

GENESIS BRAND LAUNCHES ITS G90 LUXURY FLAGSHIP

ID: 26

- Cutting-edge technology, ultimate refinement and luxurious convenience set the Genesis brand flagship apart
- Premium luxury sedan exudes confidence and distinctiveness through 'Athletic Elegance' with refined and dynamic performance
- Generous world-class safety and technology innovations

DETROIT, Jan. 11, 2016 - Hyundai Motor Company today unveiled its G90 premium luxury sedan for the Genesis brand in the U.S. market, the new flagship of the brand's model line-up. The 2017 G90 will compete at the top of the premium luxury car segment with world-class technological innovations and the highest levels of refinement, convenience and dynamic performance.



Created by the new Prestige Design Group, G90 provides strong indications of the brand's 'Athletic Elegance' design identity that will be evident in future Genesis products. The G90 silhouette is both powerful and refined, from its prominent hood, generous wheelbase, minimized overhangs and sophisticated rear deck surfacing. Inside the cabin, fine materials and textures from around the world meet refined ergonomics to provide occupants with absolute convenience

and luxurious comfort.

Human-focused Technological Innovation

With advanced technological innovation at its core, G90 features GENESIS SMART SENSE, a suite of driver safety technologies. These features cover the full spectrum of active and passive safety, from driver alertness and focus to total occupant safety, and even the safety of other drivers around you. This suite brings together systems such as Automatic Emergency Braking with Pedestrian Detection, Smart Cruise Control with Stop/Start, Smart Blind Spot Detection and Lane Keep Assist.

G90's Automatic Emergency Braking (AEB), utilizing sensor fusion technology to help avoid a potential collision or reduce its impact. With this system, G90 will employ automatic braking when it detects another vehicle or pedestrian at an unsafe closing rate of speed. This system uses the front radar from the Smart Cruise Control system and the forward camera from the Lane Keep Assist (LKA) to provide this extra margin of safety.

Best-in-class Luxury Refinement in every area

Benefitting from an intensive four-year development focus by an 800-strong team, the G90 offers best-in-class NVH refinement levels. Every detail of the interior has been crafted to enhance the passengers' sense of luxury.

Advanced ergonomic analysis dictates the positioning of driver controls, passenger comfort and entertainment features, while exclusive materials are sourced from the finest artisans around the world. For optimized comfort, Genesis offers an impressive 22-way power driver seat.

Vehicle dynamics, including ride comfort and road holding in adverse conditions, are optimized by combining an advanced H-TRAC all-wheel-drive system with the first application of Genesis Adaptive Control Suspension (GACS).

Sporty Agility with Refined Performance

G90 owners will immediately notice the highest standards of refined performance. These characteristics are central to the Genesis brand, with development teams carrying out rigorous performance testing at the company's European Technical Center at the Nürburgring in Germany and the California Proving Grounds in the Mojave Desert. Even with this sporty and responsive character, the G90 interior environment remains well-mannered. G90 powertrain options include an all-new 3.3-liter direct-injected, twin-turbocharged V6 or the award-winning Tau 5.0-liter direct-injected V8 for ultimate power.

In addition to the United States, G90 will be offered in other markets, including China, Russia and various countries in the Middle East. Five additional Genesis models are planned for launch within the next five years.

Genesis G90 - Human-centered Luxury Defined

01 Styling

Athletic Elegance in design that exudes confidence and originality

02 Powertrains

Refined, powerful and responsive powertrains

03 Driving Performance

Refined performance with sporty agility

04 Safety

Passenger-focused innovation and world-class safety technologies

05 Convenience Features

The ultimate stress-free ownership experience

06 Low Noise, Vibration and Harshness (NVH)

Extensive development for best-in-class refinement levels

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Technical details of new Genesis G90

01 Styling

Led by key design members of Hyundai Motor's new Prestige Design Group, the distinctive appearance of the G90 exudes both confidence and originality. Under the oversight of Chief Design Officer Peter Schreyer, G90 expresses the first interpretation of the Genesis design identity 'Athletic Elegance,' which embodies the beauty of energy exploding through masterful control, like the moment when an archer focuses his entire strength and spirit into the tip of an arrow.

Exterior Design

In crafting the G90, the Prestige Design Group aimed to capture the car's strength and originality, while presenting fresh appeal through innovative styling and sporting proportions.

