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NEWS BUREAU

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## ALL-NEW 2015 HYUNDAI GENESIS DELIVERS GENEROUS PREMIUM CONTENT FOR AN OUTSTANDING VALUE POSITION



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### Well-equipped Starting Price under \$40,000 includes Impressive Safety and Technology Features

**SCOTTSDALE, Ariz., April 1, 2014** – During a gathering of top automotive and business media at the national drive event for the [2015 Genesis](#), Hyundai announced a compelling pricing package for the all-new premium sedan. Hitting showroom floors later this month, Genesis starts at \$38,000 for the well-equipped 3.8L V6 and \$51,500 for the 5.0L V8 model. The combination of bold design, superb driving dynamics, unmatched standard technology and attractive pricing positions Genesis as the premium sedan to beat.

“The all-new Genesis rivals the best premium sedans in the world, at a price point many thousands of dollars less,” said Dave Zuchowski, president and CEO, Hyundai Motor America. “Our 2015 Genesis represents a bold step forward for Hyundai and reinforces the successful strategy of marketing our premium models under the Hyundai brand umbrella, rather than a costly

separate luxury brand sales channel. As a result, we're able to pass the benefits of this strategy directly to our valued customers."

## 2015 GENESIS PRICE STRUCTURE

Model	Engine	Transmission	MSRP
3.8L RWD	3.8L V6	8-Speed A/T w/ SHIFTRONIC®	\$38,000
3.8L AWD	3.8L V6	8-Speed A/T w/ SHIFTRONIC®	\$40,500
5.0L RWD	5.0L V8	8-Speed A/T w/ SHIFTRONIC®	\$51,500

Freight charges for the 2015MY Genesis are \$950 and not included in the prices above.

Compared to the 2014 model, the 2015 Genesis delivers significantly more standard content. This includes an all-new interior and exterior design, 8-inch navigation with rearview camera, paddle shifters, hill hold control, power folding outside mirrors, driver knee airbag, power height adjustable passenger seat, power lumbar passenger seat, HD radio, 4.3-inch TFT LCD cluster display, Hyundai's Blue Link® telematics system, SiriusXM® Travel Link®, a telescoping steering wheel, rear 1-touch up power windows and rain sensing wipers.

## PACKAGING

### Genesis 3.8L RWD

Genesis 3.8L RWD has a MSRP of \$38,000, excluding \$950 freight, and includes the following standard features:

- 18-inch Alloy wheels with P245/45R18 All-Season tires
- Vehicle Stability Management (VSM)
- Electronic Stability Control (ESC) with Traction Control System (TCS) and Anti-lock Braking System (ABS)
- Nine airbags: Advanced dual front airbags with Occupant Classification System (OCS), front and rear seat-mounted side-impact airbags, roof-mounted side-curtain airbags, driver knee airbag
- Front and rear outboard seat belt pretensioners
- Anti-whiplash front head restraints
- Automatic headlights w/ LED headlight accents
- Daytime running lights
- 4.3-inch TFT LCD cluster display
- Power folding outside mirrors with Genesis logo puddle lamps
- Hands-free Smart Trunk opener
- Heated dual power outside mirrors with turn signal indicators
- 12-way power heated leather front seats (with power lumbar)
- Leather seating surfaces
- Power windows with front & rear auto-down/up with pinch protection
- Electroluminescent gauge cluster
- Proximity key with push-button start
- Intelligent drive mode select
- Leather-wrapped steering wheel with tilt and telescopic adjustment
- Steering-wheel-mounted cruise control and audio controls
- Dual automatic temperature control
- Auto-dimming inside rearview mirror with compass & HomeLink®
- Touchscreen Navigation System w/8-inch Display
- Rearview camera
- AM/FM/SiriusXM®/CD/MP3/HD Radio® audio system with 7 speakers
- Bluetooth® hands-free phone system and audio streaming
- Rain-sensing wipers w/ auto defogger windshield
- TPMS with individual tire pressure indicator
- Hyundai Blue Link® Infotainment System with Google™ (90-day trial)

- SiriusXM Travel Link® (includes SiriusXM Traffic, stock, sports, weather, gas prices, movie info - 3-year complimentary)

### **Genesis 3.8L AWD**

Genesis 3.8L AWD has a MSRP of \$40,500, excluding \$950 freight, and includes all of the 3.8 RWD equipment plus the following features:

- HTRAC AWD system
- Heated rear seats
- Heated steering wheel
- Headlamp washer

### **Option Packages Available 3.8L RWD and AWD**

3.8L Signature Package – \$4,000 Option Package MSRP

- Power tilt-and-slide panoramic sunroof
- Integrated memory system (IMS)
- Power tilt-and-telescopic steering wheel
- Auto-dimming outside mirrors
- Blind spot detection with rear cross-traffic alert
- Lexicon® 14-speaker Discrete Logic 7 Surround Audio
- HID headlights
- Parking guidelines
- Power rear sunshade and manual rear side shades
- Ventilated front seats

### **3.8L Technology Package – \$3,500 Option Package MSRP**

(Requires Signature Package)

- Ultra-premium leather seats
- Power driver seat cushion extender and side bolster
- Lane departure warning system
- Lane keep assist
- Smart cruise control (full stop / start capability)
- Haptic steering wheel
- Automatic Emergency Braking (AEB)
- Electronic parking brake w/ automatic vehicle hold
- Pre-safety seatbelt
- High beam assist
- Front & rear parking assistance system
- 7-inch TFT LCD cluster display

### **3.8L Ultimate Package – \$3,500 Option Package MSRP**

(Requires Technology Package)

- Genuine matte finish wood trim & aluminum trim
- Full color head-up display
- Premium DIS Navigation w/9.2-inch HD Display
- Lexicon® 17-speaker Discrete Logic 7 Surround Audio
- Power trunk lid
- Dual-mode climate control with CO<sub>2</sub> sensor

### **Genesis 5.0L RWD**

Genesis 5.0L RWD has a MSRP of \$51,500, excluding \$950 freight, and includes all of the Genesis 3.8L Technology Package

equipment plus the following features:

- 5.0L GDI DOHC V8
- 19-inch Alloy wheels with P245/40R19 (Fr), P275/35R19 (Rr) All-Season tires
- LED fog lamps
- Quad exhaust tips
- Illuminated door sill plates
- Genuine matte finish wood trim & aluminum trim

#### **5.0L Ultimate Package – \$3,250 Option Package MSRP**

- Continuous damping control suspension
- Full color head-up display
- Premium DIS Navigation w/9.2-inch HD Display
- Lexicon® 17-speaker Discrete Logic 7 Surround Audio
- Power trunk lid
- Dual-mode climate control with CO<sub>2</sub> sensor

#### **HYUNDAI MOTOR AMERICA**

Hyundai Motor America, headquartered in Fountain Valley, 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](http://www.HyundaiAssurance.com)

Please visit our media website at [www.hyundainews.com](http://www.hyundainews.com) and our blog at [www.hyundailikesunday.com](http://www.hyundailikesunday.com)

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