



2008 HYUNDAI AZERA

Study it.

THE TRUTH IS, finding a car that's right for you isn't that easy. You've got cars that over promise and under deliver. Cars that assume you've won the lottery and desperately want to part with the proceeds. And value-priced cars that, unfortunately, drive that way.

Fortunately, there is one company that understands and embraces the concept of what people really want in a car. That company is Hyundai.

We make smart cars for smart people. Cars that routinely get 5-star crash test ratings. Cars where the number of safety features takes precedence over the number of cupholders. And cars that put quality exactly where it belongs – first and foremost.



*J.D. Power and Associates
"Most Appealing Large Car,"
2007 Automotive Performance,
Execution and Layout (APEAL)
Study,™ Two Years in a Row.¹*

We also believe in a warranty that lasts twice as long as the average car loan. Not to mention the average car warranty.

We steadfastly adhere to the proposition that premium amenities are not to be reserved exclusively

for the wealthy. That beautiful design shouldn't necessitate a second mortgage. And that stimulating performance and handling needn't come from engineers with names like Hans and Giuseppe.

In other words, we believe in cars that don't insult your intelligence, but rather, respect it.

Like our flagship Azera sedan. Not only did it win Strategic Vision's Total Quality Award™ for Large Car Ownership Experience, but it's also chock full of the style, performance, safety features and interior space that put it squarely among the finest sedans in its category.² Even those costing thousands of dollars more.

Now that we've whetted your appetite, feel free to turn the page and get better acquainted.

