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FUELCULTURE PUSHES THE DESIGN AND PERFORMANCE ENVELOPE FOR THE HYUNDAI GENESIS COUPE



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COSTA MESA, Calif., Oct. 30, 2012 – Hyundai and FuelCulture have teamed up to create a distinctive Genesis Coupe concept for the 2012 SEMA show that shows the personal customization that can be achieved by an individual enthusiast, with a limited budget, resulting in a total vehicle concept as unique as its driver. The FuelCulture Genesis Coupe showcases the wide range of tuner equipment available for Genesis Coupe, and will be on display in the Hyundai SEMA booth.



"We think Genesis Coupe is the perfect platform for us to build the ultimate customized ride. The 2.0-liter turbo engine is virtually bulletproof and is perfectly suited to tuning and performance upgrades," said Joey Redmond, founder, FuelCulture.com. "Much of the tuner community has a real affinity toward forced induction, and that's why we chose the production turbo engine over the normally-aspirated V6. On the exterior, this is one of the first wide-body kits for the Genesis Coupe, and the finished product looks phenomenal. The interior compliments the exterior perfectly, with richly-textured suede instrument panels, Alcantara® seats and polished pedals."



From engine and suspension upgrades, to everything in between, the partnership between Hyundai and FuelCulture exhibits how easily car customization can be achieved. The tuned Genesis Coupe, in a brilliant Apple Red exterior finish, is set to achieve 315 horsepower and 242 lb.-ft. of torque. The comprehensive list of FuelCulture enhancements include:

Exterior

- Infinite Auto Design Custom Widebody Rear Kit (50mm)
- Infinite Auto Design Custom Sideskirts
- Infinite Auto Design Custom Front Bumper
- VIS Racing K2 Carbon Fiber Trunk
- VIS Racing Proline Rear Lip
- Dupont Hot Hues Candy Apple Red Paint

Suspension

- BC Racing Coilovers
- Energy Suspension Bushings
- Whiteline Front Sway Bar
- Whiteline Rear Sway Bar

Wheels/Tires

- Chasebays Brake Lines
- Continental Extreme Contact DW 225/35/19 Front Tires
- Continental Extreme Contact DW 265/30/19 Rear Tires
- Password JDM Lugnuts
- Rotiform IND 19x9 Front Wheels
- Rotiform IND 19x11 Rear Wheels
- Baer Disc Brake Rotors

Engine

- ARK DT-S Exhaust System
- Boost Controller
- Chase Bays Engine Grounds
- Chase Bays Electronic Boost Solenoid
- Chase Bays Brake Booster Eliminator
- Chase Bays Brake Line Relocation
- Chase Bays Clutch Line
- Chase Bays AN Fuel Line Kit
- Chase Bays Power Steering Kit
- ECU Flash
- Injen Cold Air Intake
- Password JDM Oil Cap
- SPEC Stage 2 Clutch

Interior

- Infinite auto Custom Diamond Stitched Door Panels
- Infinite Auto Custom Diamond Stitched Front/Rear Seats
- Rockford Fosgate P165-S Speakers (2)
- Rockford Fosgate P165 Speakers (2)
- Rockford Fosgate PBR300x4 Amp
- Rockford Fosgate PBR300x1 Amp
- Rockford Fosgate P2D2-12 Subwoofer
- Rockford Fosgate RFK4D Amp Install Kit

HYUNDAI MOTOR AMERICA

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