2010 HYUNDAI_GENESIS COUPE



THE NEW GENESIS COUPE. LET THE GAMES BEGIN.

Every new sports car receives a similar greeting: a welcome committee of the established players, comfortable with their role in the game, dismiss you as an upstart, a wannabe, a poser. It happened to the Z and the NSX, and even back in the day, to Porsche. And it'll happen, we figure, to the new Hyundai Genesis Coupe. But here's the thing about performance cars-they're all measured by the same yardstick: by the stopwatch and the skid pad, by power-to-weight ratios and gear ratios and coefficients of drag. And if that's the criteria enthusiasts use to judge our new Genesis Coupe, we like our chances. A lot.





AN APEX NEVER LIES

We designed the new Genesis Coupe around a front-engine, rear-drive architecture to help it achieve the dynamics of acceleration and handling expected of a no-excuses sports car. Its all-aluminum engine-pick one: 306-hp 3.8L V6 or 210-hp 2.0L Turbo-is mounted longitudinally with its weight centered behind the front axle. The result is a combination of straight-line punch, top-end speed and handling precision that establishes the Genesis Coupe not merely as a student of the game, but as a sports coupe capable of changing the very nature of the game.

TWO CARS. A ONE-TRACK MIND

Meet Genesis Coupe 2.0T and Genesis Coupe 3.8. Two new sports coupes that take alternate routes to the same destination: driving nirvana. Both exhibit the laser-like feedback that's essential to the fun of driving a sports car. And to heighten that experience, both the 2.0T and 3.8 are offered in "Track" versions with standard equipment that includes a track-tuned suspension, Brembo^o braking system,¹ Torsen^o limited-slip differential,² rear spoiler and 19-inch gunmetal-finish alloy wheels with specially tuned summer-compound tires.³

¹Brembo is a registered trademark of Brembo SpA. ²Torsen is a registered trademark of Gleason Works, the Corporation, New York. ³Summer-compound tires are not suitable for driving in snow or icy conditions.



2010 GENESIS COUPE_DYNAMIC PERFORMANCE



REAR-WHEEL DRIVE

The front-engine, rear-drive architecture of the Genesis Coupe allowed our engineers to minimize front overhang and position the engine mass behind the front axle. As a result, the car's weight is better balanced, for a neutral handling character and responsive steering feel.



BREMBO® BRAKING SYSTEM

You'll find the name Brembo stamped on the brake calipers of the world's fastest performance cars. Our engineers specified the Italian brake specialist's massive ventilated discs and 4-piston fixed calipers as standard equipment on both new Genesis Coupe Track models.





TORSEN® LIMITED-SLIP DIFFERENTIAL Standard on the 2.0T Track and 3.8 Track models, the Torsen limited-slip differential gets its name from the unit's TORque-SENsing ability. It distributes engine torque evenly between the rear wheels for enhanced acceleration and cornering dynamics.

TRACK-TUNED SUSPENSION

The 2.0T Track and 3.8 Track models feature suspension tuned to reveal the extreme performance potential of the Genesis Coupe. Our engineers calibrated the suspension specifically to be track-capable, with firmer shock settings and spring rates, and fatter front and rear stabilizer bars. Of course, this enhanced performance is great fun on the street, too.

5-LINK INDEPENDENT REAR SUSPENSION

Point your Genesis Coupe into a corner, squeezing the gas pedal for powerful acceleration. That unwavering sense of control you're feeling is a direct result of the rear suspension's five individual links working in concert to minimize toe and camber changes and ensure precise articulation of each rear wheel for enhanced control.



STAGGERED RUBBER

Genesis Coupe's flared rear fenders conceal rear wheels and tires that are larger than those up front. The staggered fitment puts more rubber where the power is, and slightly less where you want steering agility and aerodynamic efficiency. 1.0 100

306-HP ALL-ALUMINUM V6

With its 3.8-liter Lambda V6, Hyundai had an ideal powerplant to challenge the sports car status quo. Consider the specs: aluminum-alloy cylinder heads and block, dual overhead camshafts per bank, dual Continuously Variable Valve Timing for the four-valve combustion chambers and clean emissions. More important, consider the results: 306 horsepower at 6,300 rpm, 266 lb.-ft. of torque at 4,700 rpm, and 0 to 60 mph in under 6 seconds. Leave it to Hyundai to make 300-plus horsepower performance accessible.

