

2011 EQUUS





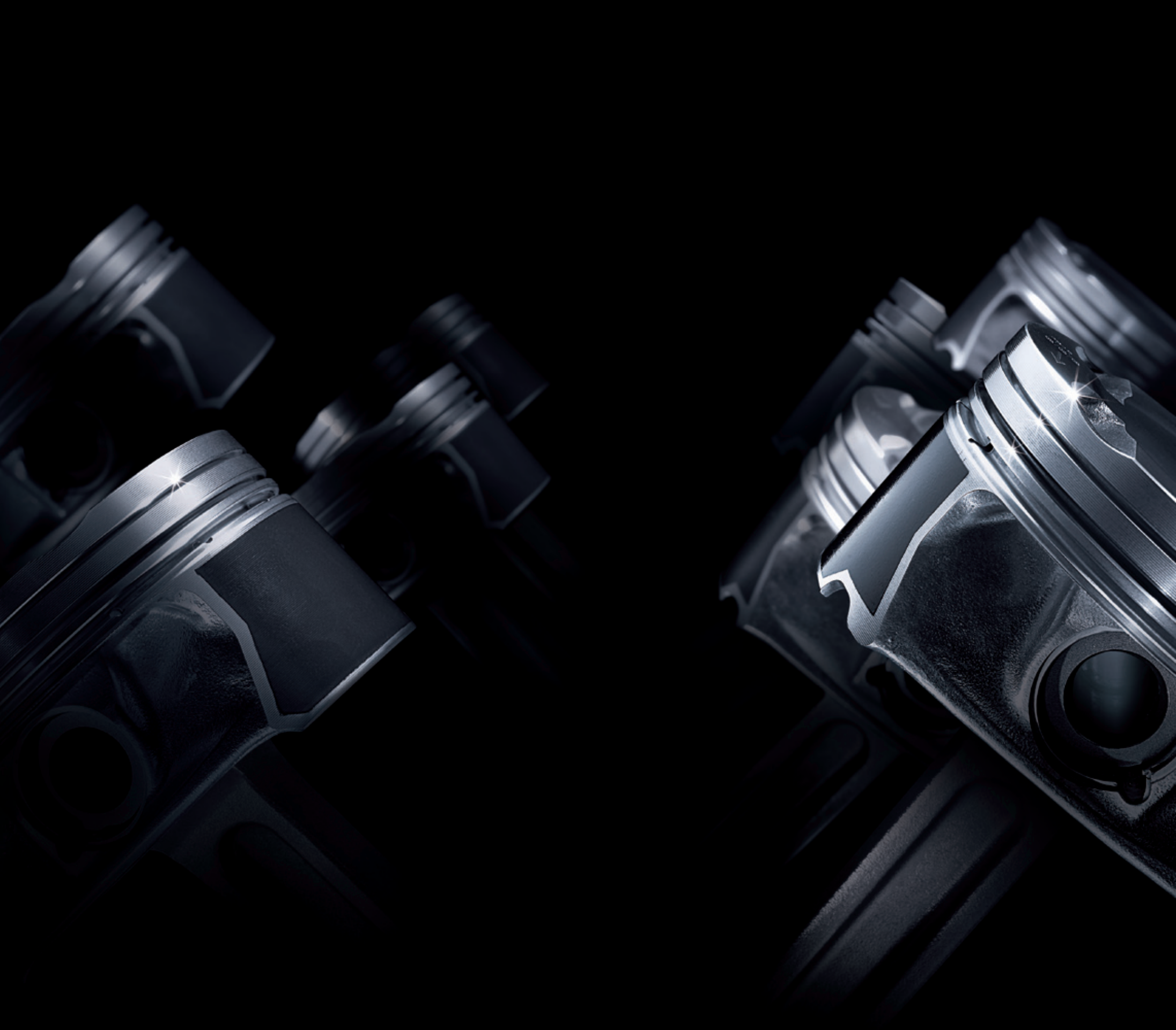
Discover a New Path.

