

2013 HYUNDAI **EQUUS**



RETHINK EVERYTHING YOU KNOW ABOUT LUXURY CARS.

Times change. The world evolves. Looking around today, you see people making up their own minds about a lot of things. And when that happens, anything can happen.

Consider the world of luxury cars. For decades, everyone knew – or thought they knew – the pecking order of the world's premier luxury sedans. Then along comes a car company filled with ideas: New ideas about the level of comfort, safety, technology and performance a luxury sedan should offer its owner. New ideas of where a luxury sedan can come from. New ideas of what a luxury sedan should cost. And suddenly, people have begun to realize: The past is not the future.

Even the Equus sales and service experience is unlike any other in the industry. Prospective buyers can participate in our “Your Time, Your Place” valet test drive program, where an Equus is delivered to your home or office for a personalized demonstration at your leisure. Equus owners benefit from a convenient online scheduling system for maintenance and service. We'll even pick up your vehicle at your home or business and loan you a complimentary car during the service period.

That's what happens when you re-imagine the luxury car ownership experience, right down to the digital owner's manual that you can download onto your Apple iPad® tablet.¹ Like we said: Rethink *everything*.



¹ iPad® is a registered trademark of Apple Inc.

“Hyundai’s flagship Equus successfully competes with the best sedans in the world while adding a new level of customer experience to luxury car ownership.” ~ THE WASHINGTON TIMES, JUNE 14, 2012



EQUUS ULTIMATE in Platinum Metallic



EQUUS ULTIMATE in Cashmere Beige Leather

“EQUUS MAY VERY WELL BECOME THE NEW FACE OF LUXURY IN AMERICA.”

~ KELLEY BLUE BOOK'S KBB.COM¹

It's true, luxury sedans are judged in the court of public opinion. But we're willing to be judged by a jury of one: You. Go ahead and sit behind the wheel. Does it feel like you think a luxury sedan should? Is it spacious where you need space, and equipped with the features that meet your definition of comfort and convenience? Look closely at how it's put together, and see if Equus measures up to your standards of craftsmanship.

The editors of *AUTOMOBILE Magazine* did just that, exclaiming “This grandly proportioned sedan mimics the dimensions and the features of established high-zoot rides like the Lexus LS, the Audi A8, the Mercedes-Benz S-class, and the BMW 7-series. And it does so for thousands less.”²

Looks like tradition has been thrown out the acoustic-laminated window.



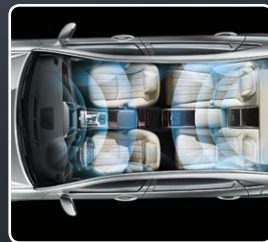
SEAT OF POWER

Settle into the 12-way adjustable power driver seat with its seat-cushion adjustment, two-position memory system, and a massage feature that applies soothing pressure up and down your back at a speed you determine. Take note, too, that both front seats in the Equus are not merely heated, but cooled. That genuine wood and leather-wrapped steering wheel in your hands? It's heated as well.



DRIVER INFORMATION SYSTEM

To help integrate the latest technology into Equus, Hyundai's Driver Information System lets you access various features and functions using voice recognition. Navigation, mobile phone dialing, your address book, radio and multimedia player – all respond to your voice commands.



LEXICON® 7.1 SURROUND SOUND AUDIO

Audiophiles have ruled in favor of our state-of-the-art Lexicon 7.1 Discrete Surround Sound premium audio system. With 17 speakers placed strategically throughout the cabin, you'll hear the full harmonic spectrum – from deep, rich bass to clear mid-tones and crisp high-frequency sounds.



AIR QUALITY

If it seems like Equus puts you in the rarified air of a premium luxury car, here's further confirmation: The car's dual automatic climate control includes an air quality system with advanced cabin filtration.

¹ From 2012 Hyundai Equus Review on Kelley Blue Book's www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ² *AUTOMOBILE Magazine*, June 2012.

EQUUS SIGNATURE: A LUXURY SEDAN FOR THOSE WITH THE MONEY TO BURN. AND THE GOOD SENSE NOT TO.

At Hyundai, we think a luxury sedan should give people exactly what they want. And then some. So Equus offers a choice of rear passenger compartment configurations. Equus Signature is our spacious five-passenger model, engineered with exceptionally high levels of feature content and executional detail.