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2010 GENESIS COUPE_POWERTRAIN TECHNOLOGY



CLOSE-RATIO 6-SPEED MANUAL TRANSMISSION

The standard gearbox in both the 3.8 and 2.0T models is a close-ratio 6-speed mated to a single dry-plate clutch. A low final drive ratio ensures flexible power from the engine and provides strong acceleration, whether you're pulling away from a stoplight or climbing a steep grade. Triple-cone synchronizers on first through third gears help ensure smooth and durable shifting, whether you're headed up or down through the gears.



210-HP INTERCOOLED TURBOCHARGED INLINE 4-CYLINDER

Who says go big or go home? Some of the most beloved sports cars of all time are powered by 4-cylinder engines with smaller displacement. Hyundai's 2.0-liter, 4-cylinder Theta engine uses an aluminum-alloy cylinder block, dual overhead camshafts with dual Continuously Variable Valve Timing, and an intercooled turbocharger to pump out 210 horsepower at 6,000 rpm and pour on a peak of 223 lb.-ft. of torque starting at an impressively low 2,000 rpm.



AVAILABLE ZF® 6-SPEED AUTOMATIC TRANSMISSION WITH PADDLE SHIFT

Genesis Coupe 3.8 models are available with a ZF 6-speed electronic automatic transmission with paddleshift SHIFTRONIC[®] and a lock-up torque converter for improved highway economy.



AVAILABLE 5-SPEED AUTOMATIC TRANSMISSION WITH PADDLE SHIFT

Genesis Coupe 2.0T models are available with a 5-speed electronic automatic transmission. It too features the F1-inspired paddle-shift SHIFTRONIC* and a lock-up torque converter.

RAISE EYEBROWS AND EXPECTATIONS

One look at the new Genesis Coupe and it's clear this is no boy-racer pretender. Our designers got the same green light to redefine expectations of Hyundai that we gave our engineers. The result is a sports coupe that may very well alter perceptions of the performance-car pecking order.







SOPHISTICATION UNSTUFFED

There's a level of sophistication to the shapes, contours and textures-both inside and out-that tells you Hyundai has raised the level of its game. And in case you think refinement means retirement, try this: a 0 to 60 mph blast, tapping the available SHIFTRONIC paddle shifters as you power through the gears.

2010 GENESIS COUPE_ADVANCED TECHNOLOGIES



HID XENON HEADLIGHTS

Standard on both Track versions of the Genesis Coupe and on the 3.8 Grand Touring, High Intensity Discharge Xenon headlights offer greater forward projection and brighter illumination than traditional lamps. They also consume less power and have longer life spans.



PROXIMITY KEY ENTRY AND ELECTRONIC PUSH-BUTTON START

Genesis Coupe is available with proximity key and push-button start. The driver needs only to carry the key fob close by-in a pocket, for example-and it electronically signals the Genesis Coupe's ignition system that all systems are Go.



SPORTS SEATS

Face it: you're going to pull some lateral g-forces in a Genesis Coupe. That's why the seats feature wide bolstering and deep contours to help hold you in place when those forces have contrary intentions. No matter what color or material, you'll be sitting pretty.



AUTOMATIC TEMPERATURE CONTROL

The driver can specify temperature settings for the fully automatic temperature control system that comes standard on the 3.8 models.



HOMELINK®

HomeLink lets you consolidate the operation of garage doors or driveway gates and even your property's lighting and alarm systems into a single location, located within the auto-dimming rearview mirror.



iPOD® / USB CONNECTIVITY

Take your tunes wherever your Genesis Coupe takes you. Its audio architecture contains iPod/USB auxiliary input jacks that let you hook up a variety of portable MP3 players. How's that for infotainment?



INTEGRATED BLUETOOTH® CONNECTIVITY The standard Bluetooth wireless technology allows you to use your mobile phone hands-free for convenience and enhanced driving safety.

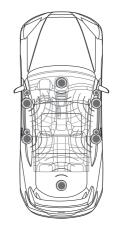
INFINITY® PREMIUM AUDIO SYSTEM

The sound of your Genesis Coupe's engine revving happily to its redline should be music enough to your ears. Of course, there's another option for your listening pleasure: the available 360-watt, 10-speaker Infinity premium audio system with subwoofer.



