

2014 **EQUUS**





EQUUS ULTIMATE in Platinum Metallic

TIME MARCHES ON. SHOULDN'T THE LUXURY SEDAN OWNERSHIP EXPERIENCE, TOO?

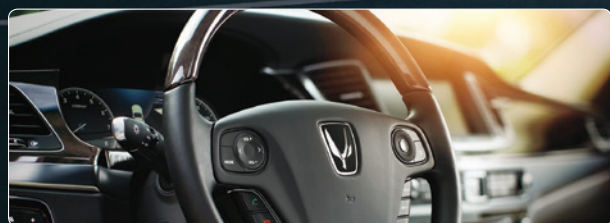
It's not enough anymore to engineer a luxury performance sedan filled with state-of-the-art luxury amenities. One guided by advanced safety and information technologies. And wrapped in a body designed to quiet the wind while leaving onlookers speechless. All of that is just your ticket to the dance.

It's 2014. You have to dig deeper, and think smarter. You have to ask yourself: As the owner of a luxury sedan, what is it I really want?

At Hyundai, we know you want a luxury sedan engineered to do what ordinary cars only dream is possible. But what also intrigues us, as we suspect it does you, is the possibility of an entire car company that's engineered to do more. An entire company that dreams bigger.

Allow us to introduce to you, the 2014 Hyundai Equus.

It's time for new thinking. And new possibilities.



EQUUS ULTIMATE in White Satin Pearl

TO MOVE FORWARD, GO BACK. **TO THE DRAWING BOARD.**

Attend any of the world's most important auto shows and you'll find Hyundai drawing a crowd. It seems everyone wants a closer look at how Hyundai designers imagine reshaping the future.

Inside and out, the 2014 Equus reflects our belief that an automobile's sheet metal shouldn't punish the wind. Instead, it should glide through it, undisturbed. Our designers went back to the drawing board, intent on evolving the details of the Equus from front to rear. They returned with refinements that include a new grille, brilliant Xenon HID headlights with new LED fog lights, reshaped power folding side mirrors, revised LED taillights and new 19" alloy wheels.

Step over the illuminated sill plates into the Equus interior, and you'll find Hyundai designers made significant enhancements there, too. To learn more, inquire within.

EQUUS ULTIMATE in White Satin Pearl



Electronic Air Suspension

The 2014 Equus features a retuned Electronic Air Suspension with automatic ride-height control and Continuous Damping Control. Ride-height control maintains consistent vehicle height and pitch regardless of the number of passengers or load onboard. At high speeds, vehicle height is lowered for improvements in stability, control and fuel economy.



429-Horsepower Engine

The torrents of power at your command flow from advanced engine technologies like Dual Continuously Variable Valve Timing and Gasoline Direct Injection. GDI sprays a fine mist of fuel (highly-pressurized at a rate in excess of 2100 PSI) directly into each cylinder of the Tau® V8, balancing both power and fuel efficiency.

Continuous Damping Control

The Equus minimizes traditional compromises between superior ride and handling finesse by employing computer-controlled damping, which makes millisecond-to-millisecond adjustments to precisely optimize suspension settings during acceleration, braking, cornering and uneven roads. And now, you can even alter the vehicle dynamics tailored for Performance (sport), Normal and Winter (snow) conditions.

HOW DO YOU REWRITE A SYMPHONY?

A luxury sedan is a mechanical symphony. Thousands of elements come together to create an experience that's powerful. Soothing. Exhilarating. And soulful. One element at a time, Hyundai engineers have made the 2014 Equus even finer, with every detail reconsidered until its artistry and functionality crescendo to a new, even higher standard.

In the process, they developed more than 300 test models. With each iteration, the Equus was honed into a performance-oriented luxury sedan capable of delighting the most demanding owners.

The smooth delivery of power from a category-defining, award-winning Tau® V8 engine is optimized by fluid shifting through a state-of-the-art 8-speed SHIFTRONIC® automatic transmission.

