



2009 HYUNDAI GENESIS DELIVERS NHTSA FIVE-STAR SAFETY RATINGS

FOUNTAIN VALLEY, Calif., 08/27/2008 The National Highway Traffic Safety Administration (NHTSA) awarded five-star crash test ratings, the highest government rankings under the agency's New Car Assessment Program, to the all-new 2009 Hyundai Genesis for both frontal and side-impact crash tests.

"Genesis was engineered with a lightweight but strong body shell, featuring ultra-high tensile steel, laser welding, and advanced adhesive bonding," said John Krafcik, vice president of Strategic Planning and Product Development, Hyundai Motor America. "Add eight airbags and electronic active head restraints and you can see the focus we placed on designing Genesis for occupant safety. These five-star results are just one indication of the dedication Hyundai engineers place on safety."

Maintaining Hyundai's emphasis on delivering leading safety technology, Genesis boasts world-class active and passive safety features that both prevent accidents and maximize the well-being of its occupants in the event of a collision. The Genesis continues the Hyundai tradition of standardizing key life-saving safety technology, with features such as Electronic Stability Control (ESC), eight airbags and electronic active head restraints.

ESC compares the driver's intended course with the vehicle's actual response. It then brakes individual front or rear wheels and/or reduces engine power as needed in certain driving circumstances to help correct understeer or oversteer.

Genesis' eight airbags include advanced dual front airbags, front and rear seat-mounted side-impact airbags, and roof-mounted side curtain airbags for both front and rear outboard seat occupants.

Hyundai is the first popular brand to offer electronic active front head restraints, a standard feature on the 2009 Genesis, which are an improvement over mechanically-based active head restraint systems. Until now, electronic active head restraints could only be found on select Mercedes-Benz, BMW and Lexus models. Active front head restraints have been proven by the Insurance Institute for Highway Safety to help prevent whiplash.

Genesis is brought to a halt by large four-wheel anti-lock disc brakes with Brake Assist and Electronic Brake Distribution (EBD). The V6 models feature 12.6-inch front rotors with single-piston floating calipers, while the V8 models feature 13-inch front rotors with four-piston calipers. All models are equipped with 12.4-inch rear rotors.

HYUNDAI MOTOR AMERICA

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through 800 dealerships nationwide.

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

NHTSA is dedicated to achieving the highest standards of excellence in motor vehicle and highway safety. The agency strives to exceed the expectations of its customers through its core values of Integrity, Service and Leadership. NHTSA provides leadership to the motor vehicle and highway safety community through the development of innovative approaches to reducing motor vehicle crashes and injuries.