POWER REAR SEATS

In the Equus Signature, up to three rear passengers are ensconced in butter-soft leather. The 60/40 power seats recline at the touch of a button. Heating elements within the seats ensure your passengers travel in soothing comfort.



ADJUSTABLE HEAD RESTRAINTS

Rear-seat luxury extends to headrests that can be adjusted for the ultimate in comfort and support during a brief nap. In addition to height adjustment, the angle of the head restraints can be tilted manually, and the wings can be folded.



REAR-SEAT CENTER CONSOLE

The rear passengers of Equus Signature shall not go wanting. There's a large storage area under the armrest, and dual concealed cup holders that extend from the front of the console. Backseat occupants can also control temperature settings, and adjust the recline and heating of the rear seats, from where they're sitting.



POWER REAR SUNSHADE

To shade backseat passengers from the sun, Equus comes with a power rear sunshade that automatically rises at the push of a button. The sunshade can be controlled from both the front or back seats and automatically folds away for optimal rearward visibility when the vehicle is shifted into reverse.





EQUUS SIGNATURE in Black Leather



EQUUS ULTIMATE in Cashmere Beige Leather

EQUUS ULTIMATE: THE BACK SEAT THAT REFUSES TO TAKE A BACK SEAT.

Slip into the rear passenger-side seat of an Equus Ultimate, and you'll see the name we've given it is no idle boast. Equus Ultimate truly does offer unprecedented levels of comfort and refinement. It's like you've landed a seat in first class: Recline the seatback, raise the leg rest and adjust the seat temperature. Flip open the 8-inch monitor. Choose a DVD. Open the refrigerator. Lower the power side-window and rear-windshield sunshades. And get ready for the really fun part: Select your seat massage program. Instantly and completely, the chaotic world outside melts into a wealth of soft leather and genuine wood to create an environment as soothing – or as stimulating – as you desire. Sitting in the back seat, there's only one thing you're missing: The incomparable feeling of driving Equus.



FIRST-CLASS SEAT

Positioned on the right side of the rear compartment, the Equus Ultimate's first-class seat affords a degree of recline and level of comfort inspired by the first-class cabins of luxury airliners, not luxury sedans. With the front passenger seat moved all the way forward, the first-class rear seat can fully recline. A power-adjustable extension provides lower leg support.



FIRST-CLASS SEAT MASSAGING

The first-class right rear seat is no ordinary seat. Here's something that makes it truly extraordinary: The seatback massages and vibrates with heat – the perfect relaxation therapy for extended cruising.



REAR ARMREST CONSOLE CONTROLS

With effortless ergonomics, the rear Equus Ultimate occupants can control their own high-end audio, video, climate settings and seating comfort.



REAR CONSOLE REFRIGERATOR

Store refreshments for your journey in a refrigerator that is concealed within the rear center armrest, and cooled by eco-friendly thermoelectric energy independent of air conditioning operation.

HYUNDAI EQUUS: LUXURY, REDEFINED.



EQUUS SIGNATURE in Platinum Metallic



EQUUS PERFORMANCE ENGINEERING. 429 HORSES STRONG.

A luxury sedan today is judged on more than just its craftsmanship and luxury amenities. Its performance should also be exceptionally refined, integrating the most advanced technologies to ensure the driver enjoys every advantage from the car's acceleration, handling and braking response. Onboard Hyundai Equus, the torrents of power at your command flow from a category-defining Tau® V8 engine featuring advanced variable valve timing and direct fuel injection technologies. Its smooth, poised delivery of power across a broad rpm band is optimized by the fluid shifting of a state-of-the-art 8-speed automatic SHIFTRONIC® transmission that translates the car's rear-wheel-drive layout into confidence at the wheel.



EQUUS ULTIMATE in Black Noir Pearl



TRUE FLAGSHIP SPECS

Compare the specifications of the Equus engine against those from other flagship luxury sedans. As you run through the numbers, you'll see that it's all there: 5.0-liter displacement. Up to 429 horsepower with a peak torque figure of 376 lb-ft.¹ And most impressive for an engine of its size and power, an EPA highway rating of 23 MPG – a figure enhanced by an all-aluminum design that is lightweight, yet durable.



