

2012 HYUNDAI **EQUUS**



THE PINNACLE OF LUXURY

In creating our flagship model, Hyundai's band of imaginative engineers made one thing perfectly clear: A conventional approach to combining high performance and luxury would not be the starting point. Not when the aim is an immersive driving experience unlike any other.

From a clean sheet of possibilities, the Hyundai Equus emerged to reward drivers with a category-defining 429-horsepower engine. A spacious cabin beautifully crafted in leather and wood. And a staggering number of standard features that are anything but standard. There's a 12-way adjustable heated and cooled driver seat. An available power first-class reclining right rear passenger seat with air cell massage. Surround-sound audio with 17 speakers. Rear backup and front-view cornering cameras. Large LCD monitors for front and backseat passengers. A rear-console refrigerator for storing refreshments. And much more.

To heighten this new kind of luxury even further, Hyundai created an exclusive ownership program called "At Your Service". Owning an Equus means you may never have to set foot in our service center.¹ Not for an oil change. Not for a tune-up. When it's time for service, contact us by phone or through your Equus Owner Experience iPad app, and we'll come to you. Deliver a courtesy replacement vehicle. And return your Equus when it's ready.

With Equus, Hyundai demonstrates not only its pinnacle of luxury car engineering, but a new kind of luxury altogether. Where cache is derived from discovering a new path to driving pleasure. And where the most important peer group you are looking to impress is yourself.

¹ All warranty, maintenance (excluding tires) and service repairs are free of charge for the first owner of an Equus for 5 years or 60,000 miles.





EQUUS ULTIMATE IN PLATINUM METALLIC

"What Hyundai has created with the Equus is the most distinguished, fulfilling and desirable luxury vehicle we have driven. The quality and care taken to produce even the simplest of switches and knobs is more than required. There is a very appealing draw to a vehicle that not only gets you to your destination in style, but relaxed and with a huge smile on your face. The Equus is undoubtedly the most elegant and gratifying luxury vehicle available under \$65k. You want to drive this car."

~ NADAGUIDES.COM, APRIL 2011





EQUUS ULTIMATE IN PLATINUM METALLIC



*"The level of luxury for the price is completely unmatched. Actually, that's an understatement. It's simply unheard of."*¹

~ AUTOBLOG, SEPTEMBER 7, 2010

¹ Autoblog is a trademark of AOL Inc. Used with permission.



EQUUS SIGNATURE IN JET BLACK LEATHER

EXQUISITE FORM. EXHILARATING FUNCTION.

In shaping Equus, our designers sought to wrap its exceptional engineering within a body that is both beautiful and functional. You see it in the car's eyes: Artful LED accents that surround auto-leveling High Intensity Discharge Xenon headlights. You feel it in the superior handling that a staggered-width design lends the car's 19-inch chrome wheels.

From every angle, the lines that define Equus were designed to be a study in power forged from grace. What emerged from the wind tunnel was a shape so pure, it yields a drag coefficient of just 0.27 – remarkably low for a luxury sedan – which helps save fuel and silence intrusive wind noise.

What sets Equus apart is how it translates each of these details into an enveloping sensory experience for driver and passengers alike. It's everything you've ever hoped for in a flagship luxury sedan. Which may explain why J.D. Power and Associates designated Equus as being the "Highest Ranked Vehicle Appeal Among Large Premium Cars" in 2011.¹

***" HIGHEST RANKED VEHICLE
APPEAL AMONG LARGE
PREMIUM CARS "***

~ J.D. POWER AND ASSOCIATES



¹The Hyundai Equus received the highest numerical score among large premium cars in the proprietary J.D. Power and Associates 2011 Automotive Performance, Execution and Layout Study.SM Study based on responses from 73,790 new-vehicle owners, measuring 234 models on opinions after 90 days of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed in February-May 2011. Your experiences may vary. Visit jdpower.com.





EQUUS ULTIMATE IN BLACK NOIR PEARL



EQUUS ULTIMATE IN BLACK NOIR PEARL



**THE HEIGHT OF LUXURY.
ACCELERATED.**

The luxury you experience in an Equus runs deeper than the buttery leather and glistening wood you find throughout the cabin. It starts with strength. Specifically, an advanced chassis constructed from high tensile steel reduces road noise and vibration while dramatically improving driving dynamics.