From the front perspective, the G90 identity is conveyed through a Genesis-family design feature, the 'CREST' grille, and crowned with the winged Genesis emblem. Perfectly proportioned, the G90 combines a prominent hood with short overhangs, an unequivocal manifestation of its performance rear-drive architecture. Available full-LED signature headlights (V8 model) flow from fascia to fender - a key design element of the new Genesis brand. On the lower fascia, standard LED Daytime Running Lights (DRLs) add to the distinctive illumination signature. The unique G90 grille design also supports a bold and confident front visage.

From front to rear, a bold, arcing character line spans the length of G90, accentuating the vehicle's dynamic profile. Refined use of chrome elements also serve to create an elegant and premium appearance. From the rear, dual asymmetrical exhaust tips surrounded by lower fascia accents provide a substantial reminder of available power. Vertical full LED light signature elements provide a unique rear illumination signature. Even more, the clean lines of the G90 yield the additional benefit of an exceptional 0.27 Cd for minimized wind noise and enhanced fuel efficiency, a best-in-class for the segment.

With luxurious interior spaciousness, the G90 is available in five colors created to accentuate its distinctive lines. Ranging from Casablanca White and Caspian Black to Manhattan Brown, Santiago Silver and London Gray, the color palette was painstakingly matched to a wide spectrum of interior environments and sophisticated material selections.

Interior Design

Effortless ergonomics, interior design harmony, convenience and luxurious comfort helped craft the G90 interior design. From the horizontal and graceful layout of driver controls and genuine, premium material selection, to meticulous craftsmanship, precision Nappa leather-stitched

instrument panel and an elegant material color palette, virtually every element of the interior focuses on the passengers.

Extensive consideration has been given to material selection for the G90. The highest-quality, authentic materials adorn the cabin, with ease of operation and intrinsic beauty as fundamental priorities for the interior. Throughout the cabin, the controls for these latest technologies are luxuriously ensconced amid Nappa leather and genuine wood accents, delighting the senses and cossetting the occupants in a first-class ambience. Even the Lexicon® audio speaker grilles convey an ultra-luxury ambience, precision-machined of high-grade aluminum alloy.

Passenger space is a key component of interior comfort and design, and the new G90 has significantly improved spaciousness, derived in part from a generous 4.5-inch increase in wheelbase for greater passenger comfort. This increase in wheelbase also resulted in reduced overall overhangs when compared with the previous model. Inside the cabin, this translates to superior front headroom (41.1 inches) and legroom (46.3 inches) compared with key competitors.

02 Powertrains

Tuned for maximizing driving confidence, a rigorous engine testing regime focused on overall responsiveness, while retaining luxury-class refinement levels.

G90 is fitted with a choice of two gasoline engines: a 3.3-liter direct-injected, twin-turbocharged V6 engine developing an estimated 365 horsepower @ 6,000 rpm (with optional premium fuel), or the top-trim 5.0-liter direct-injected V8 engine developing an estimated 420 horsepower @ 6,000 rpm (with optional premium fuel). With either powertrain, G90 boasts impressive performance characteristics even while offering exceptional passenger comfort, a hallmark of the Genesis brand.



G90 3.3-liter twin-turbocharged V6 engine

The 420 horsepower V8 powerplant develops an estimated 383 lb.-ft. @ 5,000 rpm (with optional premium fuel). Hyundai Motor's first twin-turbocharged engine, the all-new 3.3L direct-injected twin-turbocharged V6, also boasts strong performance with an estimated 376 lb.-ft. of torque throughout a wide RPM range of 1,300 - 4,500 rpm (with optional premium fuel). Both G90 powerplants employ electric thermostats and mid-position-lock Continuously Variable Valve Timing for enhanced responsiveness and fuel efficiency.



G90 5.0-liter V8 engine

Further, both engines benefit from an advanced 2nd-generation 8-speed automatic transmission with extensive lightweighting, reduced clutch-disc drag, lighter torque-converter components and reduced losses from lower oil pump displacement compared with the previous generation. This new transmission boasts lower overall weight (18 lbs. lighter), higher efficiency and more

compact dimensions as well.