Equus is a bold step for Hyundai. After all, few expected us to come so far, so fast. But if you look at some of the world's other great car companies – Mercedes, BMW and Lexus – they each got where they are today because of their conviction to design and build cars that embodied everything an automobile could be.

Back in the 1970s, Mercedes-Benz did it with the S-Class. In the '80s, BMW introduced its 7-Series. And in the '90s, Toyota launched the Lexus LS.

With Equus, Hyundai demonstrates not only its pinnacle of luxury car engineering, but a new kind of luxury altogether. Where satisfaction comes from outsmarting and not outspending. 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.







The Ideal Platform.

It's no mystery what the world's finest car companies start with when building a luxury performance sedan: A rear-wheel-drive architecture powered by a lightweight aluminum-alloy V8 engine mounted longitudinally.

The fact that our engineers chose this as the foundation for Equus shouldn't be mistaken for "me too" mimicry. It's simply the ideal platform for a premium luxury driving experience. The balanced distribution of weight throughout the chassis enhances precision and control over acceleration, braking and cornering forces. Within the passenger cabin, occupants enjoy superior riding comfort and poise that's unstressed by the demands of putting abundant power to the pavement.

Really, the only mystery is why the other car companies insist that you pay lofty premiums for the same level of performance and refinement.

Is It Possible For The Front Seat To Take A Back Seat To The Back Seat?

Equus was envisioned as a sedan that caters to your highest expectations for comfort and luxury. To sit comfortably reclined in its rear passenger compartment is to experience the full measure of luxury sedan quietness and composure. Audiophile-level audio and media features are at your command, too, including the ability to connect your new iPad,[®] allowing a delighted passenger to play music or enjoy any of thousands of available applications. Seek contentment, and it will easily be found in Equus' many onboard entertainment options.¹

¹iPad[®] is a registered trademark of Apple Inc.







EQUUS IN PLATINUM METALLIC



*Rolling
Sculpture.*

To shape Equus, our designers sought to wrap its exceptional engineering within a body that is both beautiful and functional. What emerged from the wind tunnel was a shape so pure, it yields a coefficient of drag of just 0.27 – a remarkably low figure for a luxury sedan, which helps Equus both save fuel and silence intrusive wind noise.

Equally important is what Equus design registers by another measure: Your personal satisfaction. Regardless of angle, its shape seduces, reminding us that automobiles can aspire to be nothing less than rolling sculpture.



EQUUS IN PLATINUM METALLIC



*Engineering
That Speaks To Your
Senses. And Sensibilities.*

It is impossible for Equus to claim its place among established luxury sedans without offering a long list of luxury amenities, conveniences and safety technologies. But luxury isn't merely about a list of features – after all, many cars today offer a veritable alphabet soup of innovative technologies. What sets Equus apart is how it translates all of its amenities into an enveloping sensory experience for driver and passengers alike. Equus has more than the exceptional features you expect from a flagship luxury sedan – it has that unmistakable ambience as well.



*One Of The
“10 Best Engines”
In The World.*

It's an experience that starts the instant you push the engine start button and hear its powerful 8-cylinder engine come to life. In Equus, our acclaimed Tau[®] V8 was consecutively named one of the “10 Best Engines” in the world by the authoritative auto industry journal *Ward's*.¹

Hyundai's all-aluminum V8 is a state-of-the-science powerplant. Compact and lightweight to enhance fuel efficiency and performance, it's an engine that couples Dual Continuously Variable Valve Timing with a variable induction system to deliver smooth torrents of power across a broad rpm band. Its peak output of 385 horsepower and 333 lb-ft of torque secures a prominent place for Equus among leading V8-powered luxury sedans.² In fact, it's more powerful than Lexus LS460, Mercedes S550 and Audi A8.³

¹ wardsauto.com/reports/2010/tenbest/. ² Rating based on premium fuel. ³ Based on 2010 MY ratings published by each manufacturer.