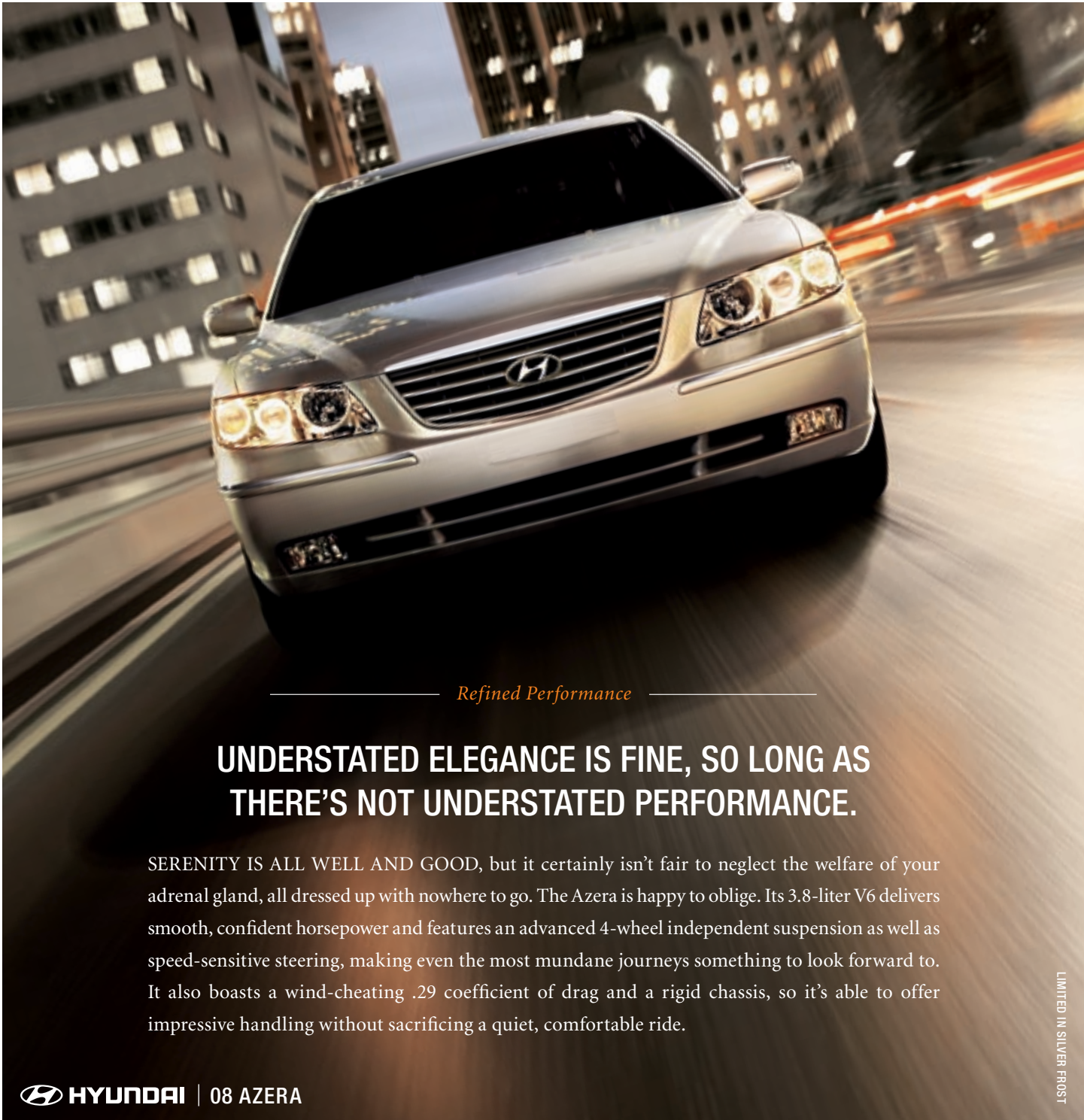
— Do Your Homework —

WHO WOULD COMPARE A HYUNDAI TO A BMW? WELL, AN AZERA OWNER, FOR ONE.

Our research has taught us that most Hyundai owners do significantly more studying than average before they buy. In the course of their research, they would discover the Azera has more horsepower than a BMW 528i. And more interior volume than a BMW 7 Series. They would also discover style, safety and luxury befitting a flagship of any make.



LIMITED IN EBONY BLACK



Refined Performance

UNDERSTATED ELEGANCE IS FINE, SO LONG AS THERE'S NOT UNDERSTATED PERFORMANCE.

SERENITY IS ALL WELL AND GOOD, but it certainly isn't fair to neglect the welfare of your adrenal gland, all dressed up with nowhere to go. The Azera is happy to oblige. Its 3.8-liter V6 delivers smooth, confident horsepower and features an advanced 4-wheel independent suspension as well as speed-sensitive steering, making even the most mundane journeys something to look forward to. It also boasts a wind-cheating .29 coefficient of drag and a rigid chassis, so it's able to offer impressive handling without sacrificing a quiet, comfortable ride.



TWO POTENT V6'S

Azera's V6 powerplants give you a rush of power while offering a nod to the environment with their ULEV ratings. The 3.8L delivers 263 hp and 257 lb.-ft. of torque, while the 3.3L delivers 234 hp. And both achieve an impressive 26 mpg.¹



5-SPEED SHIFTRONIC TRANSMISSION

Smooth shifts and absolute control are the order of the day with this advanced 5-speed automatic transmission. It features a lock-up torque converter for improved mileage and SHIFTRONIC[®] manual shifting.



4-WHEEL INDEPENDENT SUSPENSION

Featuring an all-new suspension for 2008, the Azera rides on a double wishbone design in front and a multi-link set-up in the back, along with gas-charged hydraulic shocks. This results in a ride that's supple, yet remarkably controlled.

LIMITED IN SILVER FROST

¹Highway mpg.

Truth in Luxury

WHAT MAKES A CAR LUXURIOUS? OTHER THAN THE PRICE ON THE WINDOW STICKER, THAT IS.

WELL FOR US, IT'S AN IMPRESSIVE LIST of features and amenities that make the entire car-ownership experience more pleasant. First, consider the paint. An advanced and thorough primer process makes it corrosion resistant, ensuring your Azera will keep its beauty long into the future. Then there are sophisticated details such as automatic projector-style halogen headlights and extra-bright, long-lasting LED tail lights. And a reverse-cut key for added security. We've even included strut-assisted hood and trunk mechanisms for easy opening. Sadly, we just couldn't bring ourselves to add the impressive window sticker. But not to worry. Once it's removed, the neighbors will never know the difference.





