

2023

FULL LINE





What if your odometer measured your quality of life?

At Hyundai, our aim is simple: To make every mile of your journey special. With interior details that delight you. With intuitive technologies that anticipate your needs. With safety features that always have your back. And with an ownership experience that makes things easy from the very start – and every step of the way.

It led us to introduce true innovations like IONIQ 5, our first all-electric vehicle. And it's our motivation for ideas like a Blind-Spot View Monitor that displays live video in the instrument cluster from either side of the car.¹ A Remote Smart Parking Assist feature that magically rolls your car in and out of tight parking spaces using your key fob.² And a Hyundai Digital Key that lets you use your compatible smartphone to unlock the front doors, load personalized presets and start the vehicle.³

Ensuring every modern convenience is as intuitive as it is innovative is a point of emphasis for Hyundai engineers, leading J.D. Power to name Hyundai as the Best Innovative Technology Experience among Mass Market Brands 3 Years in a Row (2020-2022).⁴

Our award-winning lineup of Hyundai cars, SUVs, electric and fuel cell vehicles is also backed by Hyundai Assurance – our promise to deliver quality on your terms. So whether you are shopping, buying or owning, you can rely on Hyundai to make things easy through every mile of your journey. No wonder more people who buy a Hyundai buy another – more than any other car at any price. That's according to the 2022 Brand Keys Customer Loyalty Engagement Index,⁵ which ranked Hyundai #1 in customer loyalty for the past 13 years in a row.⁵



¹The Blind-Spot View Monitor (BVM) assists in changing lanes by providing a live view of the blind spots on either side of your vehicle and sounding an audible alert if another vehicle is detected. The turn signal must be activated, and other system limitations apply. Do not rely exclusively on BVM. It is the driver's responsibility to be aware of the surroundings and ensure it is clear before changing lanes or directions. See Owner's Manual for details and limitations. ²Remote Smart Parking Assist can remotely park the vehicle. However, several factors can reduce the performance of this feature. The parking sensors may not function correctly if one or more of the parking sensors is damaged, dirty or covered, or if weather conditions (heavy rain, snow or fog) are interfering with sensor operation. Always inspect the parking area with your own eyes. See Owner's Manual for details and limitations. ³The available Hyundai Near Field Communication Digital Key requires a compatible smartphone and appropriately equipped 2023 Hyundai vehicle. See your Owner's Manual or visit your local Hyundai dealer for details. ⁴For J.D. Power 2022 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards). ⁵Based on Brand Keys 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022 Customer Loyalty Engagement Index.



¹Approximately 5 minutes on a 350-kW Fast Charger for trim levels equipped with a 77.4 kWh battery can provide an estimated driving range of up to 68 miles. Charging rate and time estimates vary based on a number of factors including current battery charge level, output of the charging unit, vehicle and battery settings and outside temperature. ²2023 IONIQ 5 RWD 303-mile range based on a fully charged battery and combined MPGe. SE/SEL/Limited RWD: MPGe 132 city/98 hwy/114 combined MPGe and 303-mile driving range. SE/SEL/Limited AWD: MPGe 113 city/90 hwy/101 combined MPGe and 266-mile driving range. SE RWD (Standard Range): MPGe 122 city/94 hwy/110 combined MPGe and 220-mile driving range. MPGe is the EPA-equivalent measure of gasoline fuel efficiency for electric mode operation. All figures are EPA estimates and for comparison purposes only. Actual range and mileage will vary with options, driving conditions and habits, vehicle and battery's condition, and other factors. ³Optional two-way charging will deplete battery and becomes inoperable once battery discharge limit reaches 20%. Not all electrical appliances will operate properly when using this feature. Do not use products that require a continuous power supply. Total power draw should not exceed 1.9 kW. ⁴Of wireless charging function is based on smartphone compatibility and/or specific accessory cases. ⁵Claim based on comparison of specifications on manufacturer websites. ⁶For more information, visit autotrader.com. Autotrader is a registered trademark and used with permission. ⁷To qualify for 2022 TOP SAFETY PICK+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and come with standard acceptable or good-rated headlights. For details visit www.iihs.org.

