

2010 HYUNDAI SONATA





SONATA WAS ENGINEERED TO GIVE YOU MORE. BUT COST YOU LESS. PRETTY SIMPLE, REALLY.

It's no secret Hyundai Sonata competes against some pretty well-known sedans. But we think that's to our advantage – and yours. The 2010 Sonata, you see, has to bring more to the party than a growing reputation for quality. It has to deliver real value for the money.

Which is why Sonata gets up to 32 mpg.¹ It received a 5-star crash rating by NHTSA and features Electronic Stability Control² as standard safety equipment. It's so roomy, the EPA classifies it not as mid-sized, but as large. Sonata is made right here in the U.S.A., at an Alabama assembly plant that's part of our 45,000 member American workforce. It's sold and serviced through more than 780 dealerships nationwide. And it's backed by America's Best Warranty³, including 10 year/100,000 mile Powertrain Protection and 5-year/unlimited miles Roadside Assistance.

Surprised? You shouldn't be. After all, in an annual survey of 48 separate measures of the ownership experience, the 2009 Sonata received the Auto Pacific[®] Best-in-Class Vehicle Satisfaction Award for Premium Mid-Size Cars.⁴

¹EPA estimates for 4-cylinder engine. Your mileage will vary with options, driving conditions, driving habits and vehicle condition. ²Electronic 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. ³See dealer for LIMITED WARRANTY details. ⁴© 2009 AutoPacific, Inc. Vehicle Satisfaction Award.

CAN A FEELING BE MADE MORE AFFORDABLE?

Try this: Sit yourself down in the driver's seat of a Hyundai Sonata, and turn the ignition. As you settle in, the blue light of the instrumentation glowing softly in front of you, soak in the sensations. The muffled note of a refined, all-aluminum engine poised to deliver its smooth power with fuel-sipping efficiency. The gentle tug of a thick-rimmed steering wheel eager to show off Sonata's tight turning radius and responsive handling. The ease and comfort of an interior that seamlessly integrates standard features like XM¹ satellite radio and iPod² connectivity – and available features like Bluetooth³ technology and a touch screen Navigation System – into its segment-leading 121.7 cu. ft. volume.

The sensory input you're enjoying is, for lack of a better word, the feeling of luxury. And while some car companies insist you should pay more for that feeling, the Sonata suggests that at Hyundai, we think such pleasures should be afforded to everyone.



¹XM[®] Satellite Radio requires XM subscription sold separately after complimentary introductory period. See your dealer for details. Fees and programming subject to change. XM service only available in the 48 contiguous United States. ©2009 XM Satellite Radio Inc. XM name and logos are registered trademarks of XM Satellite Radio. Other trademarks and channel names are the property of their respective owners. ²iPod is a registered trademark of Apple Inc. ³The Bluetooth[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Hyundai is under license.



2010 SONATA INTERIOR

CAN THE SCIENCE OF SAFETY INSPIRE THE ART OF DRIVING?

Take a look at the safety features that come standard on every Sonata – from the GLS and SE to the top-of-the-line Limited – and you’ll see a fundamental Hyundai principle at work. It’s our belief that a car’s core function is to inspire confidence. Six airbags? Standard. Front active head restraints? Standard. Anti-lock Brakes with Electronic Brake-force Distribution (EBD) and Brake Assist? Standard. Electronic Stability Control (ESC) with Traction Control System (TCS)? Standard. And in crash ratings by the NHTSA, Sonata earned 5-stars in Frontal (driver and passenger) and Side (front and rear) testing.

Take a look at the two engines offered on Sonata, and the same principle applies. Whether it’s our 249-hp 3.3L V6 or our 175-hp 2.4L 4-cylinder, you get powerful performance without sacrificing fuel economy – up to 29 mpg highway with the V6, and up to 32 mpg highway with the 4-cylinder¹.