03 Driving Performance

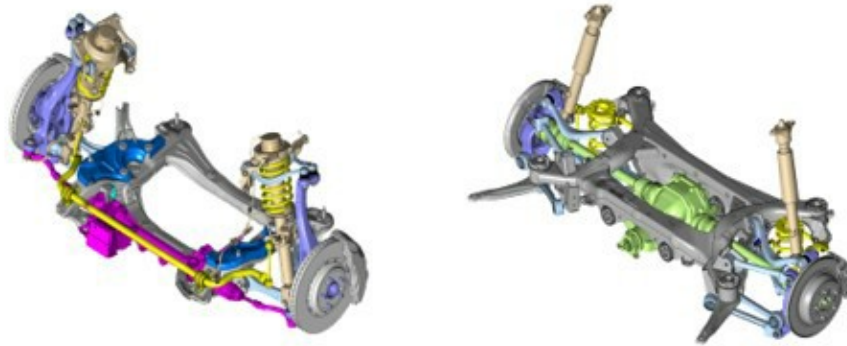
A fundamental brand characteristic of all Genesis models is the careful melding of sporty agility and refined performance. At the pinnacle of the Genesis line, G90 achieves these often competing goals via an extensive research, development and testing regime.

G90's engineers worked closely with the company's European Test Centre based at Germany's demanding Nürburgring circuit, and also put the car through its paces in controlled environments at the company's Namyang R&D Center and California Proving Grounds in the Mojave Desert. Through an intensive program of testing and development, the engineering team refined G90 ride, handling, steering feel and suspension damping to deliver an exhilarating driving experience with overall dynamics that are simultaneously luxurious, sporty and refined. G90 also features Intelligent Drive Mode with four distinct driving settings: Eco, Smart, Sport, and Individual (driver-specified parameters). These four driver-selectable modes provide unique calibration settings for suspension, steering, stability control, engine, transmission and available AWD, allowing the driver to determine G90 driving character based on personal driving preferences, road quality, or traffic conditions. Further, G90 includes proprietary "Smart Shift and Drive Control" automatic transmission technology that analyzes driving style and adjusts shift character, engine torque response and suspension damping in real-time driving conditions.

As a foundation for better handling precision, G90 body rigidity has been increased, with an overall bending rigidity six-percent higher than the Mercedes-Benz S550. To achieve this impressive rigidity, G90 utilizes 52 percent Advanced High Strength Steel (AHSS), a full 300 percent more than the previous generation, along with more than 650 feet of advanced structural adhesives.

To achieve the smoothest possible ride comfort while retaining engaging dynamics, G90 is fitted with a multi-link suspension design for minimized camber and toe changes throughout the suspension travel range. Rear cross member bushings were also improved from a rubber to a hydro construction. In addition, the Genesis Adaptive Control Suspension (GACS) with electronic damping control smoothly and precisely controls body motions throughout the range of dynamics with minimal compromises to ride comfort. This adaptive control suspension, sourced from Sachs/ZF®, offers independent damping control for both rebound and compression strokes of suspension travel for improved body and yaw control. G90 motor-driven power steering was further refined with optimized assist-and-recovery calibrations and increased steering torsion bar

rigidity for more precise steering responsiveness. Large, 19-inch turbine-blade design alloy wheels with 245/45R19 front and 275/40R19 rear performance tires ensure immediate response to steering inputs and precise handling character.



G90 Front and Rear Suspension Layout with Genesis Adaptive Control Suspension

An advanced H-TRAC[®] AWD system is available with either powertrain, for confident control under adverse driving conditions such as ice or snow. This system features an electronic transfer case with active torque control and offers dual-mode Sport or Normal calibrations that are linked to the Intelligent Drive Mode.

The H-TRAC system can direct up to 40 percent of available torque to the front axle, for enhanced traction in adverse conditions such as ice or snow. In more ideal conditions, the H-TRAC Sport calibration features a high degree of rear-drive bias for sportier cornering and acceleration characteristics, with up to 90 percent of available torque distributed to the rear axle. In addition, with the H-TRAC systems' Economy mode, up to 100 percent of available torque is distributed to the rear wheels for maximum driveline efficiency.



G90 brakes were also improved for greater fade resistance with larger, 14.8 inch rotors (5.0 V8 model) and thicker (34 mm) front rotors, with dedicated cooling vents in the front fascia for enhanced front brake heat dissipation. Rear brake performance was also enhanced with larger, 13.4 inch rotors. G90 brake calipers use a 4-piston fixed design in front and a 2-piston fixed design in the rear.