VEHICLE STABILITY MANAGEMENT

A sophisticated Vehicle Stability Management system links and optimizes the function of active and passive safety features. VSM incorporates the Electronic Stability and Traction Control Systems, Anti-lock Braking System, Brake Assist, Electronic Brake-force Distribution and a Lane Departure Warning System.²



GASOLINE DIRECT INJECTION

Technology continues to evolve the internal combustion engine. Our Tau 5.0L V8 uses next-generation technology to inject high-pressure fuel directly into the combustion chambers. It's a more precisely controlled combustion, resulting in superior power, lower emissions and improved fuel economy.



RIDING ON AIR

While some other luxury sedans offer it only as an option, Equus comes standard with Electronically Controlled Air Suspension. Along with Continuous Damping Control, it gives the Equus a feeling of total composure, with optimum body control and ride height.



ADVANCED BRAKING SYSTEM

If you think Equus's ability to accelerate is impressive, consider its braking technologies. Abundant stopping power comes from four-piston ABS front calipers gripping large brake rotors that are ventilated to remain cool under repeated hard braking, thus minimizing brake fade. Allowing you, the driver, to remain cool and confident, too.

¹Premium fuel ratings. EPA estimates for comparison only. Your actual mileage will vary with options, driving conditions, driving habits and vehicle's condition. ²Vehicle Stability Management (VSM) cannot control your vehicle's stability under all driving situations. VSM 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 VSM can help prevent loss of control. See Owner's Manual for details. The Traction Control System is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.



EQUUS ULTIMATE in Cashmere Beige Leather

PREPARES FOR THE UNTHINKABLE. BY THINKING OF EVERYTHING.

The level of standard safety features in the 2013 Equus is exceptional. But more important is the performance of those features. Alerts sound should you unintentionally stray from your lane. Nine air bags stand ready to deploy in the event of a collision. Cameras help you see in front and behind the car. Front active headrests reposition when needed to help prevent whiplash. The Equus will even assist in applying optimal braking pressure should a panic situation be detected. After analyzing crash test data on the Equus, the Insurance Institute for Highway Safety named it a 2012 Top Safety Pick.¹



NINE AIRBAG SAFETY SYSTEM

Front, side-impact and side curtain airbags are supplemented by a driver's knee airbag and rear side-impact airbags. Working together with the seatbelt tensioning system and electronic active front headrests, they provide a cocoon-like integrated safety system.²



SMART CRUISE CONTROL

Operating like your normal cruise control when no other vehicles are near, Smart Cruise Control uses radar to judge the distance and speed of vehicles in front of you, altering acceleration or braking to maintain a driver-selectable distance.



ADVANCED XENON HEADLIGHTS

Stylish Xenon High Intensity Discharge headlights with LED turn-signal indicators feature an auto-leveling technology that keeps light parallel to the road regardless of vehicle load. An Adaptive Front Lighting System turns with the vehicle's steering angle so that upcoming curves receive maximum illumination. Bright ideas, indeed.



LANE DEPARTURE WARNING SYSTEM

Equus is the first Hyundai to offer the available Lane Departure Warning System. It alerts drivers to unintended lane changes. Audible, visual and haptic warnings are triggered to restore the driver's attention in cases where the car drifts or changes lanes without using a turn signal.

¹Based on Insurance Institute for Highway Safety 40-mph frontal crash test, 31-mph side-impact test, 20-mph rear-impact test and availability of Electronic Stability Control (ESC). 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 seat in the front seat of a vehicle that has a passenger-side airbag.

DRIVEN TO ENSURE OUR PLANET STAYS GREEN.

In 2010, Hyundai announced plans to strive for a corporate fuel economy rating that exceeds the U.S. government's stated average fuel economy (CAFE) standards for our lineup of passenger cars and light duty trucks. Through May of 2012, our vehicles and technologies are well on their way towards keeping Hyundai ahead of National Highway Traffic Safety Administration guidelines. And right on track for helping to preserve our beautiful planet as well.





MAKING AN IMPACT IN AMERICA

Our state-of-the-art manufacturing facility in Montgomery, Alabama – one of the most advanced in the world – builds over half the cars we sell in America. Hyundai has engineering facilities in Michigan, plus design/research and testing grounds in California. We've created a lot of things we're proud of at these facilities, but chief among them is jobs. In 2011, our U.S. operations contributed more than 94,000 jobs and \$7 billion to the national economy.