XM[®] SATELLITE RADIO

Genesis Coupe comes with XM Satellite Radio (3-months free).¹ You'll enjoy more than 170 channels of digital radio. Sports, talk, comedy, news and the most music on satellite radio are available in crisp digital sound quality from coast-to-coast. Road trip, anyone?



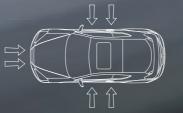


SEAMLESS PRECISION

A sports coupe can't simply rely on meeting a set of specs to satisfy its driver. It's got to deliver the core competencies of high performance with an equally high regard for every design detail that affects the senses. The hue of an instrument's illumination. The grip of a leather gearshift knob. The refined click of a switch when you press it. Slide behind the wheel of the new Genesis Coupe, and your senses will tell you immediately: this is a driver's car executed with precision bordering on the fanatical.

STATE-OF-THE-SCIENCE SAFETY

Genesis Coupe comes standard with some of the most advanced safety technologies available. You're surrounded by passive safety systems, like six airbags and active front head restraints, to protect you in the event of an accident. And working as silent safeguards are a host of active safety technologies, like Electronic Stability Control, Anti-lock Braking System and Brake Assist, that help you avoid an accident in the first place. We built Genesis Coupe as if lives depended on it. Because they do.



22,000 LIVES SAVED

The NHTSA estimates that, thanks to airbags, over 22,000 people who were involved in automobile accidents are living today.

ELECTRONIC STABILITY CONTROL

Every Genesis Coupe comes equipped with Electronic Stability Control that monitors such data as wheel speed, steering angle and lateral g-forces. When it senses a skid is imminent, ESC moderates brake and throttle inputs to help keep you on your intended path. In fact, it's so effective, the NHTSA estimates that if every car were equipped with ESC, 35% of all singlevehicle accidents could be avoided!



TRACTION CONTROL

Hyundai's Traction Control System (TCS) helps maintain traction during acceleration. If a wheel begins to slip, it can reduce engine power and/or apply the brakes to that wheel, effectively rerouting power to the wheel with greater traction²



ANTI-LOCK BRAKES

Genesis Coupe's Anti-lock Braking System (ABS) helps you maintain steering control during emergency braking situations. ABS works by sensing when the brakes lock up and repeatedly releasing and then reapplying the brakes–in milliseconds–to prevent the wheels from locking and thus helping to preserve steering control. The latest generation ABS fitted to Genesis Coupe also features Electronic Brakeforce Distribution, or EBD. Using sensors to gauge the presence of loads in the trunk or rear passenger area, EBD optimizes the braking pressure at each wheel to further improve braking performance.



BRAKE ASSIST

Statistics show that drivers frequently don't brake hard enough in emergency situations. Brake Assist senses a panic stop and immediately applies the maximum braking pressure to help you stop faster.

¹Electronic Stability Control (ESC) cannot control your vehicle's stability under all driving situations. ESC is not a substitute for safe driving practices. No system, no matter how advanced, can overcome physics or correct poor driving. The driver is always responsible for controlling the vehicle and must use caution to avoid loss of control in all driving conditions. Speed, road conditions and driver steering input will affect whether ESC can help prevent loss of control. See Owner's Manual for details. ²The Traction Control System (TCS) is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.

2010 GENESIS COUPE_PASSIVE SAFETY



TIRE PRESSURE MONITORING SYSTEM

Proper tire pressures are key to a car's handling performance–and its safety. Tire pressure monitors within each wheel of the Genesis Coupe use an air pressure sensor in the valve stem. If the pressure falls below the recommended level, the system warns the driver.¹

SEATBELT PRETENSIONERS

Pretensioners tighten the seatbelt in the first milliseconds of a crash. This removes slack to help keep the driver in place to help minimize injury.





ACTIVE FRONT HEAD RESTRAINTS

Studies have shown that whiplash is one of the most common injuries in rear-end accidents. This system causes the front head restraints to move forward in a rear impact, helping to reduce the likelihood of neck injury.

¹TPMS is not a substitute for proper maintenance. See Owner's Manual for details. Spare tire does not include TPMS sensor. ²The Supplemental Restraint System (SRS) is designed to work with the 3-point seatbelt system. The SRS deploys in certain frontal and/or side-impact conditions where significant injury is likely. The SRS is not a substitute for seatbelts, which should be worn at all times. Children under the age of 13 should be restrained securely in the rear seat. NEVER place a rear-facing child in the front seat of a vehicle that has a passenger-side airbag.