Furthering the car's performance is an Electronic Air Suspension with Continuous Damping Control. More sophisticated than typical shocks, it uses a network of sensors to generate ideal damping forces for each wheel on a continuous basis. Resulting in a deeply satisfying ride quality with smooth, stable handling under acceleration, deceleration and turns.

Go even deeper, and you'll discover the torrents of power at your command flow from a category-leading Tau® V8 – a powerplant named one the world's "10 Best Engines" by auto industry authority Ward's.¹ Advanced variable valve timing and direct fuel injection technologies deliver smooth surges of power across a broad rpm band, while its 429 horsepower rating is tops among leading V8-powered luxury sedans.

Power is transferred to the rear wheels through a new 8-speed SHIFTRONIC® transmission that delivers seamless zero-to-blur acceleration and intuitively selects gearing for optimum performance and fuel efficiency.

¹ wardsauto.com/reports/2011/tenbest/hyundai/index.html.



EQUUS ULTIMATE IN CASHMERE BEIGE LEATHER

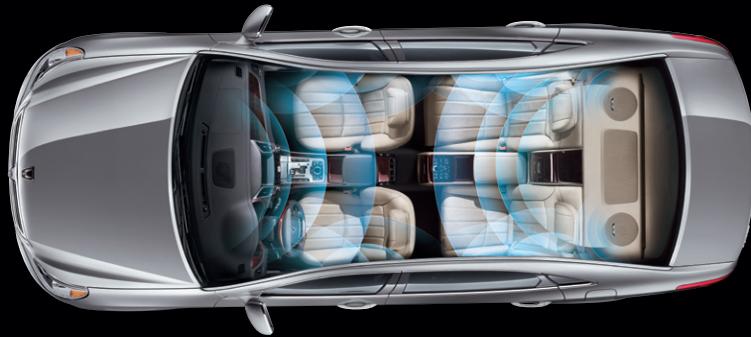
EFFORTLESS INTERACTION.

Clearly legible and intuitively designed instrumentation creates a seamless interplay between man and machine. A Driver Information System offers quick access to onboard computer and multimedia controls using an 8-inch screen that also displays front camera views for improved cornering and rear camera views with superimposed guidelines for easy parking. An advanced navigation system relays directions with features like XM NavTraffic[®] to help you select the most trouble-free route based on real-time traffic updates.¹ Front and center, you'll find a Supervision Cluster with a built-in 3.5-inch LCD monitor that provides everything from detailed trip information to alerts from the Lane Departure Warning System. All of which contribute to the feeling of complete confidence that distinguishes Equus.

¹SiriusXM[®] Satellite Radio and XM NavTraffic[®] require a SiriusXM subscription, sold separately after a complimentary introductory period. All fees and programming are subject to change. Traffic and weather channels only available in select markets, and SiriusXM service only available in the 48 contiguous United States. See your dealer for details. The SiriusXM name is a registered trademark of SiriusXM Satellite Radio Inc. All other trademarks are property of their respective owners. ²The HD Radio, HD Digital Radio and HD Digital Radio Alliance are wordmarks and trademarks of iBiquity Digital Corporation, used under license by the HD Digital Radio Alliance. iPod,[®] iPad[®] and iTunes[®] are registered trademarks of Apple Inc.

SONIC PERFECTION.

The 608-Watt Lexicon® 7.1 Discrete Surround Sound Audio System onboard Equus fills the cabin with a distortion-free wall of sound. It's called the 7.1 Discrete because it uses 7 unique sound fields with a single rear subwoofer, 13-channel digital amplifier and 17 speakers to envelope Equus occupants in sound that's as close as possible to what you'd hear from a live performance. There's also SiriusXM® Satellite Radio¹ with over 170 digital channels, HD Radio® technology and iPod®/USB and auxiliary input jacks.²



FRONT-LEFT AND FRONT-RIGHT CHANNELS (6 TRANSDUCERS)

Two 160 mm woofers / Two 65 mm midrange
Two 25 mm tweeters (one in each A-pillar sail panel)

CENTER CHANNEL (2 TRANSDUCERS)

One 100 mm midrange / One 25 mm tweeter

CENTER-LEFT AND CENTER-RIGHT CHANNELS (6 TRANSDUCERS)

Two 160 mm woofers / Two 65 mm midrange / Two 25 mm tweeters

SURROUND-LEFT AND SURROUND-RIGHT CHANNELS (2 TRANSDUCERS)

Two 80 mm midrange transducers in the rear deck

LOW-FREQUENCY EFFECTS CHANNEL (1 TRANSDUCER)

One 200 mm bi-amplified, dual-voice coil subwoofer in the rear deck



INTELLIGENT COMFORT.