For 2014, our engineers also revised the ride and handling, using Hyundai's secret lab – our proving grounds in the harsh extremes of the California high desert – to fine-tune its Electronic Air Suspension with driver-selectable settings. At the press of a button, the Equus offers you a firmer, sporty feel of the road. Or, if the road is covered in snow, you can select a drive setting specifically suited for those conditions.

SIGNATURE. A SIGN OF AUTHENTICITY.

We named the Hyundai flagship luxury sedan the Equus Signature. After all, a signature represents a very personal connection – and that's precisely the driving experience that awaits you. It's also a way to tell whether something is truly authentic. The Equus Signature is certainly that. Considering the lengthy list of amenities like genuine wood trim and the choice of premium white ivory leather seats with contrasting black piping, the Equus doesn't leave anyone wanting.

For 2014, a redesigned dashboard, instrument panel, centre stack, shifter, centre console and steering wheel controls enhance the luxury feel and driver interaction even further. Every exchange is as effortless as the rain-sensing wipers with auto-defogging that clear your windshield. A large 9.2" colour display in the centre dash makes it easy to control everything from high-end audio and climate controls to an advanced navigation system and host of other thoughtful features. A sophisticated voice-recognition system lets you control many of those features using simple voice commands. Proving that intuitive interaction is another Equus Signature.



Analogue Clock

The Swiss-inspired analogue clock is as precise as it is gorgeous. Completely redesigned with a look that's sleek and modern, the watch face is encased in a rectangle border with contemporary rounded corners.



Comfort Zone, Times Three

New for 2014, the Equus comes with Three-Zone Automatic Temperature Control. The driver, front passenger and second-row passengers can each set their individual preference for cabin temperature. The system responds by automatically maintaining the desired comfort level for each of these areas.



Luxury Seating For All

No matter where you sit, the Equus Signature offers an exceptional level of tailored comfort. The outboard rear seats are heated and feature power recline. Up front, a 12-way power driver seat and 10-way power passenger seat include heat and cooling functions, plus power lumbar support and two driver memory settings.





EQUUS ULTIMATE in Ivory Leather / Ash Wood

ULTIMATE. NO MATTER WHERE YOU'RE SEATED.

When we first introduced our most technologically advanced Equus, we called it Ultimate. It was everything we believed a luxury sedan should be. But technology expands what's possible.

So, for our 2014 model, we're integrating a host of new features to ensure the Equus Ultimate remains deserving of its name. Open any door, settle into your seat, and the first indication of the Equus Ultimate approach to your total comfort is this: As you pull the door towards you, it closes. Automatically.

The rear cabin is enhanced by a new entertainment system. Dual 9.2" high-resolution screens enable backseat passengers to not only immerse themselves in video and audio entertainment but control what they see too. Lower the power sunshades on the rear side windows and back window. Adjust the power lumbar support, and your seat's heat or cooling settings, to your liking. Then sit back, relax...and enjoy your home theatre on wheels.



Steering Wheel Haptic Dial Control

Technology transforms the driver's view with an all-new dash design centred around a larger, 12.3" colour digital LCD Instrument Cluster Display. The steering wheel's haptic dial control pictured here places instrument panel menu choices under your thumb. Choose more impactful screen graphics, adjust the size or height of the windshield's heads-up display, and turn visual alerts like Blind Spot Detection and Lane Departure Warning on or off with the flick of your finger.



360-Degree Camera Views

Multiple cameras give the driver a clear picture of what's happening all around the Equus Ultimate. A forward-view cornering camera and rear backup camera combine with two new cameras in the side mirrors to capture a 360-degree visual around the entire car. A multi-view monitor lets you toggle between each camera view, making the Equus easier to maneuver and more relaxing to command. Isn't that what technology should do in a luxury car?



New Driver Heads-Up Display

With the new Driver Heads-up Display, vehicle speed, turn-by-turn navigation routes and the status of Smart Cruise Control are all projected onto a windshield screen that's easily visible, day or night. Visual warning icons are also displayed for the Lane Departure Warning System and Blind Spot Detection System. Clearly, the eyes have it.