DUAL AUTOMATIC CLIMATE CONTROL

The Cold War is over, but there's still a battle to set the A/C. Now you can feel comfortably warm, while your passenger enjoys a cool breeze. It's kind of a climatological détente.



INTEGRATED MEMORY SYSTEM

Use this system to set your preferred seat, steering wheel and side mirror positions, then recall them at a moment's notice with just the push of a button.



POWER SEATS

Finding a comfortable driving position is effortless, thanks to an 8-way power driver seat with lumbar support and a front passenger seat with 4-way adjustability. Power to the people.



POWER-ADJUSTABLE PEDALS

Why should your arms, legs and back have all the fun? Let your feet get in on the party with an adjustable accelerator and brake pedal for the ultimate in customized driving positions.



POWER REAR SUNSHADE

The rear sunshade automatically deploys with just the touch of a button. It's great for keeping your interior cool and comfortable, not to mention your rear passengers.



AUDIO SOPHISTICATION

Take more than 170 channels of digital-quality entertainment wherever you go. You'll enjoy a wide variety of commercial-free music, news, talk and specialty programming.¹



BLUETOOTH WIRELESS TECHNOLOGY

Safely make calls while driving via the Bluetooth® hands-free phone system. Located in the upper console, it features a built-in microphone and speaker for perfect clarity.²



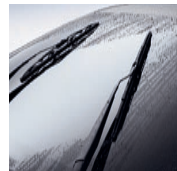
HOMELINK

Located conveniently on the electrochromic rearview mirror, the HomeLink® integrated transceiver lets you control multiple home functions right from the driver seat.



BRIGHT SCREEN, BIG CITY

Azera's navigation system's bright 6.5-inch full-color touchscreen lets you clearly see your route, while convenient turn-by-turn voice prompts guide you to your destination.



AUTOMATIC RAIN-SENSING WIPERS

An infrared light is directed toward the windshield, then reflected back to a sensor. When rain hits the windshield, it interrupts the light beam, which activates the wipers.



POWER-FOLDING HEATED SIDE MIRRORS

The side mirrors fold to keep them out of harm's way. They're also heated to stay clear in cold weather, and have integrated turn signals for increased visibility.



ENGINE IMMOBILIZER

This security feature uses a key transponder code that must match the code programmed into the system. If the two codes don't match, the engine is automatically disabled.

PARADISE FOUND. Azera's expansive interior is brimming with appointments and standard features designed for your comfort and convenience. Personalize your environment with dual front automatic climate control as you sink into the roomy, 8-way power-adjustable driver seat. Notice how the elegant leather-trimmed interior surrounds you as the electroluminescent gauges deliver all necessary information at a glance. As you grip the thick, leather-wrapped steering wheel, the integrated memory system thoughtfully moves your seat into your personally programmed position. Suddenly, red lights don't seem so bad.



PREVENTING AN ACCIDENT IS THE BEST WAY TO SURVIVE ONE.

IT'S COMMON SENSE REALLY, but a fact that goes beneath the notice of many car companies. Not Hyundai. That's why we fill our cars with cutting-edge active safety features—standard—that work dynamically with input from you and the road to help prevent an accident in the event of an emergency. Which is why a Hyundai is the ideal vehicle to protect you, your passengers and your peace of mind.



ELECTRONIC STABILITY CONTROL

An advanced, electronically-controlled system reads data from sensors throughout the vehicle. Input is relayed to a sophisticated computer, and is processed using proven algorithms, which enables ESC to react instantaneously to input from you and the road.¹



TRACTION CONTROL SYSTEM

Wet pavement may have met its match. The advanced Traction Control System senses unexpected wheelspin while accelerating and automatically applies the appropriate combination of brakes and throttle to route power to the tire with the most traction.²



ANTI-LOCK BRAKING SYSTEM

ABS prevents wheel lock-up and helps maintain steering control, even during emergency braking situations, by rapidly pulsing the brakes. So you can control steering to successfully maneuver around objects ahead of you.



ELECTRONIC BRAKE-FORCE DISTRIBUTION

You never know where you'll be when you need to stop quickly—from a dirt road to a major thoroughfare. EBD uses a network of sensors to provide the appropriate braking pressure at each wheel for maximum braking performance.