EQUUS IN PLATINUM METALLIC



EQUUS IN BLACK NOIR PEARL



*Appeals To Your Head.
While Tugging At Your Heart.*

The dynamic finesse of Equus is the result of an advanced chassis construction technology utilizing high-tensile steel that increases structural rigidity while reducing road noise and vibration. The electronically controlled air suspension continually adjusts ride height with changing vehicle loading conditions to ensure a smooth, controlled ride.

The air suspension couples with Continuous Damping Control to consistently optimize suspension damping. The result is maximum ride comfort and handling precision in every driving situation. A driver-controlled "Sport Mode" recalibrates suspension damping, steering feel and powertrain response for an even more involving driving experience whenever you desire.

Abundant V8 power is seamlessly transferred to the rear wheels through a ZF® 6-speed electronically-controlled automatic transmission that intuitively selects gearing for optimum performance and efficiency.

This sophisticated automatic transmission also offers SHIFTRONIC® manual gear shifting for added levels of driver interaction and control.



*Change The Way
You Think About
Luxury Cars.*

Equus does something rather unusual among contemporary luxury cars: It caters equally to the needs of the driver and the desires of the passengers.

Up front, there's the Driver Information System. The ergonomically-designed controls of its interface make everything you want to know readily available. A center-console cable links your personal iPod® or complimentary iPad® with equal facility.¹ You'll have convenient access to stored playlists as well as a host of helpful Equus applications. Clearly, Hyundai engineers have not only thought about the information you need, but refined the way it is delivered to you as well.

Settle into the rear passenger compartment. You're in control back there, too. With an effortless twist or touch, the rear console controls let you adjust audio, video, seat position and climate control settings.

¹iPod®, iPad® and iTunes® are registered trademarks of Apple Inc.



FM
AM

XM

DISC
AUX





EQUUS SIGNATURE IN JET BLACK LEATHER



EQUUS ULTIMATE IN CASHMERE BEIGE LEATHER



SRS AIRBAG

Intelligent Comfort.

Equus elevates comfort to a level few luxury sedans have ever aspired to, rewarding its occupants with features designed to make every trip a journey of rejuvenation.



Heated And Cooled Front Seats

The seat backs and seat cushions on the front seats contain thermoelectric devices that control heating, cooling and humidity of the seat surfaces.



Heated Steering Wheel

The Equus steering wheel is heated to warm your hands on chilly mornings. A heating element warms the surface of the leather-wrapped area and is timed to turn off automatically after 30 minutes.



12-Way Adjustable Driver's Seat

The power adjustable driver's seat precisely conforms to its occupant's wishes by offering 12 ways to adjust the seating position. The driver's seat also offers power lumbar adjustment and seat cushion extension.



Driver's Seat Massage

The Equus driver's seat also brings the added pleasure of a massage feature that applies soothing pressure up and down the back at a speed controlled by the driver.



**Advanced Navigation
and Driver Information System**

To help you confidently arrive at each destination in a relaxed state of mind, Equus comes standard with a navigation system. Easy-to-read maps display your route, and additional features like XM NavTraffic® help ensure your navigation selects the most trouble-free directions based on real-time traffic updates. The system also integrates a Driver Information System, which places controls and readouts for a variety of functions at the driver's ready.¹

Effortless Interaction.

The aim of Equus was always clear: To create a seamless interplay between the driver and the technologies that serve to make driving as enjoyable and effortless as possible.



Front-View Cornering Camera

Check your mirrors, then your monitor: It displays ultra-wide-angle front views for an extra margin of visibility.



Parking Guide System

Guide Equus into tight parking spaces with the aid of a generous 8-inch LCD monitor. It displays views from the rear camera to help you park more easily.



Electronic Parking Brake With Automatic Vehicle Hold

To prevent unwanted movement on steep roads, Automatic Vehicle Hold engages when the car comes to a complete stop and releases when the gas pedal is pressed.



Supervision Cluster With Built-In Color Monitor

A 3.5-inch TFT LCD monitor provides high-quality iconic images and messaging with audible cues.