AIRBAGS THAT THINK

Advanced front airbags adjust their deployment based on impact speed and seat position, and use the Occupant Classification System to prevent deployment when the front passenger is under a certain weight.²

ALL LEVEL LEVEL DE

AMERICA'S **BEST** WARRANTY

The new Genesis Coupe is backed by our 10-year, 100,000-mile Powertrain Protection. Its Anti-perforation Warranty is 7 years, with no limit on mileage. And practically everything else we've engineered into the Genesis Coupe is covered for the 5-year or 60,000-mile term of our New Vehicle Limited Warranty! So relax and enjoy. After all, isn't that why you bought a sports coupe in the first place?

¹See dealer for LIMITED WARRANTY details.





10 YEARS 100,000 MILES 6

POWERTRAIN PROTECTION

5 YEARS 60,000 MILES

NEW VEHICLE LIMITED WARRANTY

7 YEARS UNLIMITED MILES

5 YEARS UNLIMITED MILES

ANTI-PERFORATION WARRANTY | 24-HOUR ROADSIDE ASSISTANCE

3.8 TRACK IN TSUKUBA RED



2.0T

STANDARD FEATURES INCLUDE:

- 2.0-liter, Turbo 4-cylinder engine with dual CVVT
- Electronic Stability Control with Traction Control System
- ABS / EBD / Brake Assist
- Sport-tuned suspension with strut brace
- Tire Pressure Monitoring System
- Advanced dual front airbags with Occupant Classification System
- · Front side-impact and front side-curtain airbags
- Active front head restraints
- Driver's lumbar support
- Trip computer
- Air conditioning
- Metalgrain and chrome interior accents
- · Keyless entry system
- · Leather-wrapped steering wheel / shift knob
- Power windows, door locks and mirrors
- AM / FM / XM®1 / CD audio system
- iPod® / USB and MP3 auxiliary input jacks
- Steering wheel audio controls
- Cruise control
- Automatic headlights
- Bluetooth[®] connectivity

PREMIUM

INCLUDES ALL STANDARD 2.0T FEATURES PLUS:

- Power driver seat
- Infinity[®] premium audio system
- Proximity key entry and electronic push-button start
- Electrochromic auto-dimming mirror with compass / HomeLink®
- Power tilt-and-slide sunroof

TRACK

INCLUDES ALL STANDARD 2.0T PREMIUM FEATURES PLUS:

- Black leather seat bolsters with red seat cloth
- 19-inch alloy wheels / summer tires²
- Brembo[®] braking system
- Track-tuned suspension
- Torsen[®] limited-slip differential
- Aluminum pedals
- Aero wiper blades
- Rear spoiler
- HID Xenon headlights
- Front fog lights



3.8

STANDARD FEATURES INCLUDE:

- 3.8-liter, DOHC V6 with dual CVVT
- Black leather seating surfaces
- Automatic temperature control
- Front fog lights
- Premium door-sill plates
- Chrome lower fascia accents
- Electronic Stability Control with Traction Control System
- ABS / EBD / Brake Assist
- Sport-tuned suspension with strut brace
- Tire Pressure Monitoring System
- Advanced dual front airbags with Occupant Classification System
- Front side-impact and front side-curtain airbags
- Active front head restraints
- Driver's lumbar support
- Trip computer
- Metalgrain and chrome interior accents
- Keyless entry system
- Leather-wrapped steering wheel / shift knob
- Power windows, door locks and mirrors
- AM / FM / XM®1 / CD audio system
- iPod® / USB and MP3 auxiliary input jacks
- Steering wheel audio controls
- Cruise control
- Automatic headlights
- Bluetooth[®] connectivity

GRAND TOURING

INCLUDES ALL STANDARD 3.8 FEATURES PLUS:

- Unique brown leather seating surfaces
- Power driver seat
- Heated seats
- Infinity[®] premium audio system
- Proximity key entry and electronic push-button start
- HID Xenon headlights
- Backup warning system
- Electrochromic auto-dimming mirror with compass / HomeLink®
- Heated side mirrors with turn signals
- Power tilt-and-slide sunroof

TRACK

INCLUDES ALL STANDARD 3.8 GRAND TOURING FEATURES PLUS:

- Black leather seats
- 19-inch alloy wheels / summer tires²
- Brembo[®] braking system
- Track-tuned suspension
- Torsen[®] limited-slip differential
- Aluminum pedals
- Aero wiper blades
- Rear spoiler
- * Delete: Chrome lower fascia accents
- * Delete: Backup warning system

EXTERIOR COLORS



TSUKUBA RED



NORDSCHLEIFE GRAY



BATHURST BLACK

INTERIOR COLORS



BLACK CLOTH

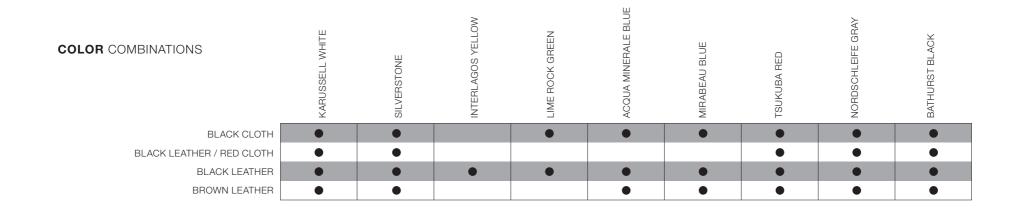


BLACK LEATHER / RED CLOTH

BLACK LEATHER



BROWN LEATHER



SAFETY FEATURES	2.0T	2.0T PREMIUM	2.0T TRACK	3.8	3.8 GRAND TOURING	3.8 TRAC
Electronic Stability Control (ESC)	S	S	S	S	S	S
Traction Control System (TCS)	S	S	S	S	S	S
Active Front Head Restraints	S	S	S	S	S	S
4-wheel Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist	S	S	S	S	S	S
Advanced Driver and Front Passenger Airbags (SRS) with Occupant Classification System (OCS)	S	S	S	S	S	S
Front Side-impact and Front Side-curtain Airbags (SRS)	S	S	S	S	S	S
Front Seatbelts with Pretensioners and Force Limiters	S	S	S	S	S	S
Tire Pressure Monitoring System (TPMS)	S	S	S	S	S	S
Backup Warning System (sensors in rear bumper fascia)	-	-	-	-	S	-
Keyless Entry Anti-theft System with Panic Button	S	S	S	S	S	S
EXTERIOR FEATURES						
Power Windows, Door Locks, Outside Mirrors	S	S	S	S	S	S
Dual Heated Power Side Mirrors with Turn Signals	-	-	-	-	S	S
Chrome Lower Fascia Accents	-	-	-	S	S	-
High Intensity Discharge Xenon Headlights	-	-	S	-	S	S
Front Fog Lights	-	-	S	S	S	S
Automatic Headlights	S	S	S	S	S	S
Rear Window Defroster with Timer	S	S	S	S	S	S
Aero Wipers (enhanced wiping performance at higher speed)	-	-	S	-	-	S
Bodycolor Rear Spoiler	-	-	S	-	-	S
Power Tilt-and-slide Sunroof and Sliding Sunshade	-	S	S	-	S	S
INTERIOR FEATURES						
Black Cloth Seating Surfaces	S	S	-	-	-	-
Black Leather Seat Bolsters with Red Seat Cloth		_	S	-	-	-
Black Leather Seating Surfaces	-	-	-	S	-	S
Brown Leather Seating Surfaces	_	_	_	_	S	_

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	S	S	S	S	S
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ering-wheel-mounted Audio Controls S	S	S	S	S	S
etooth® Hands-free Mobile Phone Connectivity S	S	S	S	S	S
mium Door-sill Plates "Genesis" Embossed –	-	-	S	S	S
minum Foot Pedals –	-	S	-	-	S
ltifunction Display (audio, HVAC, clock, outside temperature) S	S	S	S	S	S
ximity Key Entry and Electronic Push-button Start –	S	S	-	S	S
ering-wheel-mounted Cruise Control S	S	S	S	S	S
ctrochromic Auto-dimming Rearview Mirror with Compass and HomeLink® –	S	S	-	S	S

¹XM[®] Satellite Radio requires XM subscription sold separately after complimentary introductory period. See your dealer for details. Fees and programming subject to change. XM service only available in the 48 contiguous United States. ©2009 XM Satellite Radio Inc. XM name and logos are registered trademarks of XM Satellite Radio. Other trademarks and channel names are the property of their respective owners. ²Not suitable for driving in snow or icy conditions. ³EPA estimates for comparison. Your actual mileage will vary with options, driving conditions, driving habits and vehicle's condition. ⁴Mileage figures estimated. While the information contained in this brochure was correct at the time of printing, specifications and equipment can change. Feature comparisons are based on competitor models available at time of printing. No warranty or guarantee is being extended in this brochure, and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligations. Some vehicles are shown with optional equipment. Specifications apply to U.S. vehicles only. Please contact your Hyundai dealer for current vehicle specifications.

