

2010 HYUNDAI_AZERA





THE VALET PARKING AREA IS PRETTY FULL. IS THERE ROOM FOR HYUNDAI AZERA?

There's no shortage of smart-looking, smooth-handling sedans vying for your attention—and for those coveted parking spots near the front of the valet line. And while the more established marques admittedly offer refined performance and distinguished pedigrees, those characteristics usually come with a hefty price tag. Not Hyundai Azera.

With more horsepower than a BMW 528i and more interior space than a Mercedes E-Class sedan, Azera combines stirring performance and spacious comfort. Azera comes with the most standard safety technologies of any car in its class. And the integrity of its engineering is backed by America's Best Warranty, including 10-year/100,000-mile Powertrain Limited Warranty and 5-year/unlimited miles Roadside Assistance.¹

None of which prepares you for the reverse sticker shock you'll experience when you walk up to Azera in the showroom of your local authorized Hyundai dealer. Because despite its long list of luxury car features, Azera doesn't come with a luxury car price. Now ask yourself: What exactly is it about all this pedigree stuff that makes it cost so much? A question likely to stump even the most experienced valet.

AMERICA'S BEST WARRANTY

POWERTRAIN LIMITED WARRANTY	NEW VEHICLE LIMITED WARRANTY	ANTI-PERFORATION WARRANTY	24-HOUR ROADSIDE ASSISTANCE
10 YEARS 100,000 MILES	5 YEARS 60,000 MILES	7 YEARS UNLIMITED MILES	5 YEARS UNLIMITED MILES

¹ See dealer for LIMITED WARRANTY details.

LIVE LARGE.

Hyundai designers gave Azera so much room inside, the EPA classifies it in the large car category. It's more spacious, for example, than a Lexus LS 460. And that's just one of the delightful surprises that awaits you.

Slide into the driver seat, grip the leather-wrapped steering wheel and shift knob, and prepare to upgrade your expectations. All around you, Azera displays the results from relentless R&D testing at Hyundai's California proving grounds. There's the potent response of its V6 engine – in Azera Limited, an all-aluminum 3.8L V6 with 263 hp and 257 lb-ft of torque. There's the seamless control of a 5-speed automatic transmission with SHIFTRONIC® that combines the convenience of an automatic with the ability to tap 'down' to downshift and tap 'up' to upshift. And the Azera cabin is so quiet, you'll want to fill it with sounds from an available Infinity® 10-speaker audio system that includes USB and auxiliary input jacks for your iPod®.¹



ADVANCED ENGINEERING

Continuously Variable Valve Timing (CVVT) and Variable Intake System (VIS) help achieve silky-smooth V6 power with lower emissions and enhanced fuel efficiency.



POWER REAR SUNSHADE

At the press of a button, a power screen (standard on Limited) engages to help shade rear occupants and protect the interior from sun damage. Automatically retracts when you shift into reverse.



INTEGRATED MEMORY SYSTEM (IMS)

IMS remembers your preferred positions for the power driver seat, power outside mirrors, and power steering column.

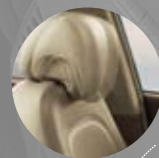


¹ iPod is a registered trademark of Apple Inc.

THE MOST STANDARD SAFETY TECHNOLOGIES IN ITS CLASS.

Azera comes with the most standard safety technologies of any car in its class. The fact is, once you've fastened your seatbelt and adjusted your mirrors, we hope you never have to use much of what our safety engineers have provided. But should you need it, it's reassuring to know the technology is there.

In emergency braking situations, the Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) and brake assist helps preserve steering control and optimize stopping power. Electronic Stability Control¹ helps maintain directional stability when cornering. Traction Control² helps prevent wheel spin during acceleration. And to help protect you in the event of a collision, Azera comes standard with an eight-airbag system that includes dual advanced front airbags, front and rear seat-mounted side-impact airbags, plus roof-mounted side-curtain airbags³.



ACTIVE HEADREST

Active front head restraints move upward and forward in certain rear-end collisions, to help provide extra protection against whiplash.



