance potential of the affordable Genesis Coupe line. We’re proud to partner with Hyundai for this ultimate racing series model.”

While the exterior is purposeful and subdued, the Cosworth Genesis Coupe goes far beyond exterior cosmetics, with maximized under-hood performance modifications, a race-like interior environment, tires, brakes and suspension. The comprehensive list of Cosworth performance enhancements include:

Engine

- Improved thermal management
- Optimization of induction and exhaust systems
- Enhanced engine control parameters
- Cosworth Intake and High-flow Exhaust

Interior

- Cosworth CGRS Steering Wheel
- Cosworth CGRS Shift knob
- Cosworth CGRS Pedals
- Cosworth CGRS Shift Boot
- Cosworth Two-Tone Sport Seats
- Cosworth Two-Tone Interior Treatment

Exterior

- Cosworth CGRS Satin/Gloss Blue
- Cosworth CGRS Full front replacement bumper w/ integrated Carbon Fiber Brake Ducts
- Cosworth CGRS Carbon fiber front splitter
- Cosworth CGRS Carbon fiber side skirt lip

- Cosworth CGRS Carbon fiber Diffuser
- Cosworth CGRS Integrated Trunk Spoiler
- Cosworth CGRS Edition Wheels
- Cosworth CGRS logo and hood graphics

Brakes

- Cosworth Big-Brake System

Suspension

- Cosworth Performance Suspension

COSWORTH GROUP

Cosworth Group was founded in 1958. With headquarters in Northampton, UK, the company has a globally recognized brand and employs 400 staff across Europe, the USA and India. The group provides high performance technologies to a diverse range of industries including aerospace, defence, automotive and sport. Cosworth leverages its unique combination of advanced technologies, engineering expertise, manufacturing and test capabilities to deliver high performance products and services to a global blue-chip customer base. Cosworth Group can be found at www.cosworth.com.

HYUNDAI MOTOR AMERICA

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