BRAKE ASSIST

Statistics show that drivers frequently don't brake forcefully enough in an emergency situation. Brake Assist actually senses when you are in a panic stop and immediately applies the maximum braking pressure to help you stop in a shorter distance.

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 Owner's Manual for details. ²The Traction Control System (TCS) is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.

SHOULDN'T YOUR CAR HAVE AT LEAST AS MANY SAFETY FEATURES AS CUPHOLDERS?

SOME THINGS IN LIFE ARE UNAVOIDABLE. That's why we consider our passive safety systems among the most important parts of the vehicles we build. Because you should be able to count on your vehicle to protect you in the event of an accident. These systems include advanced airbags, active front head restraints, a reinforced body structure, an energy-absorbing steering column, shingle-style rear head restraints for improved visibility and a long list of other state-of-the-art technologies. It's important to note that Azera's safety features all come standard. Because we take the task of keeping you and your passengers safe just as seriously as you do.



STRUCTURAL INTEGRITY

You wouldn't build a house on a shaky foundation. Same goes for cars. We built the Azera with a reinforced unibody construction of high-tensile steel to effectively absorb collision energy.



TIRE PRESSURE MONITORING SYSTEM

Each wheel is equipped with an air-pressure sensor located at the valve stem. In the event that any tire reaches a specified low air pressure, a warning light will alert you.¹



EIGHT AIRBAGS

When it comes to airbags, there truly is safety in numbers. So with this bit of wisdom, we gave the Azera eight airbags. Advanced dual front airbags with an Occupant Classification System, front and rear side-impact airbags, and side-curtain airbags.²



SEATBELT PRETENSIONERS

Pretensioners tighten safety belts in certain accidents to reduce front occupants' forward movement. Then, force limiters release slack to limit load across the body and help minimize injury.



ACTIVE FRONT HEAD RESTRAINTS

Whiplash is one of the most common injuries in a rear collision. With this feature, the head restraint moves forward and up, which reduces the likelihood of neck injury.

IT'S DIFFICULT TO PREDICT THE FUTURE. UNLESS YOU HAPPEN TO BE DESIGNING IT.

IT TAKES A WORLD OF PEOPLE TO MAKE A HYUNDAI. From our R&D Center in South Korea, where we conduct predesign studies, prototyping, full-scale aerodynamics analysis, crash testing and test driving. To Alabama and our \$1.1 billion state-of-the-art manufacturing plant. To Michigan and our engineering center. To our Southern California design facility, where we utilize the world's most advanced visualization, graphics and clay-modeling technologies. To our environmental technology research center in Seoul. Together, these facilities ensure that every vehicle we build is at the forefront of automotive technology.





WE'RE VERY HANDS ON

We hand check nuts, bolts, cables, wiring and power components before any Hyundai leaves the plant. Then every vehicle is road tested to eliminate squeaks and rattles that can't be detected on the factory floor.



PERFECTION IS OUR OBSESSION

For example, this door hinge used to look a little different. But our engineers noticed that the old design was adding a minute amount of wind noise to the vehicle. So they redesigned it. Now it adds none at all.



YOU CAN NEVER BE TOO SAFE

Our vehicles' excellent safety ratings are the result of thousands of hours of simulations in state-of-the-art safety testing facilities. Is destroying millions of dollars worth of automobiles worth it? Absolutely.



PROVEN BEFORE IT'S DRIVEN

At our California Proving Grounds, every new design is tested in real-world situations. This includes a 6.4-mile track to evaluate engine and road noise, and a 3.3-mile road course that simulates America's highways.



MEET OUR QUALITY INSPECTOR

An army of 250 robots, equipped with optical sensors far more sensitive than the human eye, inspects every vehicle for quality welds and proper fit. This ensures tight seams and seals, as well as perfect alignment.



WE TREAT OUR BODIES LIKE TEMPLES

Prior to painting, the body of each Hyundai is electrically charged, then immersed in a primer bath with an opposite charge. This ensures even hidden surfaces are completely coated for incredible corrosion resistance.



