

MADE IN AMERICA

The Sonata and Santa Fe are built at Hyundai's Alabama plant and undergo 500+ quality checks. There's even a team of robots to double check the work of their fellow robots. Each individual car rolls off the assembly line and straight onto the test track for a 2.3 mile test-drive for quality assurance. If a car makes a peep—in the form of a rattle, ping, or squeak—it doesn't leave the factory. And if Hyundai didn't have complete confidence they wouldn't offer a 5-year/60,000-mile bumper-to-bumper and 10-year/100,000-mile powertrain warranty. In fact, if the cars weren't so well built, Hyundai couldn't afford to offer those extensive warranties.

GENESIS: POWER AND BALANCE IN A PLUSH PACKAGE

The aptly-named Genesis, to be launched in early 2008, represents a new beginning for the company. To be precise, it's a 350+hp, rear-wheel drive performance sedan with every feature you associate with highbrow competitors at a price that will leave money in your budget for the other niceties you want. As an enthusiast, you probably

remember what Infiniti and Lexus offered for over \$10,000 less—well, the Genesis will give the Japanese and German premium makes a run for their money.

The '09 Genesis also represents a couple of firsts for Hyundai—it'll be the company's first rear-wheel drive vehicle in the U.S. market, as well as its first V8. With a virtual Kingpin 5-link front suspension, 5-link independent rear suspension, and quick acting (but defeatable) Electronic Stability Control, the Genesis assures its driver ultimate control during acceleration, cornering, braking, and bumps regardless of road or weather conditions.

The body structure exceeds the BMW 5 Series, the Lexus LS, and the Mercedes E Class in torsional rigidity yet manages to weigh in 14% lighter. And like all Hyundais, Genesis doesn't trade horsepower for torque. This balance between the two means the passing power is combined with the hard low-rpm punch that enthusiasts know can only come from a large V8.



CONCEPT GENESIS COUPE: HIGH HORSEPOWER REAR- WHEEL DRIVE MADE AFFORDABLE

Perhaps even more surprising: a coupe based on the same rear-wheel drive architecture is also in the works. The photo included here is of the Concept Genesis Coupe, an exaggerated version of the production car. The sports coupe will be available at Hyundai dealerships in the spring of 2009. As a First Driver, you are among the first in the world to view these images. Imagine: an affordable sport coupe that isn't based on a front drive economy or family sedan.

The Concept Genesis Coupe is designed around 300+ horsepower engine, Brembo brakes, and a limited-slip rear differential. The aggressive stance speaks to the balance and stability of the rear-wheel drive layout, while the side window treatment makes the coupe stand out from others and increases visibility for the driver and rear seat passengers.