Wood accents and plush leather seating are expected in a premium sedan. But a back massage? For both the driver and a back-seat passenger? Equus has elevated comfort to a level few luxury sedans have ever aspired to, catering equally to the needs of the driver and the desires of passengers. And rewarding all of its occupants with features designed to make every trip a journey of rejuvenation.



PREMIUM SEATING

Front-seat passengers enjoy all-season comfort through heated and cooled seats complete with humidity control. Heated rear seats are also standard, with a cooling feature available on the Ultimate model. Equus Ultimate drivers and first-class right rear seat passengers also enjoy an additional luxury – a speed-controlled, spine-pleasing seat massage.



HEATED STEERING WHEEL

As gorgeous to the fingertips as it is to the eyes, the wood and leather-wrapped steering wheel warms your hands on chilly mornings. Power tilt-and-telescopic functionality reaches for your palms with memory settings for multiple drivers.



12-WAY ADJUSTABLE DRIVER SEAT

Your wish is the driver seat's command. It adjusts 12 ways and memorizes the preferences of multiple drivers while also offering power lumbar refinement and seat cushion extension, assuring your ultimate comfort.



EQUUS ULTIMATE IN CASHMERE BEIGE LEATHER

RELAXATION REDEFINED.

Slip into the back passenger-side seat of an Equus Ultimate model. Recline the seatback. Raise the leg rest. Adjust the seat temperature. Select a massage sequence. Flip open the 8-inch monitor. Choose a DVD. Open the refrigerator. Lower the sunshade. Instantly and completely, the chaotic traffic outside melts into a wealth of buttery leather. Equally rich technology and amenities like those featured below (available on the Ultimate model) ease your every move with advances in comfort and convenience that redefine relaxation.



POWER REAR SUNSHADES

Cutting out the sun or prying eyes has never been so easy and stylish. Ventilated rear window sunshades operate smoothly and quietly at the touch of a button.



REAR 8-INCH LCD DISPLAY

Lean back and enjoy the generously sized rear display, where your favorite DVD is waiting.



THERMOELECTRIC REAR CONSOLE REFRIGERATOR

Store refreshments for your journey in a refrigerator cooled by eco-friendly thermoelectric energy and concealed within the rear center armrest.



POWER FIRST CLASS REAR SEAT WITH AIR CELL MASSAGE

The Equus Ultimate's 50/50 split power right rear seat not only reclines, it also offers a leg extension like the seats aboard a private jet. It's even equipped with air cell massage and three levels of heat or cooling – the perfect relaxation therapy.

EQUUS ULTIMATE IN CASHMERE BEIGE LEATHER

PREPARES FOR THE UNTHINKABLE BY THINKING OF EVERYTHING.

The Equus will sound an alert should you stray from your lane. Engage a Vehicle Stability Management System to ensure all active and passive safety features are working optimally. Instill confidence with nine air bags at the ready. Even assist in applying optimal braking pressure should panic braking be detected. There is no such thing as too much safety. And nowhere is there more impassioned safety innovation than inside an Equus.



SMART CRUISE CONTROL

Equus continually monitors the relative speed and distance of the vehicle in front through radar sensors, controlling acceleration and braking to help maintain a driver-selected following distance. Should the possibility of an impact be detected, a warning light, audible alert and haptic tug of the seatbelt warn the driver.



LANE DEPARTURE WARNING SYSTEM

The available Lane Departure Warning System alerts drivers if it senses the car beginning to stray from its lane. A warning chime, a warning light and a haptic tug on the seatbelt notify the driver to take corrective action at the wheel.