Complimentary iPad®

Equus owners receive a free WiFi iPad® with available applications like an interactive owners manual, complete with animations and videos of the vehicle's key features. Or an appointment app that lets you reserve service times with your authorized Equus dealer at your convenience.¹

Relaxation Redefined.

In Equus, rear-seat passengers enjoy a degree of sumptuous luxury befitting a sedan of the highest caliber. Technology works its silent magic, easing your every move with advances in comfort and convenience that redefine relaxation.



Power Rear Sunshades

Controls located on both the front and rear center consoles allow Equus occupants to raise or lower the rear-side window and rear window sunshades.



Rear 8-Inch LCD Display

Lean back and enjoy the generously sized rear 8-inch display, where your favorite DVD is waiting.



Rear Armrest Console Controls

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



Winged Rear Headrests

Adjust the wings up to 30 degrees and support your head in perfect comfort.



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 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.

Sonic Perfection.

With 608 watts from its 13 channels and 17 speakers, the Lexicon® 7.1 Discrete audio system onboard Equus more than satisfies the most discriminating audiophile.

It's called the 7.1 Discrete because it uses 7 unique sound fields with a single rear subwoofer and 17 speakers to envelope Equus occupants in a sound that's as close as possible to what you'd hear from a live performance.



*Lexicon® 7.1 Discrete Surround Sound
Audio System with 17 Speakers*



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

Excellence, Illuminated.

Like a fine residence, it's finishing touches such as thoughtful lighting design and an exquisitely appointed interior that elevate Equus beyond the ordinary.



Luxury Interior

Equus occupants indulge in the supple aroma of a leather-clad interior accented with beautifully crafted walnut or birch burl accents.



Puddle Lamps

Mounted under the outside mirrors, these illuminate your path to and from your car at night.



Power Trunk Lid

Convenience is maximized by a power opening and closing trunk lid. Open the trunk by the inside release or outside using the convenient Equus key fob.



Rain-Repelling Acoustic Laminated Glass

Mutes wind noise at speed and helps to optimize visibility, even under adverse weather conditions.



EQUUS

Wrap-Around LED Rear Lights

This technology not only looks great, but dramatically increases visibility, both day and night.

Confidence, Instilled.

There are two fundamental approaches to safety engineering – collision avoidance and occupant protection. The best luxury sedans integrate both for maximum protection. All Equus active safety systems have been integrated to reduce the potential for a collision. How? We call it VSM, short for Vehicle Stability Management, which combines the Electronic Stability Control, Electronic Parking Brake, Smart Cruise Control and seatbelt tensioning system for audible, visual and tactile collision warning.¹



Auto Defogging System

Using sensors in the windshield, this system quickly and efficiently eliminates condensation for maximum visibility.



Lane Departure Warning System

Equus will warn the driver if it senses the car beginning to stray from its lane. A warning chime and haptic tug on the seatbelt help alert the driver to take corrective action at the wheel.



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.

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 your Equus Owner's Manual for details. 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.



Seatbelt Tensioning System

This system selectively tensions the seatbelt in a variety of potential collision scenarios, optimizing safety and effectiveness in all situations.



Nine Airbags

Front, front seat 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



EQUUS IN PLATINUM METALLIC

*Discover What's Next:
Equus At Your Service.*

Our efforts to deliver the car of your dreams don't end with the transfer of keys. Membership in the Equus family entitles you to an unparalleled level of personal service and attention.

In addition to America's Best Warranty, Equus owners are granted additional 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 a complimentary iPad® – one of many useful Equus apps that Hyundai will be making available on iTunes.®

For more details and a complete list of Equus At Your Service features and benefits, please contact your authorized Equus dealer.