12.3" Colour Digital LCD Instrument Cluster Display



EQUUS ULTIMATE in Black Leather / Walnut Wood

TECHNOLOGY THAT PUTS YOU AT EASE. **NOT ON EDGE.**

Technology is wonderful, but only when it's easy to use. To seamlessly integrate the latest digital technologies into its interior, the Equus features a new fingertip-controlled Driver Information System. For 2014, a larger 9.2" colour Central Information Display makes it easier to view the unified controls for systems that include navigation, audio, multimedia DVD player and Bluetooth® phone. Every new Equus comes equipped with SiriusXM™ Satellite Radio and NavTraffic® detailed traffic updates. There's also 30 GB of solid-state media storage onboard.

So no worries: You'll probably run out of your favourite music and movies before the Equus runs out of space to store them.

The updated Driver Information System in the Equus also lets you access various features and functions using advanced voice recognition. Navigation, mobile phone dialing, address book access, radio and multimedia player – all respond to your voice commands. Don't you wish your whole world worked that way?



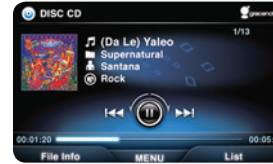
Enhanced Navigation

Large and ergonomic, this state-of-the-art, 9.2" navigation system provides you with detailed turn-by-turn directions to help you confidently arrive at your destination.



Call The Tune

The Equus audio system lets you choose the source of your musical entertainment: Everything from SiriusXM™ Satellite Radio to a multimedia player, a playlist on your iPod®/MP3 player, or Bluetooth® audio streaming via your paired smartphone or tablet.



A New Twist On Playlists

Gracenote® music recognition and Cover Art make it easy to manage the music you love. Gracenote® can identify song titles from broadcast sources and help drivers embellish their playlists. You can also rediscover your playlists in new ways using simple voice commands. Say "More Like This" to create killer playlists by tapping into the current song playing and finding similar songs based on genre, era, origin, or artist type³.

A New All-Access Pass

In addition to its smart push-button key fobs, the Equus now comes with a third proximity key option: A new credit card-sized smart key with a sleek design and void of buttons that conveniently fits into your wallet.



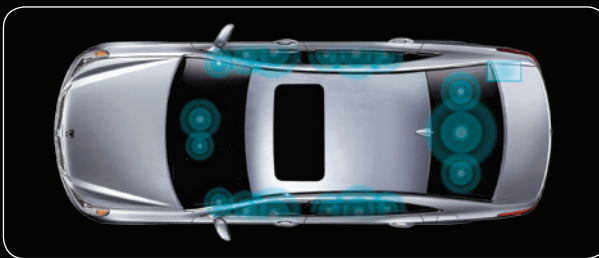


EQUUS ULTIMATE in Ivory Leather / Ash Wood

SOUND. LIKE YOU'VE NEVER HEARD BEFORE

The premium Lexicon® sound system, synonymous with the art of creating exquisite sound for over 40 years, gives you the ultimate surround sound experience with LOGIC 7® technology.

Every seat is the perfect seat with 17 strategically placed speakers using 7.1 discrete channels. Listeners are enveloped with a harmonic richness and a stirring bass that's only possible with the advanced digital processing of LOGIC 7® technology. Even the most discriminating audiophile will be satisfied when they experience every note and every breath that stays true to the original studio recording. Indulge your senses with true-to-life sound and transport yourself into another world with the Lexicon® sound system.



EQUUS ULTIMATE in Platinum Metallic



Active Safety

Vehicle Stability Management links and optimizes Electronic Stability and Traction Control Systems,² Brake Assist, Electronic Brake-force Distribution and a Lane Departure Warning System. Four-piston ABS front calipers grip large brake rotors, which are ventilated to help cool under hard braking for minimal brake fade. So you can remain cool, too.



Smart Cruise Control With Stop/Start

The 2014 Equus uses radar to maintain a desired speed and distance from vehicles in front of you, and comes to a full stop automatically when the traffic ahead stops. Smart Cruise Control reengages if the vehicle ahead of you moves forward within 3 seconds.