UNIBODY FRAME

An ultra-high-strength steel unibody with energy-dispersing crumple zones forms the core of the Equus passive safety system. Crash-durable adhesives in critical areas increase dynamic torsional rigidity, resulting in greater ride comfort and handling with increased safety.



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.¹

EQUUS ULTIMATE IN CASHMERE BEIGE LEATHER

DELIVERING THE CAR OF YOUR DREAMS DOESN'T END WITH THE TRANSFER OF KEYS.

An owners manual that can be viewed using an iPad® app is just one of the forward-thinking Equus ownership features. Membership in the Equus family entitles you to an unparalleled level of personal service and attention. Owners enjoy a host of generous benefits as part of an exclusive valet service known as Equus At Your Service. Privileges include five years or 60,000 miles of free maintenance and home delivery of an Equus or Genesis loan vehicle while your car is being serviced. There's also a direct line to the Equus Customer Connect Call Center via an iPad app available on iTunes.* For a complete list of Equus At Your Service features and benefits, please contact your authorized Equus dealer.

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

America's Best Warranty does more than give you peace of mind. It's our commitment to maintain the highest degree of quality, dependability and reliability.

 HYUNDAI
Assurance

Hyundai backs every car we build with this simple promise: Relax. We've got your back for the next 10 years or 100,000 miles. It's a commitment to customers that's evolved into Hyundai Assurance, an umbrella of services that includes 24/7 Roadside Assistance and more. Visit www.hyundaiassurance.com for details.



EQUUS ULTIMATE IN BLACK NOIR PEARL

2012 EQUUS

SIGNATURE



ULTIMATE



	EQUUS SIGNATURE	EQUUS ULTIMATE
POWER / PERFORMANCE		
5.0-liter, 32-valve DOHC V8 with Gasoline Direct Injection	S	S
Dual Continuously Variable Valve Timing	S	S
Horsepower @ rpm with premium/regular unleaded fuel	429 @ 6,400 / TBD	429 @ 6,400 / TBD
Torque (lb-ft @ rpm) with premium/regular unleaded fuel	376 lb-ft @ 5,000 / TBD	376 lb-ft @ 5,000 / TBD
Compression ratio	11.5	11.5
All aluminum block and heads	S	S
8-speed automatic transmission with SHIFTRONIC® manual shift mode	S	S
Tuned Intake System	S	S
Stabilizer Bar (mm), front 29/rear 18	S	S
Electronically controlled air suspension, Continuous Damping Control with driver-selectable SPORT mode	S	S
Dual chrome asymmetrical exhaust tips	S	S
Hydraulic motor mounts	S	S
Unibody construction	S	S
Dual mode electro-hydraulic power steering	S	S
19-inch, 9-spoke chrome alloy wheels with P245/45R front and P275/40R rear tires	S	S
Rear-wheel drive	S	S
COMFORT / CONVENIENCE		
Ultra-premium leather seating surfaces	S	S
12-way power driver's seat with Integrated Memory System and 10-way power passenger seat	S	S
Driver seat massage system	S	S
First-class right rear seat with air cell massage system and leg support	-	S
Thermoelectric rear console refrigerator	-	S
Speed-sensing auto volume control	S	S
Heated and cooled front seats with 60/40 heated rear seats including power reclining function	S	-
Heated and cooled front and rear seats with 50/50 rear seat split including power reclining function	-	S
Rear seat power up/down head restraints with manual tilt	-	S
Rear illuminated vanity mirrors	-	S
Dual-zone automatic temperature control with outside temperature display	S	S
Power rear window sunshade	S	S
Power rear-side window sunshades	-	S
Bluetooth® hands-free phone system, integrated with Driver Information System	S	S