IONIQ 5

The right car. At the right time.

The first Hyundai engineered to be exclusively all-electric, IONIQ 5 combines what no EV has before: Ultra-modern design. Ultra-fast charging. Innovative cabin space. And exceptional performance. With its pixel-inspired light clusters, clamshell hood and auto-retracting flush door handles, the 2023 IONIQ 5 is like nothing else on the road.

It's one of the few EVs that can take advantage of a 350 kW DC Fast Charger, which can bring your battery from a 10 to an 80 percent charge in just 18 minutes.¹ A full charge on a RWD model can deliver over 300 miles of range² – making trips to coveted campsites a little less remote.

Want to bring some creature comforts from home along for the ride? IONIQ 5 Limited's Vehicle-to-Load (V2L) two-way onboard charger allows you to use an accessory external adapter or onboard outlet to power up your TV, e-bike, laptop or latte machine simply by plugging into your SUV.³

A purpose-built electric platform optimizes the space inside the cabin – not having a gas powertrain allows for a flatter floor that opens up the interior. Step inside, and you'll see how the futuristic dashboard and center stack – along with an available sliding center console and wireless charging pad⁴ – give you more freedom. Isn't that what energy independence is all about?



2022 Hyundai IONIQ 5 was named a Best New Car by Autotrader⁶

2022 Hyundai IONIQ 5 built after December 2021⁷



So much room. So little clutter.

IONIQ 5 has more room for you and your passengers to spread out than any vehicle in its class.⁵ Along with more passenger space, there's also more cargo room. And enough space on the dash for two 12.3" high-definition display screens – one for the instrument cluster, the other for navigation and infotainment.



PALISADE

Our best Palisade yet.

Everywhere you look, the redesigned 2023 Hyundai Palisade is next-level premium. A bold new face framed by dazzling LED lights is just the beginning. Small details like the standard Wi-Fi hotspot offer big benefits. Hydrophobic glass is now available to repel water and dirt away from the front door windows, and a Full-Display Digital Rearview Mirror is available for clear and unobstructed views at night – or when your Palisade is fully loaded.

Hyundai SmartSense, our suite of advanced safety and driver-assist technologies, contributes to your peace of mind.¹ The 3-row Palisade is also available with features like a hands-free smart liftgate,² Harman Kardon[®] premium audio system,

Passenger Talk in-car intercom, wireless device charging³ and USB charge ports in every row that add to the high-end approach.

Even the way it parks is next-level convenient: Palisade Calligraphy's new Remote Smart Parking Assist lets you use your key fob as a remote control to effortlessly roll your SUV into or out of tight parking spots.⁴

The availability of cooling seat ventilation in the first two rows and heated seats in all three rows helps ensure your crew's comfort all year long. So go ahead – refresh your family's playbook with the new 2023 Palisade. After all, it's your journey.



Ready for rugged.

The HTRAC All Wheel Drive available with all Palisade trim levels includes Downhill Brake Control, which helps maintain traction when you're descending an incline without having to press the brake pedal.⁵ Palisade's versatility extends from a towing capacity of up to 5,000 pounds⁶ to a new XRT trim that adds a rugged off-road attitude to your journeys.