2011 EQUUS_FEATURES

		Equus Signature	Equus Ultimate
SAFETY FEATURES	Nine airbags: Advanced dual front airbags, front and rear seat-mounted side-impact airbags, driver knee airbag and roof-mounted side-curtain airbags	S	S
	Electronic Stability Control with Traction Control System	S	S
	4-wheel Anti-lock Braking System, Electronic Brake-force Distribution, Brake Assist	S	S
	Vehicle Stability Management with pre-collision warning	S	S
	Lane Departure Warning System - line recognition and warning	S	S
	Smart Cruise Control	S	S
	Advanced motorized front pre-collision seatbelt pretensioners	S	S
	Tire Pressure Monitoring System	S	S
	Seatbelt tensioning system with pre-collision warning	S	S
	Electronic active head restraints with power controls for front passengers	S	S
	Electronic Parking Brake with Automatic Vehicle Hold	S	S
EXTERIOR FEATURES	Automatic headlights	S	S
	High Intensity Discharge Xenon auto-leveling headlights	S	S
	Adaptive Front Lighting System (auto-cornering)	S	S
	Front fog lights	S	S
	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 Park Assist sensors with rearview camera	S	S
INTERIOR FEATURES	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 rear seat with air cell massage system and leg support	–	S
	Thermoelectric rear console refrigerator	–	S
	AM/FM/HD Radio™/XM®/In-dash 6-DVD Changer/MP3 Lexicon® 7.1 Discrete Logic 7® surround sound system with 17 speakers	S	S
	Speed-sensing auto volume control	S	S
	50/50 split, heated and cooled rear seats with reclining function	–	S
	Advanced navigation system with 8-inch display + Driver Information System + in-dash 6-disc DVD changer + NavTraffic®	S	S
	Rear-seat entertainment system with 8-inch monitor	–	S
	Alcantara® suede roof trim	S	S
	iPod® / iPad® / USB and auxiliary input jacks	S	S
	Rear seat power up/down head restraints with manual tilt	–	S

		Equus Signature	Equus Ultimate
INTERIOR FEATURES	Rear illuminated vanity mirrors	–	S
	Dual-zone automatic temperature control with outside temperature display	S	S
	3.5-inch TFT LCD vehicle information monitor	S	S
	Power rear-side window and rear window sunshades	S	S
	Bluetooth® hands-free phone system, integrated with Driver Information System	S	S
	Heated and cooled power front seats	S	S
	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 compass	S	S
	HomeLink® integrated transceiver	S	S
	Proximity entry system with alarm, trunk release and push-button start	S	S
	60/40 power reclining, heated rear seats	S	–
ENGINES	4.6-liter, 32-valve DOHC V8	S	S
	Dual Continuously Variable Valve Timing	S	S
	Horsepower @ rpm, premium unleaded	385@6500	
	Horsepower @ rpm, regular unleaded	378@6500	
	Torque (lb-ft @ rpm), premium unleaded	333 lb.ft@3500	
	Torque (lb-ft @ rpm), regular unleaded	324 lb.ft@3500	
	Compression ratio	10.4	
	All-aluminum block and heads	S	S
	Multi-port programmed fuel injection	S	S
	Variable Intake System	S	S
	Hydraulic motor mounts	S	S
	Dual chrome asymmetrical exhaust tips	S	S
	DRIVETRAIN / TRANSMISSION	Rear-wheel drive	S
ZF® electronic 6-speed automatic transmission with SHIFTRONIC®		S	S
Final drive ratio		3.133	
BODY / SUSPENSION / CHASSIS	Unibody construction	S	S
	Electronically controlled air suspension, Continuous Damping Control with driver-selectable SPORT mode	S	S
	Stabilizer bars (mm), front / rear	29 / 18	
	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

(S) STANDARD (-) NOT AVAILABLE

2011 EQUUS_FEATURES

		Equus Signature	Equus Ultimate
EXTERIOR DIMENSIONS	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)	4449 - 4555	4486 - 4592
INTERIOR DIMENSIONS	Head room (in), front / rear	38.7 / 38.1	
	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	
EPA MILEAGE ESTIMATES / FUEL CAPACITY	Fuel economy (city / highway / combined)	16 / 24 / 19	16 / 24 / 19
	Fuel-tank capacity (gal)	20.3	

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 are based on competitor information 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. 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.