¹EPA estimates for comparison. Your actual mileage may vary with options, driving conditions, driving habits and the vehicle's condition. The Traction Control System (TCS) is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.



2010 SONATA_LINE UP



GLS

KEY STANDARD EQUIPMENT :

- 2.4L 4-cylinder engine
- 5-speed manual transmission (A/T optional)
- Electronic stability control w/ traction control system
- Anti-lock Braking System (ABS) w/ Electronic Brake-force Distribution (EBD)
- Tire pressure monitoring system
- Active front head restraints
- Dual front, front side-impact and side-curtain airbags
- Bodycolor heated dual power mirrors
- AM/FM/XM/CD/MP3 audio w/ iPod®/USB auxiliary input jacks
- 16-inch steel wheels w/ 215/60VR16 tires
- Remote keyless entry and alarm
- Power windows and door locks
- Cruise control
- Air conditioning
- Tilt steering wheel

OPTIONAL GLS PACKAGES:

- Popular Equipment Package
 - Power driver seat w/ lumbar support
 - Steering wheel audio controls
 - Chrome window belt moldings
 - Woodgrain accents
 - Automatic light control
 - Trip computer
- Popular Equipment Plus Sunroof Package
 - Popular Equipment Package
 - Sunroof

SE

GLS EQUIPMENT W/ POPULAR EQUIPMENT PACKAGE PLUS :

- 2.4L 4-cylinder engine or 3.3L V6 engine
- 5-speed automatic transmission
- Sport-tuned suspension
- Rear deck spoiler
- Fog lights
- Dual exhaust (V6 models)
- 17-inch alloy wheels w/ 215/55R17 performance tires
- Solar control glass
- SE leather bolster/cloth insert sport seats
- Metalgrain interior accents (replaces woodgrain)
- Leather-wrapped steering wheel & shift knob
- Tilt & telescopic steering wheel

OPTIONAL SE PACKAGE :

- Premium Package
 - Sunroof
 - In-dash 6-disc CD changer
 - Premium audio system with external amplifier and subwoofer
 - Auto-dimming rearview mirror w/ HomeLink® and compass

LIMITED

SE EQUIPMENT PLUS :

- Leather-trimmed interior
- Woodgrain interior accents
- Heated front seats
- Dual automatic climate control
- Sunroof
- 17-inch alloy wheels
- Bumper fascia and bodyside molding w/ chrome inserts
- Chrome exterior door handles
- Premium door sill plates/"Limited" badge
- Infinity audio w/ in-dash 6-disc CD changer
- Auto-dimming rearview mirror w/ HomeLink® and compass
- Delete sport-tuned suspension
- Delete rear deck spoiler

OPTIONAL LIMITED PACKAGE :

- Navigation Package :
 - Navigation system with high-resolution touch-screen display

EXTERIOR_COLOR CHOICES



PEARL WHITE



DARK CHERRY RED



RADIANT SILVER



SLATE BLUE



MEDIUM SILVER BLUE



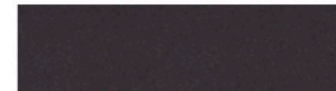
WILLOW GRAY



CAMEL PEARL



EBONY BLACK

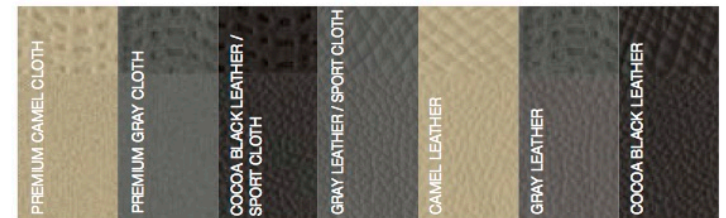


NATURAL KHAKI



COCOA METALLIC

INTERIOR_COLOR CHOICES



WEBSITE_HYUNDAI.COM



Be sure to visit our website, where you can build your Sonata, locate a Hyundai dealer near you, and best of all – schedule a test drive.



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