¹ Safety features vary by trim level. For details, visit HyundaiUSA.com. ² The hands-free smart liftgate will open when your Proximity Key is within 3 feet of the detection area for at least 3 seconds. Radio transmitters and other vehicle smart keys may interfere with normal operation. Consult your Owner's Manual for further details and limitations. ³ Qi wireless charging function is based on smartphone compatibility and/or specific accessory cases. ⁴ Remote Smart Parking Assist (RSPA) can help remotely park the vehicle. However, several factors can impact RSPA performance. RSPA may not function correctly if one or more of the parking sensors is damaged, dirty or covered, or if weather conditions (heavy rain, snow or fog) interfere with sensor operation. Always inspect the parking area with your own eyes. See Owner's Manual for details and limitations. ⁵ Downhill Brake Control is designed to help the driver maintain vehicle speed on steep, downhill descents and is not a substitute for safe driving. Vehicle speed, grade and surface conditions and other factors can affect the system's capability. See Owner's Manual for details and limitations. ⁶ Towing capacity with trailer brakes. ⁷ Award applies to 2020-2022 Hyundai Palisade model years. For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ⁸ To qualify for 2022 TOP SAFETY PICK+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and come with standard acceptable- or good-rated headlights. For details visit www.iihs.org. ⁹ Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (nhtsa.gov).



SANTA FE

SANTA FE

Make our award-winning SUV your prized possession.

Your search for the best SUV has led you here, to the Hyundai Santa Fe. Experts who test vehicles for a living arrived at the same conclusion. Kelley Blue Book's KBB.com named Santa Fe a 2022 Best Buy,¹ and *U.S. News & World Report* named Santa Fe the 2022 Best 2-Row SUV for the Money.²

Once you've checked out the 2023 Santa Fe, you'll understand how it did so well in these evaluations. In addition to a robust suite of safety tech, it also offers a range of power sources – starting with the balanced performance and efficiency of a traditional gas engine. Limited and Calligraphy trims feature a Turbo engine, and Santa Fe makes HTRAC All Wheel

Drive (AWD) available across the lineup. With the Santa Fe XRT, sure-footed traction is accompanied by a blacked-out boldness that looks as aggressive as it feels. With the Santa Fe Hybrid or Santa Fe Plug-in Hybrid, you get the benefits of electric power with standard AWD.

However far you travel, you'll look good getting there. Santa Fe's wide front grille framed by distinctive T-shaped LED lighting is stunning. The interior feels modern, too, with features like an elevated center console and premium soft-touch materials. All of which makes Santa Fe the perfect way to keep you and your family moving in style.



2022 Hyundai SANTA FE⁴



2022 Hyundai SANTA FE built after July 2021⁵

Kelley Blue Book KBB.com Best Buy Award Winner : 2022 Hyundai SANTA FE
Best 2-Row SUV for the Money : 2022 Hyundai SANTA FE

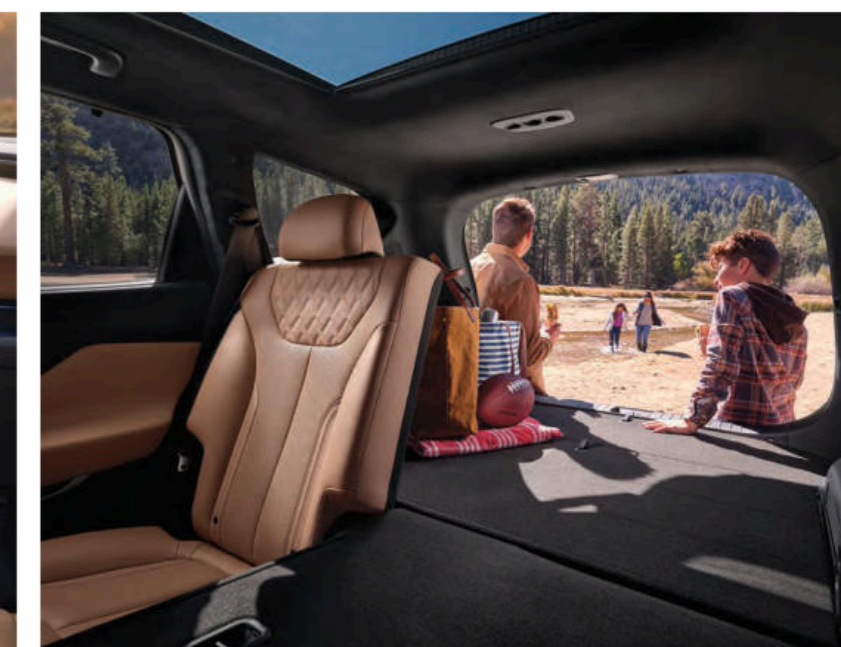


Step off the gas.