ELECTRONIC STABILITY CONTROL (ESC)

ESC is an active safety system that automatically applies the brakes to individual wheels and adjusts throttle input as needed to help keep Azera on its intended path.



TRACTION CONTROL SYSTEM (TCS)

For greater control when accelerating or driving in the wet, the Traction Control System (TCS) that's standard on Azera reduces engine power and/or applies braking when unexpected wheel spin is detected, effectively rerouting power to the wheel that has greater traction.



LIMITED IN BLUE PEARL

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. ² The Traction Control System (TCS) is meant to enhance conscientious driving habits and is not a substitute for safe driving practices. ³ The 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.

2010 AZERA_LINE UP



GLS

KEY STANDARD EQUIPMENT:

- 3.3L V6 engine
- 18/26 MPG City/Highway
- 5-speed automatic transmission w/ SHIFTRONIC®
- 17-inch alloy wheels
- Electronic Stability Control (ESC)
- Anti-lock Braking System (ABS) w/ Electronic Brake-force Distribution (EBD)
- Traction Control System (TCS)
- Tire pressure monitoring system
- Active front head restraints
- Advanced front airbags, front and rear side-impact airbags and side-curtain airbags
- Power driver seat w/ lumbar support
- Body color heated dual power mirrors
- Automatic headlights
- Front fog lights
- Dual exhaust
- Remote keyless entry w/ alarm
- Engine immobilizer
- Power windows, locks, heated mirrors
- Dual automatic temperature control
- Leather-wrapped steering wheel & shift knob
- Tilt-and-telescopic steering wheel
- Steering wheel audio controls
- AM/FM/XM/CD/MP3 audio w/ iPod®/USB auxiliary input jacks
- Electrochromic auto-dimming mirror and compass
- Solar control glass
- HomeLink® integrated transceiver
- Cruise control
- EZ lane change assist

OPTIONAL GLS PACKAGES:

- Premium Package
 - Leather seating surfaces
 - Heated front seats
 - Power tilt-and-slide glass sunroof



LIMITED

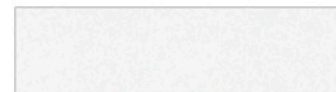
GLS PREMIUM PACKAGE PLUS:

- 3.8L V6 engine
- 17/26 MPG City/Highway
- 17-inch hyper silver alloy wheels
- Power folding side mirrors w/ turn signal indicators
- In-dash 6-disc CD Changer w/ 10 Infinity® speakers, iPod®/USB and auxiliary input jacks, subwoofer and amplifier
- Integrated Memory System (IMS)
- Power rear sunshade
- Woodgrain-trimmed leather steering wheel
- Power adjustable tilt & telescopic steering wheel
- Brushed stainless steel door scuff plates

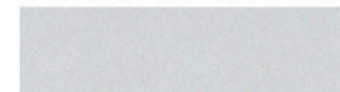
OPTIONAL LIMITED PACKAGE:

- Navigation Package
 - LG Navigation system w/ touch-screen display and DVD player (replaces in-dash 6-disc CD changer and iPod®/USB auxiliary input jacks)
 - 12-speaker Infinity® Logic 7® surround sound audio system

EXTERIOR_COLOR CHOICES



WHITE PEARL



SILVER FROST METALLIC



GRAY METALLIC



BEIGE METALLIC



BLUE PEARL*



VENETIAN RED PEARL



ESPRESSO PEARL



BLACK ONYX PEARL

INTERIOR_COLOR CHOICES



GLS PREMIUM BEIGE CLOTH



GLS PREMIUM GRAY CLOTH



BEIGE LEATHER



GRAY LEATHER

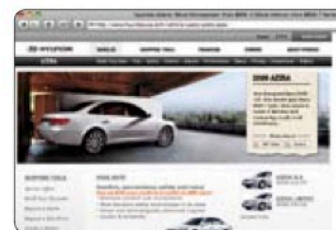


BLACK LEATHER



BROWN LEATHER

WEBSITE_HYUNDAI.COM



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



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*Available Fall 2009. Fuel economy estimated by EPA for comparison. While the information contained in this brochure was correct at time of printing, specifications and equipment can change. Feature comparisons 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.