Hyundai Hope On Wheels®
Helping Kids Fight Cancer

OUR MOST POWERFUL ENGINE IS DRIVEN BY HOPE

What started in 1998 as a grass-roots effort by New England Hyundai dealers to raise money for pediatric cancer has grown into a powerful nationwide charity called Hyundai Hope on Wheels. With the purchase of every new vehicle, Hyundai owners help fund life-saving research. With over 800 dealerships, those numbers add up quickly (over \$57 million raised by the end of 2012). To help us find a cure, visit HyundaiHopeOnWheels.org.



EQUUS ULTIMATE in Platinum Metallic

2013 EQUUS **INTERIOR COLORS**



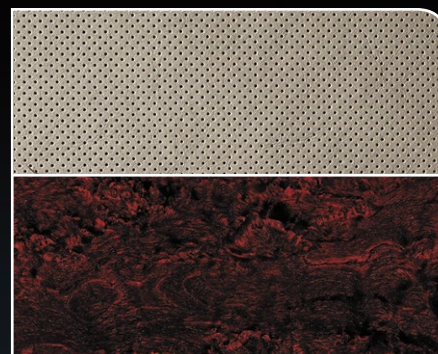
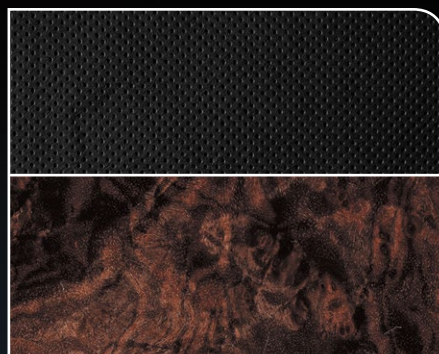
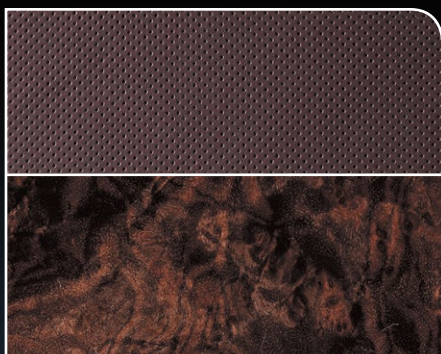
SADDLE BROWN LEATHER / GENUINE WALNUT WOOD



JET BLACK LEATHER / GENUINE WALNUT WOOD



CASHMERE BEIGE LEATHER / GENUINE BIRCH BURL WOOD



2013 EQUUS **EXTERIOR COLORS**



BLACK NOIR PEARL



TITANIUM GRAY METALLIC



PLATINUM METALLIC



WHITE SATIN PEARL

AMERICA'S BEST WARRANTY

POWERTRAIN LIMITED WARRANTY

**10 YEARS
100,000 MILES**

NEW VEHICLE LIMITED WARRANTY

**5 YEARS
60,000 MILES**

ANTI-PERFORATION WARRANTY

**7 YEARS
UNLIMITED MILES**

**24-HOUR
ROADSIDE ASSISTANCE**

**5 YEARS
UNLIMITED MILES**

HYUNDAI

Assurance

VISIT HYUNDAIASSURANCE.COM FOR DETAILS.

See dealer for LIMITED WARRANTY details. Fuel economy estimated by EPA for comparison only. Mileage may vary. While the information contained in this brochure was correct at the time of printing, specifications and equipment can change. Feature comparisons based on competitor information available at the 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. As part of Hyundai's commitment to a responsible environment, this brochure is printed using paper certified by the Forest Stewardship Council™. FSC® certification helps ensure that the highest social and environmental standards are met in the making of the paper we use, contributing to conservation, responsible management, and community level benefits for people near the forests.