Imagine running errands without using any gasoline. Santa Fe Plug-in Hybrid combines a turbocharged four-cylinder engine and 13.8 kWh battery with a 66.9 kW electric motor for 261 hp sent to all four wheels. Plug in the charger overnight, and travel up to 30 miles the next day using pure electric power.³



SANTA FE Hybrid / SANTA FE Plug-in Hybrid



¹For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ²Excludes Santa Fe Hybrid and Santa Fe Plug-in Hybrid. View U.S. News Best Cars at cars.usnews.com. ³Electric driving range estimate based on a fully charged battery. ⁴Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (nhtsa.gov). ⁵To qualify for 2022 TOP SAFETY PICK+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and come with standard acceptable- or good-rated headlights. For details visit www.iihs.org.



TUCSON

TUCSON

Your best adventures begin here.

Automotive experts at *U.S. News & World Report* recently compared compact SUVs on everything from capability and fuel economy to safety, price, EV Level 2 charging rates, and more. Their conclusions? The 'Best Compact SUV for the Money' is Hyundai Tucson. The 'Best Hybrid SUV for the Money' is Tucson Hybrid. And the 'Best Plug-in Hybrid' is Tucson Plug-in Hybrid!

Since what really matters is finding the Best SUV for *you*, and for *your* money, start by getting to know the Tucson lineup for 2023. Our 2.5L Smartstream gas engine powers five trim levels, including the sporty Tucson N Line and a Tucson XRT that offers rugged off-road styling additions like exclusive

exterior cladding and alloy wheels finished in matte black. With Tucson Hybrid and Tucson Plug-in Hybrid, everything people love about Tucson is electrified – and turbocharged.

No matter which 2023 Tucson model you choose, there's no mistaking it for anything else on the road. Its distinctive styling comes from the advanced design language of Hyundai. Step inside, and you will see it's filled with room for people and cargo. Filled with connectivity and convenience technologies. And filled with advanced driver-assistance features available as part of Tucson's state-of-the-science safety engineering. Test drive Tucson – and let your modern adventure begin.



2022 Hyundai TUCSON & TUCSON Hybrid²

Best Compact SUV For The Money : 2022 Hyundai TUCSON
Best Hybrid SUV For The Money : 2022 Hyundai TUCSON Hybrid
Best Plug-in Hybrid : 2022 Hyundai TUCSON Plug-in Hybrid



Tucson N Line: Born to perform.

Need the versatility of a rugged SUV, but still desire the style of a performance machine? Check out the Tucson N Line. It's got an aggressive look inspired by Hyundai's success on race tracks and rally stages around the world. Add our available HTRAC All Wheel Drive, and you're ready to power through less-than-ideal road conditions.



TUCSON Hybrid / TUCSON Plug-in Hybrid



TUCSON XRT



¹View U.S. News Best Cars at cars.usnews.com. ²To qualify for 2022 TOP SAFETY PICK+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and come with standard acceptable- or good-rated headlights. For details visit www.iihs.org.



KONA N Line

KONA

Live big. Leave a small footprint.

Three years ago, Hyundai Kona and Kona Electric SUVs shared the honor of 2019 North American Utility Vehicle of the Year.[™] What impressed the automotive media jury is how we'd managed to give Kona the swagger of a large SUV, but in a compact form that's nimble and fun to drive. Since then, Kona has added even more attitude with eye-catching new colors, wheels and lighting elements that accent its bold front end.

Kona offers you a choice of power sources. Kona Electric, our first all-electric SUV, features an EPA-estimated driving range of up to 258 miles on a full charge¹ – so there can be plenty of venturing in every adventure. You can also opt for a Kona

with the fuel-efficient power of a standard 2.0L or turbocharged 1.6L or 2.0L engine.