ENGINES	2.01	2.0T			
2.0-liter, 16-valve, Intercooled, Turbocharged Inline 4-cylinder with Dual CVVT	S	S			
3.8-liter, 24-valve, V6 with Dual CVVT	-	_		S	
Multi-point Programmed Fuel Injection / Cold Air Intake Induction System	S	S		S	
Horsepower @ rpm (regular fuel)	210 @ 6	210 @ 6000		306 @ 6300	
Torque (lbft.) @ rpm	223 @ 2	223 @ 2000		266 @ 4700	
Bore and Stroke (mm)	86.0 x 8	86.0 x 86.0		96.0 x 87.0	
Compression Ratio	9.4:	9.4:1		10.4:1	
Chromed-tipped Dual Exhaust	S	S		S	
DRIVETRAIN / TRANSMISSION	2.0T / 2.0T PREMIUM	2.0T TRACK	3.8 / 3.8 GRAND TOURING	3.8 TRACK	
Rear-wheel Drive	S	S	S	S	
6-speed Close-ratio Manual Transmission	S	S	S	S	
5-speed Electronic Automatic Transmission with Lock-up Torque Converter and Paddle-shift SHIFTRONIC®	0	-	-	-	
	_	-	0	0	
ZF® 6-speed Electronic Automatic Transmission with Lock-up Torque Converter and Paddle-shift SHIFTRONIC®					

Body Type: Four-passenger Sport Coupe	S	S	S	S
Front: Dual-link MacPherson Gas-charged Struts	S	S	S	S
Rear: 5-link Independent with Gas-charged Shocks	S	S	S	S
Stabilizer Bar (mm), front / rear	24/19	25/22	24/19	25/22
Sport Suspension Calibration with Front Strut Brace	S	-	S	-
Track Suspension Calibration with Front Strut Brace	-	S	-	S
18 X 7.5J (F), 18 X 8.0J (R) Aluminum-alloy Wheels with Euro Flange Wheel Lip (silver-painted)	S	-	S	-
19 X 8.0J (F), 19 X 8.5J (R) Aluminum-alloy Wheels with Euro Flange Wheel Lip (gunmetal finish)	-	S	-	S
225/45VR18 (F), 245/45VR18 (R) High-performance All Season	S	-	S	-
225/40YR19 (F), 245/40YR19 (R) High-performance Summer Compound ²	-	S	-	S
4-wheel Disc Brakes	S	S	S	S
Brembo® Braking System	-	S	_	S

EXTERIOR DIMENSIONS	2.0T	3.8
Wheelbase (in.)	111.0	111.0
Length (in.)	182.3	182.3
Width (in.), Excluding Mirrors	73.4	73.4
Height (in.)	54.5	54.5
Track (in.), front / rear	63.0 / 63.6	63.0 / 63.6
Coefficient of Drag	0.32	0.32
Base Curb Weight (lbs.)	3,294	3,389

INTERIOR DIMENSIONS

Head Room (in.), front / rear	39.2 / 34.6	39.2 / 34.6
Leg Room (in.), front / rear	44.1 / 30.3	44.1 / 30.3
Shoulder Room (in.), front / rear	56.7 / 52.8	56.7 / 52.8
Hip Room (in.), front / rear	56.0 / 49.2	56.0 / 49.2
Passenger Volume (cu. ft.)	88.8	88.8
Cargo Volume (cu. ft.)	10.0	10.0
Total Interior Volume (cu. ft.)	98.8	98.8

EPA MILEAGE ESTIMATES³ / FUEL CAPACITY

Manual Transmission (city / highway) ⁴	21 / 30	17 / 26
Automatic Transmission (city / highway) ⁴	20 / 29	18 / 26
Fuel-tank Capacity (gal.)	17.2	17.2





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