04 Safety

'Safety without compromise' summarizes the passenger-centered philosophy that has directed the development of the G90. Its world-class safety technologies accompanied by outstanding structural rigidity combine to increase its overall safety quotient. G90 is expected to receive a 5-star safety rating (NHTSA), and a Top Safety Pick+ (IIHS), based on preliminary internal crash tests. All individual crash scenario classifications are expected to receive a Good rating or above.

The G90 body structure has been strengthened with a dual-layer member connection design and a newly optimized load-dispersion structure for the small overlap crash test. A variety of class-leading standard safety technologies work to minimize risk and maximize protection for the driver, passenger and other road users. These advanced safety features include: Automatic Emergency Braking (AEB) with Pedestrian Detection, Smart Blind Spot Detection (SBSD), Lane Keep Assist, Rear Cross-traffic Alert, Driver Attention Alert, Dynamic Bending Light headlights with High Beam Assist, and a 360-degree Multi-view Monitor. In addition, G90 also features Smart Cruise Control with Stop/Start capability. For enhanced visibility for the driver, the Head's-

up Display has been increased from 7.4 inches to 9.7 inches with enhanced illumination.

05 Convenience Features

Simplicity and intuitive function were key elements in the development of G90 convenience features, delivering the ultimate carefree ownership experience for owners. In developing the car's specifications and trim levels, every effort was made to provide customers with everything most customers would need without anything unnecessary or overly complicated.

Seating comfort was a key development target for G90. Ergo-design seating, including an electronically-controlled, 22-way power driver's seat including power bolsters, cushion extension and shoulder adjustment, was approved by the German campaign for healthier backs, Aktion Gesunder Rücken. The G90 passenger seat offers 16-way adjustment for optimal comfort. All front seat positions, side mirrors and steering column position are controlled by an integrated memory system. Front seat positions offer both heating and ventilation.

The upscale rear outboard passenger seats are electronically-adjustable in 12 ways (14-ways for the right seat position) on the 5.0 V8 model, ensuring the highest levels of comfort. These luxurious seats were carefully developed via thorough analysis of the renowned "Stressless" seat design. In addition, the rear seats offer heat, with ventilation on 5.0 V8 models. The rear seats offer an unusually high comfort level on V8 models, including power: slide linked with recline, shoulder-adjusters, rear lumbar support, 4-way head restraints and a rear integrated memory system controlled by a dedicated rear console selector.

Many of the car's features rely on interaction with the car's audio visual system displayed via a luxurious 12.3-inch high-definition widescreen in the center stack, operated via DIS control knob. The screen plays a key role in enhancing the ease of parking and tight urban maneuvering for drivers. A one-megapixel digital camera is activated when parking, simultaneously sharing the screen with a high-resolution 360-degree Multi-view monitor with steering guidelines. A heads-up display helps drivers to find key driving data while keeping their eyes safely on the road ahead. In addition, a seven-inch high-resolution TFT-LCD display enhances data recognition for the driver from the center gauge cluster.

Depending on individual taste or mood, one of seven interior ambient lighting mood lamps can be selected, and LED lamps are positioned in the overhead console and cabin lighting positions. From the outside mirrors, Genesis-logo approach lamps are projected on the ground for enhanced visibility while approaching the vehicle.

Ultra-high fidelity was an absolute development requirement for the G90 audio system. Presenting a concert-like experience, the Lexicon® Premium Sound System boasts QuantumLogic® Surround sound with 17 speakers and a 10-inch subwoofer. Developed in concert with Grammy Award-winning artists and producers, QuantumLogic® Surround is a revolutionary new audio algorithm that is designed to mimic the acoustics of the original performance and recording space, identifying individual voices and instruments and re-authoring these into a precise multi-channel soundstage. In addition, Clari-Fi® music reconstruction technology rebuilds sonic details typically lost in the compression process for digital music sources, adjusting fine musical nuances based on the overall quality of the audio signal. This helps to further maximize the high-fidelity listening experience with every track. On the 5.0L V8 model, the rear seats feature dual rear monitors with 9.2-inch, segment-first high-definition screens that can be controlled from the rear seat Driver Information System controller.