Behind the wheel, your sense of command and control starts with a high seating position and a tight turning radius. Kona also features multiple drive modes, which let you adjust the steering feel, transmission and overall powertrain responsiveness at the push of a button.

Need a flexible space plan for passengers and cargo? Rear 60/40 split fold-flat seatbacks create lots of options, while a dual-level cargo floor² helps keep everything neatly organized. Proving Kona is where fun and functionality come together.



N Line style and Kona N substance.

Kona channels Hyundai's racing DNA two ways. In Kona N Line (pictured on the left), you get the track star looks along with upgraded power and handling agility. For truly pulse-pounding acceleration and razor-sharp driving dynamics, consider Kona N (right photo) – the first SUV launched by our N Performance brand.



KONA Electric



KONA



¹Kona Electric 258-mile driving range based on a fully charged battery and 120 combined MPGe. MPGe is the EPA-equivalent measure of gasoline fuel efficiency for electric mode operation. All figures are EPA estimates for comparison purposes only. Actual range and mileage will vary with options, driving conditions and habits, vehicle and battery condition, and other factors. ²Not available on Kona N. ³Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (nhtsa.gov). ⁴View U.S. News Best Cars at cars.usnews.com.



SANTA CRUZ

The perfect partner for all you do.

Part people hauler, part truck – Hyundai Santa Cruz is a game changer that’s totally game for the miles ahead. Big enough for carrying out your weekend plans (but compact enough to comfortably fit into a garage or parallel parking space), Santa Cruz blends the amenities of a 4-door crossover vehicle with the cargo capacity of an open bed.

The availability of HTRAC All Wheel Drive elevates Santa Cruz’s fun factor when snagging a secluded campsite. Together with the availability of a 281-hp turbocharged engine and a cargo bed design full of functional innovations, your adventure starts where the road ends.

No matter where you may roam, a cabin full of technology helps you stay connected to your world. And helps you stay safe as well. An abundance of advanced safety and driver-assist features earned the 2022 Santa Cruz a 2022 IIHS TOP SAFETY PICK rating when equipped with LED headlights.¹

When it comes to style, Santa Cruz is anything but utilitarian. Check out the sophisticated effect of LED Daytime Running Lights hidden within the parametric jewels of its grille. And the wide stance projected by its available 20” alloy wheels. When utility is needed, Santa Cruz’s tight turning radius makes it an urban warrior, nimble in congested traffic and easy to park once you reach your destination.



2022 Hyundai SANTA CRUZ with LED headlights



Stow? Tow? Santa Cruz does both.

With a sheet-molded composite bed, lockable under-bed storage and available features like a C-channel track/rail system, adjustable tie-down cleats and LED bed lighting, it’s always bedtime for Santa Cruz. Self-leveling rear shocks stabilize cargo loads. Got toys to tow? The 2.5L 4-cylinder engine is tow-rated at 3,500 pounds, while Turbo AWD Santa Cruz models boast a 5,000-pound towing capacity.²



Optional features shown

¹To qualify for 2022 TOP SAFETY PICK, a vehicle must earn good ratings in the driver-side and passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and an acceptable or good headlight rating. For details visit www.iihs.org. ²Maximum towing capacity with trailer brakes.



VENUE

Our SUVs are habit-forming.

With Venue's chiseled angles, cascading mesh grille and available two-tone roof, it's easy to see the attraction. Step inside, and Venue plays host with seating for five and party favors like wireless Apple CarPlay® and Android Auto™. Use their familiar icons on Venue's standard 8" touchscreen display, or the voice command button on your steering wheel, to access your smartphone's playlists, maps, text messages and more.

Got cargo to carry or gear to pack? Venue offers the flexibility of 60/40 split fold-down rear seats. An adjustable two-level cargo floor is also available for secure storage. Slide open the available power sunroof, and Venue feels even more spacious inside.