EQUUS SIGNATURE



KEY STANDARD EQUIPMENT:

- 429 HP, 5.0L Gasoline Direct Injection DOHC Tau® V8 engine with Dual Continuously Variable Valve Timing
- 8-speed automatic transmission with SHIFTRONIC®
- Electro-Hydraulic Power Steering
- Electronically controlled air suspension with Continuous Damping Control
- Proximity key entry with push-button start
- Dual automatic temperature control with Air Quality System
- Leather-wrapped dash and real wood interior trim
- Premium leather seats and microfiber suede headliner
- 12-way power adjustable driver seat with lumbar support
- 10-way power adjustable front passenger seat
- Driver seat massage system
- Heated and cooled front seats
- Integrated Memory System for driver seat, side mirrors and steering wheel
- Heated leather/wood-trimmed power tilt-and-telescopic steering wheel
- Lexicon® 7.1 Discrete surround-sound audio system with 17 speakers
- Premium navigation system with integrated Driver Information System and multimedia controller
- iPod®/USB and MP3 auxiliary input jacks with iPod connection cable
- Bluetooth® hands-free phone system
- Front and rear parking assistance system with rearview camera
- Lane Departure Warning System
- Smart Cruise Control
- Electroluminescent Supervision cluster with 3.5" LCD screen
- Electrochromic auto-dimming rearview mirror with HomeLink® and compass

- Power windows with auto-down/up
- Windshield wiper de-icer, rain-sensing wipers and auto-defogging windshield with humidity sensor
- Acoustic laminated windshield, front and rear-side windows
- Power tilt-and-slide glass sunroof
- 60/40 power reclining and heated rear seats
- Power rear sunshade
- Illuminated scuff plates, inside door handles and door armrest
- 9-airbag safety system: Advanced dual front airbags, front and rear seat-mounted side-impact airbags, driver knee airbag, and roof-mounted side-curtain airbags
- Vehicle Stability Management with pre-collision warning
- Electronic Stability Control with Traction Control System
- Tire Pressure Monitoring System
- 4-wheel disc Anti-lock Braking System with Brake Assist and Electronic Brake-force Distribution
- Electronic parking brake with automatic vehicle hold
- Electronic active front head restraints with power controls
- Electronic seatbelt pretensioners
- 19" chrome alloy wheels
- Xenon High Intensity Discharge automatic headlights with LED turn signal indicators
- Adaptive Front Lighting System with auto-leveling headlights
- Front fog lights
- Dual power-folding heated auto-dimming side mirrors with integrated turn signal indicators and approach lamps
- Lower chrome side-door accents
- Dual asymmetrical exhaust tips integrated into rear bumper

EQUUS ULTIMATE



EQUUS SIGNATURE STANDARD EQUIPMENT PLUS:

- + Rear-seat entertainment system with 8" display
- + Power 50/50 split rear seats with reclining function
- + Cooled rear seats
- + First-class right rear seat with integrated leg support and massage functions
- + Thermoelectric rear console refrigerator

- + Power rear-seat head restraints with manual tilt adjustment
- + Power rear side-window sunshades
- + Illuminated rear-seat vanity mirrors
- + Forward-view cornering camera
- + Power open/close trunk access

EXTERIOR DIMENSIONS

Wheelbase	119.9 in
Length	203.1 in
Width, excluding mirrors	74.4 in
Height	58.7 in
Track, front/rear	63.8/64.1 in
Coefficient of Drag (Cd)	0.27
Signature Curb Weight	4486-4605 lbs
Ultimate Curb Weight	4524-4643 lbs

INTERIOR DIMENSIONS

Head Room, front/rear	38.7/37.7 in
Leg Room, front/rear	45.1/38.9 in
Shoulder Room, front/rear	59.1/58.0 in
Hip Room, front/rear	55.5/55.1 in
Total Interior Volume	126 cu ft
Passenger Volume	109.3 cu ft
Cargo Volume, trunk	16.7 cu ft

EPA MILEAGE ESTIMATES

City/Highway/Combined	15/23/18 MPG
Fuel Tank Capacity	20.3 gal
EPA Classification	Large Car
Emissions	LEV-II ULEV

HYUNDAI AT YOUR SERVICE

The service center comes to you. The owner's manual is available as a downloadable Apple iPad® app. Hyundai's At Your Service is an entirely new kind of luxury service. For an entirely new kind of luxury car.

- Free Maintenance: All of the normal scheduled maintenance included in the Equus Owner's Manual is covered for 5 years or 60,000 miles.
- Valet Service: When it's time for an oil change, tune-up or any other service, contact us by phone or iPad app. We'll pick up your car, deliver a courtesy replacement vehicle, and return your Equus when it's ready.
- Customer Connect Center: Get quick answers to questions about warranty coverage, feature functionality, and more. (877) 378-8727 seven days a week from 5:00 am to 9:00 pm (PST).





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