THE MYSTERIOUS 2.3 MILES

Every new Hyundai that comes out of our Alabama plant has 2.3 miles on the odometer. That's because each one is road tested on our test track to ensure every vehicle is working perfectly.



TESTED TO THE EXTREMES

From the scorching heat of Death Valley, Calif., to the frozen tundra of central Canada, our cars are tested in the most extreme conditions. This ensures their performance never wavers, no matter what life throws your way.

10-YEAR/100,000-MILE
POWERTRAIN PROTECTION

5-YEAR/60,000-MILE
NEW VEHICLE LIMITED WARRANTY

7-YEAR/UNLIMITED MILES
ANTI-PERFORATION WARRANTY

5-YEAR/UNLIMITED MILES
24-HOUR ROADSIDE ASSISTANCE

America's Best Warranty

A FIVE-YEAR WARRANTY SAYS A LOT ABOUT THE CAR. A TEN-YEAR WARRANTY SAYS A LOT ABOUT THE CAR COMPANY.

IT SAYS THAT WE STAND BEHIND OUR VEHICLES with a warranty matched by no other automaker in the country.¹ It says your new Hyundai's powertrain may be covered until the year 2018. (Just think about that for a minute.) But above all, it says that we build a vehicle that you can rely on. That as a company, we're committed to your satisfaction, long after you leave the dealership and your car is bought and paid for. And that's as refreshing now as it will be in a decade.



AZERA



SONATA ELANTRA ACCENT TIBURON TUCSON SANTA FE VERACRUZ ENTOURAGE

 **HYUNDAI** | 08 AZERA

¹See dealer for LIMITED WARRANTY details.



AZERA GLS

STANDARD FEATURES INCLUDE:

- 3.3-liter, DOHC V6 engine with CVVT
- 5-speed automatic transmission with SHIFTRONIC®
- Chrome-tipped dual exhaust
- Electronic Stability Control
- Traction Control System
- Anti-lock Braking System with Electronic Brake-force Distribution and Brake Assist
- Tire Pressure Monitoring System
- Advanced dual front airbags with Occupant Classification System, front and rear side-impact airbags and side-curtain airbags
- Active front head restraints
- 17-inch, 10-spoke Euroflange alloy wheels
- Automatic headlights
- Front fog lights
- LED tail lights
- Dual-folding, heated power side mirrors
- Windshield wiper de-icer

- Premium cloth seats
- 8-way power driver and 4-way power passenger seats
- 60/40 split fold-down rear seatback
- Dual front automatic climate control
- Leather-wrapped steering wheel and shift knob
- 172-watt AM/FM/CD/MP3 six-speaker audio system
- XM® Satellite Radio¹
- Steering-wheel-mounted audio and cruise controls
- Electrochromic auto-dimming rearview mirror with compass and HomeLink® integrated transceiver
- Multi-function trip computer
- Tilt-and-telescopic steering wheel
- Solar control glass
- Remote keyless entry system with anti-theft system and engine immobilizer

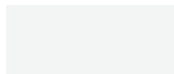


AZERA LIMITED

INCLUDES ALL STANDARD GLS FEATURES PLUS:

- 3.8-liter, DOHC V6 engine with CVVT
- Power tilt-and-slide sunroof
- Power-folding side mirrors with turn signal indicators
- Leather seating surfaces
- Heated front seats
- 315-watt Infinity® audio system with in-dash 6-disc CD changer
- Electroluminescent gauges
- Power rear sunshade
- "Limited" badging

EXTERIOR COLOR CHOICES



POWDER WHITE PEARL

INTERIOR: BEIGE, GRAY OR BLACK



SILVER FROST

INTERIOR: GRAY OR BLACK



STEEL GRAY

INTERIOR: GRAY OR BLACK



GOLDEN BEIGE

INTERIOR: BEIGE



SAGE GREEN

INTERIOR: BEIGE, GRAY OR BLACK



VENETIAN BLUE

INTERIOR: BEIGE, GRAY OR BLACK



EBONY BLACK

INTERIOR: BEIGE, GRAY OR BLACK

INTERIOR COLOR CHOICES



GLS BEIGE CLOTH



GLS GRAY CLOTH



GLS AND LIMITED BEIGE LEATHER



GLS AND LIMITED GRAY LEATHER



LIMITED BLACK LEATHER

- S = STANDARD**
O = OPTIONAL FEATURE
– = NOT AVAILABLE
P = PREMIUM PACKAGE
N = NAVIGATION PACKAGE
U = ULTIMATE PACKAGE
UN = ULTIMATE NAVIGATION PACKAGE