Ready to make tracks? Your Venue is, too, with a Smartstream 1.6L 4-cylinder engine rated at an EPA-estimated 31 combined MPG.² Available Drive Mode Select lets you choose Normal or Sport driving dynamics. When the road is slippery, Snow mode offers enhanced traction control.

Venue is also available with Blind-Spot Collision Warning and Rear Cross-Traffic Collision Warning, which can act as extra sets of eyes.³ Venue's core safety engineering starts with a body constructed of advanced high-strength steel and zones designed to absorb and disperse impacts, helping to protect you and your passengers inside the cabin.



2022 Hyundai VENUE with LED headlights⁴



2022 Hyundai VENUE received a 5-Year Cost to Own Award from Kelley Blue Book's KBB.com for the 3rd consecutive year⁵



Live large.

Venue is the crossover SUV that packs a whole lot of living into an economical space. Like you, Venue is totally plugged in. You can connect your devices using USB, auxiliary audio and 12-volt ports, and control many of their functions from the large touchscreen display located front and center.

NEXO

Water + Air = Go.

It's just that simple. Hyundai NEXO, the world's first dedicated hydrogen fuel cell SUV, gets the electricity to power its 161-hp electric motor from a mixture of hydrogen fuel and oxygen from the ambient air. The only emission? A few droplets of water.

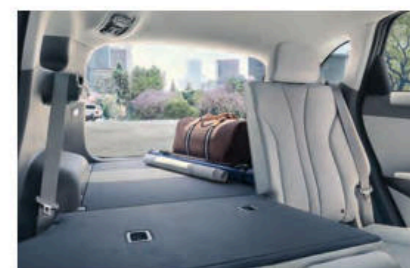
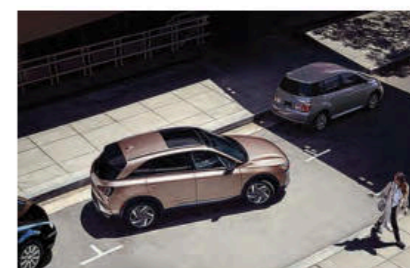
NEXO offers two alternatives for how you go fuel cell: NEXO Blue features an EPA-estimated 65 MPGe rating in the city and an estimated driving range of up to 380 miles – a benchmark for hydrogen fuel SUVs. NEXO Limited offers larger wheels, more amenities and an estimated driving range of up to 354 miles.¹ Refueling takes about five minutes or less,² making NEXO practical and efficient. There's no lengthy EV plug-in times.

And without all of the noise of a gas engine, the five-passenger NEXO is remarkably quiet, too. Press the accelerator pedal, and it responds to the prodding of your right foot with a hushed whoosh – and the powerful thrust of 291 lb-ft of torque.

In NEXO's sustainability-minded interior, carpet fibers are spun from sugarcane, and the headliner is woven from bamboo. The interior trim's color dyes are extracted from soybeans and canola oil, and the H-Tex™ leatherette seating surfaces are vegan-based. In all, bio-based materials were applied on 47 different components. All of which adds up to a healthier planet.



2022 Hyundai NEXO⁵



Abacadabra.

Push a button on your key fob, and a premium Remote Smart Parking Assist feature can help magically park your NEXO Limited in a parallel or perpendicular space.³ The magic continues with a hands-free smart liftgate that automatically opens for easy access to a versatile interior with 60/40 split-folding 2nd-row seats.⁴