2011 EQUUS_LINE UP



Equus Signature

SIGNATURE INCLUDES:

- 4.6L DOHC Tau® V8 engine (385 HP)
- 6-speed automatic transmission with SHIFTRONIC®
- Electro-hydraulic power steering
- Electronically controlled air suspension with continuous damping control
- 19" chrome alloy wheels with P245/45R19 (front) and P275/40R19 (rear) tires
- 4-wheel disc brakes with Anti-lock Braking System and Electronic Brake-force Distribution
- Electronic Stability Control with Traction Control System and Brake Assist
- Vehicle Stability Management system with pre-collision warning
- 9 Airbags: Advanced dual front airbags, front and rear seat-mounted side-impact airbags, driver knee airbag, and roof-mounted side-curtain airbags
- Electronic active front head restraints with power controls
- Electronic seatbelt pretensioners
- Tire Pressure Monitoring System
- Lane-Departure Warning System
- High Intensity Discharge headlights with LED turn signal indicators
- Smart Cruise Control
- Adaptive Front Lighting System with auto-leveling
- Fog lights & automatic headlights
- Front and rear parking assistance system and rearview camera
- Dual power-folding heated auto-dimming side mirrors with turn signal indicators and approach lamps
- Dual asymmetrical exhaust tips integrated with rear bumper
- Proximity key entry with push-button start
- Illuminated scuff plates, inside door handles & door armrest
- Premium leather seating surfaces and Alcantara® suede headliner
- 12-way power driver seat (with lumbar + seat cushion extender)
- 10-way power front passenger seat
- Driver seat massage system
- Heated / cooled front seats
- Heated, wood-trimmed & leather-wrapped steering wheel
- Power tilt-and-telescopic steering wheel
- Integrated Memory System for driver-side seat, mirrors and steering wheel
- Leather-wrapped dash and real wood interior trim
- Electroluminescent cluster (Supervision) with 3.5" TFT LCD screen
- Electronic Parking Brake with Automatic Vehicle Hold
- Power windows with auto-down/up
- Navigation system with Driver Information System and multimedia controller
- Lexicon® 7.1 Discrete surround-sound audio system with 17 speakers
- iPod®/USB and MP3 auxiliary input jacks and iPod® connection cable
- Bluetooth® hands-free phone system
- Dual automatic temperature control with air quality system
- Windshield wiper de-icer, rain-sensing wipers and auto-defogging windshield with humidity sensor
- Electrochromic auto-dimming inside rearview mirror with HomeLink® and compass
- 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 & rear side-window sunshades
- Luggage net
- Premium-grade floor mats, premium-grade trunk cargo mat and first-aid kit

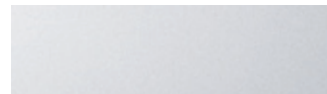


Equus Ultimate

ULTIMATE (4-PASSENGER) ADDS OR REPLACES:

- + 50/50 split rear seats with reclining function
- + First-class seat: Leg support and massage system
- + Rear seat entertainment system with 8" monitor
- + Thermolectric rear console refrigerator
- + Rear seat power up/down head restraints with manual tilt
- + Cooled rear seats
- + Forward-view cornering camera
- + Rear illuminated vanity mirrors
- + Power trunk lid

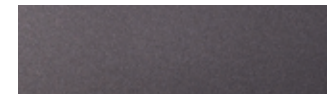
EXTERIOR_COLOR CHOICES



WHITE SATIN PEARL



BLACK NOIR PEARL



GRANITE GRAY



PLATINUM METALLIC

INTERIOR_COLOR CHOICES



JET BLACK LEATHER SEATS



CASHMERE BEIGE LEATHER SEATS



SADDLE BROWN LEATHER SEATS



GENUINE WOOD (WALNUT)



GENUINE WOOD (BIRCH BURL)

WEBSITE_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.

You can also find us on Facebook at [facebook.com/hyundai](https://www.facebook.com/hyundai).

EQUUS |  **HYUNDAI**