S = STANDARD -- = NOT AVAILABLE

	EQUUS SIGNATURE	EQUUS ULTIMATE	
COMFORT / CONVENIENCE	Power tilt-and-slide glass sunroof	S	S
	Heated, wood-trimmed and leather-wrapped steering wheel	S	S
	Integrated Memory System (driver's seat, side mirrors, steering wheel)	S	S
	Power tilt-and-telescopic steering wheel	S	S
	Electroluminescent display (Supervision)	S	S
	Electrochromic auto-dimming rearview mirror with Homelink® and compass	S	S
	Proximity entry system with alarm, trunk release and push-button start	S	S
ENTERTAINMENT SYSTEMS	AM/FM/HD Radio®/SiriusXM®/In-dash 6-DVD Changer/MP3 audio system	S	S
	Lexicon® 7.1 Discrete Logic 7® surround sound system with 17 speakers and Lexicon® 13-channel digital external amplifier	S	S
	3.5-inch TFT LCD vehicle information monitor	S	S
	Advanced navigation system with 8-inch display + Driver Information System + NavTraffic® with free 90-day trial	S	S
	iPod®/USB and auxiliary input jacks (center console mounted)	S	S
	Rear seat entertainment with 8" screen, rear DIS controller, HVAC, DVD player & audio controls	–	S
SAFETY / SECURITY	9-airbag safety system	S	S
	Vehicle Stability Management with Pre-Collision Warning	S	S
	Electronic Stability Control System with Traction Control System	S	S
	Anti-lock Braking System with Electronic Brake-force Distribution	S	S
	Lane Departure Warning System – line recognition and warning	S	S
	Tire Pressure Monitoring System	S	S
	Smart Cruise Control	S	S
	Electronic active head restraints with power controls for front passengers	S	S
	Electronic Parking Brake with Automatic Vehicle Hold	S	S
Seatbelt tensioning system– Retraction during emergency braking or detection of critical driving situations	S	S	
STYLING / FUNCTIONALITY	High Intensity Discharge Xenon headlights with auto-leveling	S	S
	Adaptive Front Light System (cornering front headlights)	S	S
	Automatic headlights	S	S
	Front fog lights and solar control glass	S	S
	Acoustic laminated glass windshield and front / rear side windows	S	S
	Power trunk lid	–	S
	Dual power-folding, heated, auto-dimming side mirrors with turn signal indicators and approach lamps	S	S
	Windshield wiper de-icer, rain-sensing wipers and auto-defogging windshield with humidity sensor	S	S
	Forward-view cornering camera	–	S
	Front and rear parking distance sensors with rearview camera	S	S

S = STANDARD – = NOT AVAILABLE

EXTERIOR COLORS



WHITE SATIN PEARL



PLATINUM METALLIC



GRANITE GRAY



BLACK NOIR PEARL

INTERIOR COLORS AND MATERIALS



JET BLACK LEATHER



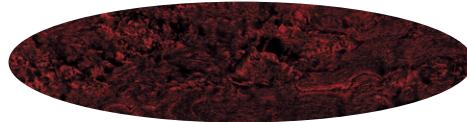
CASHMERE BEIGE LEATHER



SADDLE BROWN LEATHER



GENUINE WOOD (WALNUT)



GENUINE WOOD (BIRCH BURL)

DIMENSIONS

EXTERIOR

Type	EQUUS SIGNATURE	EQUUS ULTIMATE
Wheelbase (in)		119.9
Length (in)		203.1
Width (in), excluding mirrors		74.4
Height (in)		58.7
Track (in), front / rear		63.8 / 64.1
Coefficient of drag		0.27
Curb weight (lbs)	4,486 - 4,605	4,524 - 4,643

EPA MILEAGE ESTIMATES / FUEL CAPACITY

Fuel economy (city / highway / combined)	15 / 23 / 18
Fuel tank capacity (gal)	20.3

INTERIOR

Type	EQUUS SIGNATURE	EQUUS ULTIMATE
Head room (in), front / rear		38.7 / 37.7
Leg room (in), front / rear		45.1 / 38.9
Shoulder room (in), front / rear		59.1 / 58.0
Hip room (in), front / rear		55.5 / 55.1
Passenger volume (cu ft)		109.3
Cargo volume (cu ft)		16.7
Total interior volume (cu ft)		126.0
EPA size classification		Large Car

Fuel economy estimated by EPA for comparison. 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 sustainable 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.





EXPLORE HYUNDAI.COM | Be sure to visit our website, where you can build your own Equus, locate a Hyundai dealer near you, and best of all - schedule a test drive.



CONNECT WITH HYUNDAIUSA.COM/SOCIAL | Become a fan of Hyundai on Facebook, follow us on Twitter, enjoy our latest videos on YouTube, and more.