Lane Departure Warning System

The Equus is the first Hyundai to offer an available Lane Departure Warning System, which alerts drivers to unintended lane changes. Audible, visual and haptic warnings are triggered to restore the driver's attention in cases where the car drifts or changes lanes without using a turn signal.



Nine Airbag Safety System¹

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 enveloping integrated safety.

PREPARES FOR THE UNTHINKABLE. BY THINKING OF EVERYTHING.

The 2014 Equus doesn't just pamper. It protects using state-of-the-art technology. One example: a Lane Departure Warning System that uses haptic tugs on the seatbelt to gently warn you if the car starts to drift outside of its lane unintentionally. If no correction is made, an alert sounds. Nine airbags stand ready to deploy in the event of a collision.¹

A new 360-degree multi-view camera system is now available, with four cameras ideally positioned to offer all-around visibility for easier parking and narrow-street navigation. A forward-view camera also aids in cornering by capturing the road ahead as you turn.

The safety enhancements offered by this 360-degree multi-view camera system are augmented by a Blind Spot Detection System and a Rear Cross-traffic Alert System, which helps when reversing out of parking spots by alerting the driver to oncoming cross traffic. The Equus will even assist the driver in applying optimal braking pressure should a panic situation be detected. So this should come as no surprise: The Insurance Institute for Highway Safety rates the Equus a 2013 Top Safety Pick.

2014 EQUUS INTERIOR COLOURS



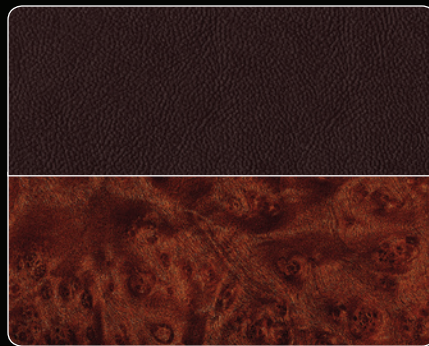
IVORY LEATHER / ASH WOOD



A



SADDLE BROWN LEATHER / MADRONA WOOD



B

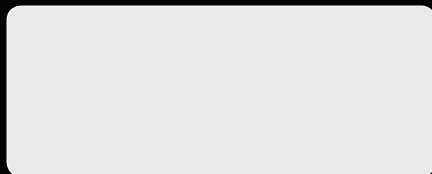


JET BLACK LEATHER / WALNUT WOOD



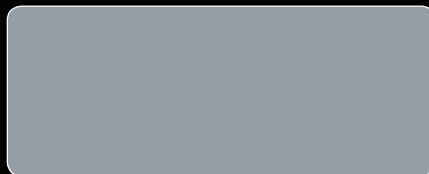
C

2014 EQUUS EXTERIOR COLOURS



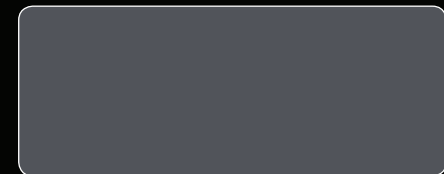
WHITE SATIN PEARL

A,C



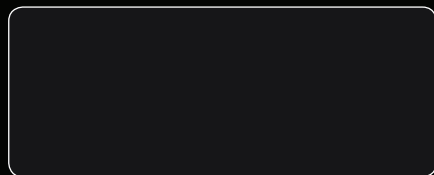
PLATINUM METALLIC

C



TITANIUM GREY METALLIC

B,C



PHANTOM BLACK

A,C



NIGHT SHADOW BROWN

A

EQUUS SIGNATURE



KEY STANDARD EQUIPMENT:

- 429 HP, 5.0L Gasoline Direct Injection DOHC Tau® V8 Engine with Dual Continuously Variable Valve Timing
- 8-speed Automatic Transmission with SHIFTRONIC®
- Electro-hydraulic Power Steering
- Electronically Controlled Air Suspension with Continuous Damping Control
- Proximity Fob and Card Key Entry with Push-button Start
- Three-zone Automatic Temperature Control with Air Quality System
- Leather-wrapped Dash and Real Wood Interior Trim
- Premium Soft-touch Leather Seats and Microfiber Suede Headliner
- 12-way Power Adjustable Driver Seat with Lumbar Support
- 10-way Power Adjustable Front Passenger Seat
- Heated and Cooled Front Seats
- Integrated Memory System for Driver Seat, Side Mirrors and Steering Wheel
- Heated Leather/Wood-trimmed Power Tilt-and-Telescopic Steering Wheel
- AM/FM/SiriusXM™/CD/DVD/MP3 Audio System
- Lexicon® 7.1 Discrete Surround-sound Audio System with 17 Speakers
- Premium Navigation System with 9.2" LCD Screen
- Integrated Driver Information System and Multimedia Controller
- iPod®/USB and MP3 Auxiliary Input Jacks
- Bluetooth® Hands Free Phone System
- Front and Rear Parking Assistance System with Rearview Camera and Rear Cross-traffic Alert
- Lane Departure Warning System with Blind Spot Detection
- Smart Cruise Control with Stop/Start
- Electro-luminescent Supervision Cluster with 7" LCD Screen
- Auto-dimming Rearview Mirror with HomeLink® and Compass
- Power Windows with Auto-down/up

- Rain-sensing Windshield Wipers with De-icer
- Auto-defogging Windshield with Humidity Sensor
- 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
- Illuminated Scuff Plates, (inside door handles and door armrest)
- 9 Airbag¹ Safety System: Advanced Dual Front Airbags, Front and Rear Seat-mounted Side-impact Airbags, Driver Knee Airbag, and Roof-mounted Side-curtain Airbags
- Vehicle Stability Management with Pre-collision Warning
- Electronic Stability Control with Traction Control System²
- 4-wheel disc Anti-lock Braking System with Brake Assist and Electronic Brake-force Distribution
- Electronic Parking Brake with Automatic Vehicle Hold
- Electronic Active Front Head Restraints with Power Controls
- Electronic Seatbelt Pretensioners
- Tire Pressure Monitoring System
- New 19" Alloy Wheel Design
- Xenon High Intensity Discharge Automatic Headlights with LED Turn Signal Indicators
- Adaptive Front Lighting System with Auto-leveling Headlights
- LED Front Fog Lights
- Dual Power-folding Heated Auto-dimming Side Mirrors with Integrated Turn Signal Indicators and Approach Lamps
- Dual Asymmetrical Exhaust Tips Integrated into Rear Bumper
- Premium Floor Mats and Trunk Cargo Mat
- First-aid Kit

EQUUS ULTIMATE



EQUUS SIGNATURE STANDARD EQUIPMENT PLUS:

- + Heads-up Display
- + Full 12.3" LCD Instrument Cluster Display Screen
- + Multi-view Camera System
- + Forward-view Cornering Camera
- + Haptic Steering Wheel Dial Control
- + Rear Seat Entertainment System with Dual 9.2" Displays
- + Cooled Rear Seats

- + Power Rear-seat Head Restraints with Manual Tilt Adjustment
- + Illuminated Rear-seat Vanity Mirrors
- + Power Rear Side-window Sunshades
- + Power Trunk Lid
- + Power Lumbar on Rear Outboard Seats
- + Power Door Closure

EXTERIOR DIMENSIONS

Wheelbase	3,045 mm
Length	5,160 mm
Width, excluding mirrors	1,890 mm
Height	1,490 mm
Track, front/rear	1,620 mm/1,627 mm
Coefficient of Drag (Cd)	0.27
Curb Weight (kg)	2,065 – 2,094

INTERIOR DIMENSIONS

Head Room, front/rear	982 mm / 955 mm
Leg Room, front/rear	1,145 mm / 985 mm
Shoulder Room, front/rear	1,500 mm / 1,473 mm
Total Interior Volume	3,620 L
Passenger Volume	3,146 L
Cargo Volume, trunk	474 L

FUEL ECONOMY* (L/100 km)

City/Highway/Combined	14.1 / 8.6 / 11.6
Fuel Tank Capacity	77L



EQUUS



HYUNDAI

NEW THINKING.
NEW POSSIBILITIES.™

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