SAFETY FEATURES	GLS	LIMITED
Electronic Stability Control (ESC)	S	S
Traction Control System (TCS)	S	S
4-wheel Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist	S	S
Advanced Driver and Front Passenger Airbags (SRS) with Occupant Classification System (OCS)	S	S
Front and Rear Side-impact Airbags (SRS), seat-mounted	S	S
Front and Rear Side-curtain Airbags (SRS), roof-mounted	S	S
Front Seatbelt Pretensioners with Force Limiters	S	S
Active Front Head Restraints	S	S
Energy-absorbing Steering Column	S	S
Tire Pressure Monitoring System (TPMS)	S	S
Rear LATCH Child-seat-attachment System	S	S

EXTERIOR FEATURES	GLS	LIMITED
Power Tilt-and-slide Sunroof with One-touch Open/Close and Sliding Sunshade	O/P	S
Automatic Three-beam Jeweled Projector Headlights	S	S
Front Fog Lights	S	S
Dual Heated Power Side Mirrors, manual folding	S	–
Power-folding Side Mirrors with Turn Signal Indicators	–	S
Variable Intermittent Windshield Wipers	S	S
Rain-sensing Windshield Wipers	–	U
Front and Rear Bumper Molding with Chrome Insert	S	S
Remote Keyless Entry System with Trunk Release	S	S
Anti-theft System with Engine Immobilizer	S	S
LED Tail Lights	S	S

INTERIOR FEATURES	GLS	LIMITED
Dual Front Automatic Climate Control with Outside Temperature Display	S	S
Leather Seating Surfaces	P	S
8-way Power Driver Seat with Power-adjustable Lumbar/4-way Power Front Passenger Seat	S	S
Heated Front Seats with Variable Temperature Selection	P	S
172-watt AM/FM/CD/MP3 Six-speaker Audio System	S	–
315-watt Infinity Audio System, In-dash 6-disc CD/MP3 Changer, External Amp, 10 Speakers, Speed-sensing Volume	–	S
605-watt Infinity Logic 7 Surround Sound Audio, In-dash 6-disc CD/MP3 Changer, External Amp, 12 Speakers, Speed-sensing Volume	–	N/U
XM® Satellite Radio¹	S	S
LG In-dash DVD Navigation System²,³	–	N/UN
Bluetooth® Hands-free Phone System³	O	O
Power Windows with Front Auto-down/up and Pinch Protection; Illuminated Window Switches	S	S
Power Door Locks with Auto-lock Feature (dealer customizable)	S	S
Power-adjustable Foot Pedals	–	U
Tilt-and-telescopic Steering Wheel, manual	S	S
Tilt-and-telescopic Steering Wheel, power	–	U
Integrated Memory System (driver seat, side mirrors, steering wheel)	–	U
Power Rear Sunshade	–	S
Leather-wrapped Steering Wheel and Shift Knob	S	S
Woodgrain-trimmed Steering Wheel and Door Pulls	–	U
Electroluminescent Gauges	–	S
Electrochromic Auto-dimming Rearview Mirror with Compass	S	S
HomeLink Integrated Transceiver	S	S
Multi-function Trip Computer (distance to empty, fuel economy, average speed, trip timer, trip distance)	S	S
Front Maplights and Rear Reading Lights	S	S
Center Console with Dual Cupholders, Coin/Mobile-phone Box, Two-tier Storage	S	S
Rear Center Armrest with Cupholders	S	S
Front Seatback Pockets	S	S
60/40 Split Fold-down Rear Seatback	S	S
Driver and Front Passenger Illuminated Vanity Mirrors	S	S
Carpeted Floor Mats	O	O