Elsewhere in the finely-appointed cabin, the ventilation system offers three distinct zones of control with a segment-first cabin CO₂-level sensor and Air Quality System (AQS) that allows additional fresh air to enter the cabin when needed. The G90 steering wheel also offers a heating function as standard. G90 passengers can now conveniently charge their mobile devices with the latest Qi wireless-charging standard technology and utilize both front and rear USB ports. For ease of entry, the G90 includes a proximity key with an integrated push-button start system. Power rear- and rear-side-window sunshades are also standard. From the outside, a power Smart Trunk with hands-free opening adds convenience whenever the owner's hands are full for convenient loading and unloading, and all doors have power door closure function. For adverse weather, G90 also offers a windshield wiper de-icer, rain-sensing wipers and an auto-defogging windshield.

06 Noise, Vibration and Harshness (NVH)

Engineers focused on segment-leading low NVH as a key differentiator for G90, dedicating hundreds of hours to fine-tuning every aspect of noise reduction and comfort enhancement. This obsessive attention to detail has resulted in G90 boasting best-in-class ratings for in-cabin noise levels, a major achievement in this critical area of refinement in the luxury segment.

With special sound-absorbing materials throughout the cabin, to the application of specially laminated acoustic film glass on every window, the G90 cabin is a pleasant refuge for its passengers. Road noise was further minimized through the development of a specialized Helmholtz design, with hollow, two-piece wheel construction, and an integral sound absorption

chamber for the 19-inch alloy wheels. This design produces an innovative resonance effect which provides sound absorption for reduced tire noise levels in addition to lower overall unsprung weight (7 lbs. lower) for more responsive handling and better ride comfort.

Sound engineering also extended to the suspension set-up, optimized at test centers around the world for high-speed cruising, while minimizing cabin noise intrusion and body vibration. Wind noise in the cabin has been reduced through the application of a 3-layer weather-strip seal on all doors. Special double sound-proof glass insulation is now also applied to the rear glass, while carpet and headliner insulation thickness have been increased by more than 20 percent. In the rear quarter panel, a special plate foam pad has been added as a special sound block for rear passengers.

For the powertrain, the intake ducting now employs a variable-type valve for minimized intake resonance at various engine speeds. In addition, transmission-housing rigidity has been improved with external rib enhancements and increased thickness leading to reduced NVH. In the engine bay, a special single continuous powertrain seal has been applied for reduced sound penetration into the cabin. Underneath G90, underbody airflow has been improved for reduced turbulence and wind noise, greater efficiency and enhanced stability at higher speeds.

07 Technical Specifications

Engines:

	Capacity (cc)	Horsepower (estimated)	Torque (lb.-ft.) (estimated)
3.3-Liter Twin-Turbocharged V6	3,342	365 @ 6,000 rpm	376 @ (1,300- 4,500) rpm
5.0-liter Direct-injected V8	5,038	420 @ 6,000 rpm	383 @ 5,000 rpm

Drivetrain:

Rear-wheel drive - standard

All-wheel drive - optional

Transmission:

Eight-speed electronically-controlled automatic transmission with lock-up torque converter

Suspension and damping:

Front	Multi-link with Continuous Damping Control
Rear	Multi-link with Continuous Damping Control

Steering:

Type	Rack-mounted Motor-Driven Power Steering
Overall steering gear ratio	12.9
Steering wheel turns (lock to lock)	2.55
Minimum turning radius	19.6 feet

Wheels and tires:

Wheel size	Tires
8.5 x 19-inch (front)	245/45R19
9.5 x 19-inch (rear)	275/40R19

Exterior dimensions (inches):

Overall length	204.9
Overall width	75.4
Overall height	58.9
Wheelbase	124.4
Front overhang	33.9
Rear overhang	46.7
Front tread	64.6
Rear tread	64.5

Interior dimensions (inches):

	Front	Rear
Head room	41.1	38.0
Leg room	46.3	37.8
Shoulder room	59.1	57.9

Capacities:

Fuel tank (gallons)	21.9
Luggage (cubic feet)	15.7 (SAE standard)

* Figures stated are manufacturer's estimates for the U.S. market, specification in other markets may vary.

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PRESS RELEASE

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Contact:

jtrainor@hmausa.com
(714) 594-1629

djoyce@hmausa.com
(714) 594-1728



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