



Hyundai Motor America
10550 Talbert Ave, Fountain Valley, CA 92708
MEDIA WEBSITE: HyundaiNews.com
CORPORATE WEBSITE: HyundaiUSA.com

NEWS BUREAU

FOR IMMEDIATE RELEASE

HYUNDAI'S HCD-14 GENESIS CONCEPT TO BE SHOWCASED ON PRESTIGIOUS CONCEPT LAWN AT 2013 PEBBLE BEACH CONCOURS D' ELEGANCE



Jim Trainor
Director
(714) 594-1629
jtrainor@hmausa.com



Derek Joyce
Product Public Relations Manager
(714) 594-1728
djoyce@hmausa.com

ID: 38792



Futuristic HCD-14 Concept Vehicle Reveals Hyundai's Advanced Design and Technological Leadership for Performance Sedans
Eye-tracking Technology and Interactive 3-D Gesture Recognition Hint at Innovative Future Technologies for Premium Vehicles

PEBBLE BEACH, Calif., August 12, 2013 – Hyundai's innovative and tech-laden HCD-14 Genesis Concept, which received international acclaim at the 2013 Detroit Auto Show, will again be center stage on the prestigious Concept Lawn at the 2013 Pebble Beach Concours d'Elegance. The HCD-14 Genesis Concept joins a handful of other futuristic concepts from the world's leading manufacturers, including Aston Martin, Bentley, Lamborghini, Mercedes-Benz and BMW.



CONCEPT LAWN

The Pebble Beach Concept Lawn provides a highly differentiated staging venue within the Concours d'Elegance judging activities for the weekend. Concours attendees view the special vehicle concepts upon entry and departure from the grounds, giving them ample opportunity to consider future automobile development in the context of its gloried past. In recent years, the concept lawn has taken on special significance as a focal point for some of the most convention-shattering designs and advanced technologies under development.

Concours attendees frequently have the opportunity to interact directly with lead concept designers on the lawn for a vision of the future automobile's unlimited potential. Every manufacturer's concept submission is subject to rigorous Concours criteria for its overall design propriety and technological significance. The Concept Lawn configuration limits the total number of concepts to about 20 vehicles, making this a coveted privilege for automotive manufacturers. 2013 also marks the fifth year of Hyundai's presence at Pebble Beach, frequently showcasing its premium models. This year, Hyundai will host its Genesis and Equus premium sedans on Peter Hay Hill from August 14-18.

"We're both humbled and excited to represent the HCD-14 Genesis concept as a glimpse into Hyundai's vision for the future," said Chris Chapman, chief designer for Hyundai Design North America in southern California. "The HCD-14 speaks powerfully in terms of both premium design trends and advanced driving technologies, making it a perfect fit for the Concept Lawn venue. We're looking forward to hearing opinions from some of the world's leading automotive enthusiasts on this ground-breaking concept from Hyundai."

EVOLUTION OF FLUIDIC SCULPTURE

HCD-14 Genesis conveys an evolution of fluidic sculpture design language with more precision than previous iterations. Detailed craftsmanship quality is conveyed via gemstone-like design surfaces. From the side view silhouette, classic rear-drive sport sedan proportions are conveyed by an extended dash-to-axle length, short overhangs, large-diameter wheels, sharply-tapered greenhouse, and short rear deck. Large wheels were developed from a mix of premium lightweight alloys with carbon fiber

surrounding the voided areas of the wheel design.

REAR-HINGED REAR DOOR CABIN ACCESS

Opening the rear door reveals a rear-hinged configuration, with a single, oversized, brushed-aluminum hinge articulating diagonally from the rear door outline. With both doors open, HCD-14 Genesis has an inviting and commodious cabin ambience. Inside the cabin, a double-cresting-wave center console design carries from the instrument panel through to the rear seats. This design-wave theme further influences the interior door handles and rear headrest hoods. Gauges and driver data are provided via an eclectic fusion of both analog and digital sources, with aviation-derived design cues. The driver-focused cockpit offers an asymmetrical center stack, with critical driving functions separated from passenger comfort functions.



ACTIVE DRIVER SAFETY TECHNOLOGY

While the HCD-14 Genesis exterior design makes a statement all its own, the driver's environment is where its technological innovation breaks new ground. Ergonomics engineers eliminated the traditional center stack, developing an intuitive driver interface system that allows the HCD-14 driver to better keep his eyes on the road. Freed from traditional design restrictions, designers created a controls layout devoid of intimidating clusters of buttons and knobs. Using state-of-the-art driver eye-tracking and 3-D hand-gesture recognition, HCD-14 Genesis is able to recognize driver commands free from the distractions associated with manual controls. Once a specific feature is selected via eye-tracking, thumb controls or gesture recognition can be used to select navigation, infotainment, audio, HVAC, and even smartphone connectivity functions. This intuitive interface provides the driver with complete control while keeping his eyes safely above the cowl plane, using a windshield heads-up display (HUD) for minimal driving distraction. This proprietary interface represents Hyundai's vision for future vehicle HMI and sets a new benchmark in active driver safety technology.

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 820 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 limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Assurance includes Assurance Connected Care that provides owners of Hyundai models equipped with the Hyundai Blue Link telematics system with proactive safety and car care services complimentary for three years. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

Please visit our media website at www.hyundainews.com and our blog at www.hyundailikesunday.com

Hyundai Motor America on [Twitter](#) | [YouTube](#) | [Facebook](#)