OPTION PACKAGES

GLS PACKAGE:

Premium Package: Power tilt-and-slide sunroof, leather seating surfaces, heated front seats

LIMITED PACKAGES:

Navigation Package: LG® in-dash DVD navigation system²,³ 605-watt Infinity Logic 7® Surround Sound audio system

Ultimate Package: 605-watt Infinity Logic 7 Surround Sound audio system, power tilt-and-telescopic steering wheel, power-adjustable foot pedals, integrated memory system, rain-sensing windshield wipers, woodgrain-trimmed steering wheel and door pulls, premium door sill scuff plates

Ultimate Navigation Package: Ultimate Package, LG in-dash DVD navigation system

WHEEL



17-INCH ALLOY WHEEL

ENGINE	GLS	LIMITED
3.3-liter, 24-valve, DOHC	S	–
3.8-liter, 24-valve, DOHC	–	S
Continuously Variable Valve Timing (CVVT)	S	S
Variable Intake System	S	S
All-aluminum Engine Block	S	S
Horsepower @ rpm	234 @ 6000	263 @ 6000
Torque (lb.-ft. @ rpm)	226 @ 3500	257 @ 4500
Compression Ratio	10.4:1	10.4:1
Multi-port Programmed Fuel Injection	S	S
Electronic/Distributorless Ignition System	S	S
Chrome-tipped Dual Exhaust	S	S

DRIVETRAIN/TRANSMISSION

Drive Configuration: Front-wheel Drive	S	S
5-speed Automatic with Overdrive, Lock-up Torque Converter & SHIFTRONIC	S	S
Final Drive Ratio	3.33:1	3.33:1

BODY/SUSPENSION/CHASSIS

Body Type: Five-passenger Sedan	S	S
Unibody Construction	S	S
4-wheel Independent Suspension; front double wishbone, rear multi-link	S	S
Stabilizer Bars (mm.), front/rear	27.0/17.0	27.0/17.0
Twin-tube Gas Shock Absorbers, front and rear	S	S
Power Rack-and-pinion Steering, engine-RPM-sensing	S	S
Turning Diameter (ft.), curb-to-curb	37.4	37.4
4-wheel Disc Brakes, front ventilated	S	S
17-inch, 10-spoke Euroflange Alloy Wheels with P235/55VR Tires	S	S

EXTERIOR DIMENSIONS

Wheelbase (in.)	109.4	109.4
Length (in.)	192.7	192.7
Width (in.), excludes mirrors	72.8	72.8
Height (in.)	58.7	58.7
Track (in.), front/rear	62.2/61.6	62.2/61.6
Curb Weight (lbs.)	3629	3629
Coefficient of Drag	0.29	0.29

INTERIOR DIMENSIONS

Head Room (in.), front/rear	40.2/38.2	40.2/38.2
Leg Room (in.), front/rear	43.7/38.2	43.7/38.2
Shoulder Room (in.), front/rear	57.9/57.1	57.9/57.1
Hip Room (in.), front/rear	55.5/55.1	55.5/55.1
Cargo Volume (cu. ft.)	16.6	16.6
Passenger Volume (cu. ft.)	106.9	106.9
EPA Size Classification	Large Car	Large Car

EPA MILEAGE ESTIMATES¹/FUEL CAPACITY

City/Highway	18/26	17/26
Fuel-tank Capacity (gal.)	19.8	19.8

¹XM® Satellite Radio requires XM subscription sold separately after first three trial months. All fees and programming subject to change. Traffic and weather channels only available in 21 metropolitan markets. See your dealer for details. XM service only available in the 48 contiguous United States. The XM name is a registered trademark of XM Satellite Radio Inc. All other trademarks are property of their respective owners. ²Navigation System replaces in-dash 6-disc CD head unit with single feed. ³Later availability. ⁴EPA estimates for comparison. Your actual mileage will vary with options, driving conditions, driving habits and vehicle's condition.

While the information contained in this brochure was correct at time of printing, specifications and equipment can change. Feature comparisons based on competitor models 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.