¹Wireless Android Auto/Apple CarPlay standard on SE and SEL trims. Wired Android Auto/Apple CarPlay standard on Limited trim. Apple CarPlay® is a registered trademark of Apple Inc. Android Auto™ is compatible with Android™ phones running Android 5.0 or higher. Android Auto may not be available on all devices and is not available in all countries or regions. Additional apps may be required. Android and Android Auto are trademarks of Google LLC. ²2023 VENUE SE/SEL Limited: 29 city/33 hwy/31 combined MPG. All figures are EPA estimates and for comparison purposes only. Actual mileage may vary with options, driving conditions, driving habits and vehicle's condition. ³Blind-Spot Collision Warning (BCW) assists the driver by warning of other cars in the blind-spot region when traveling over 20 mph. There are limitations to the function, range, detection and clarity of the system. Do not rely completely on BCW and be sure to use proper lane changing procedures. BCW may not detect every object or vehicle and will not prevent accidents. Rear Cross-Traffic Collision Warning (RCCW) is active when the vehicle is in reverse gear and operating at low speeds. It only engages during the first activation of reverse gear from park and may not detect all vehicles, depending on the size, angle, distance and speed of the other vehicle. Never rely exclusively on RCCW. Always look over your shoulder and use your mirrors to confirm rear clearance. See Owner's Manual for details and limitations. ⁴To qualify for 2022 TOP SAFETY PICK, a vehicle must earn good ratings in the driver-side and passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and an acceptable or good headlight rating. For details visit www.iihs.org. ⁵2020-2022 model-year vehicle's projected cost to own for the initial five-year ownership period is based on the average Kelley Blue Book 5-Year Cost to Own data, which considers depreciation and costs such as fuel and insurance. For more information, visit www.kbb.com.

¹2023 NEXO Blue: 65 City/58 Hwy/61 Combined MPGe and 380-mile driving range. 2023 NEXO Limited: 59 City/54 Hwy/57 Combined MPGe and 354-mile driving range. MPGe is the EPA-equivalent of gasoline fuel efficiency for electric mode operation. Use for comparison purposes only. Mileage may vary depending on driving conditions, driving habits, vehicle condition, the age/condition of the lithium ion battery and other factors. Driving range estimate based on fuel tank capacity and EPA-estimated combined MPGe rating. ²Fueling time will vary based on ambient temperature, hydrogen fueling pressure, current fill level and other factors. ³Remote Smart Parking Assist can autonomously help park the vehicle. However, several factors can reduce the performance of this feature. Remote Smart Parking Assist may not function correctly if one or more of the parking sensors is damaged, dirty or covered, or if weather conditions (heavy rain, snow or fog) interfere with sensor operation. Always inspect the parking area with your own eyes. See Owner's Manual for details and limitations. ⁴NEXO Limited's hands-free smart liftgate will open when your Proximity Key is within 3 feet of the detection area for at least 3 seconds. Radio transmitters and other vehicle smart keys may interfere with normal operation. See Owner's Manual for details and limitations. ⁵To qualify for 2022 TOP SAFETY PICK+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and come with standard acceptable- or good-rated headlights. For details visit www.iihs.org.



SONATA

SONATA

The one and only. Offered three ways.

When it comes to the midsize sedans that excel in offering you more room, more technology and more safety, one name stands apart: Hyundai Sonata. In fact, Sonata has been so popular for so long, we now offer it in three distinct models: Sonata, Sonata Hybrid and Sonata N Line.

Every Sonata shares a stunning shape and eye-catching details. And every Sonata gets its nimble handling from a multi-link rear suspension that helps you carve corners with precision. An electronic push-button transmission taps your choice of four Smartstream engines. Sonata even lets you select how sporty you want its performance to feel.

Inside Sonata, you'll enjoy the spaciousness of its class-leading front headroom and legroom.¹ Refined materials cover each intricate surface, inviting you to explore features like an available 12.3" digital instrument cluster you can personalize to suit your driving modes and preferences.

There's also a 10.25" multimedia navigation system available with Dynamic Voice Recognition, which lets you activate the heated driver seat, play your favorite SiriusXM[®] channel, check the stock market and more using voice commands.² Turn on Sonata's available Bose[®] 12-speaker audio system, and its Centerpoint[®] Surround Sound creates stereophonic effects so vivid, you'll think you are listening to a live performance.



2022 SONATA & SONATA Hybrid with LED projector headlights⁴



2022 SONATA & SONATA Hybrid⁵

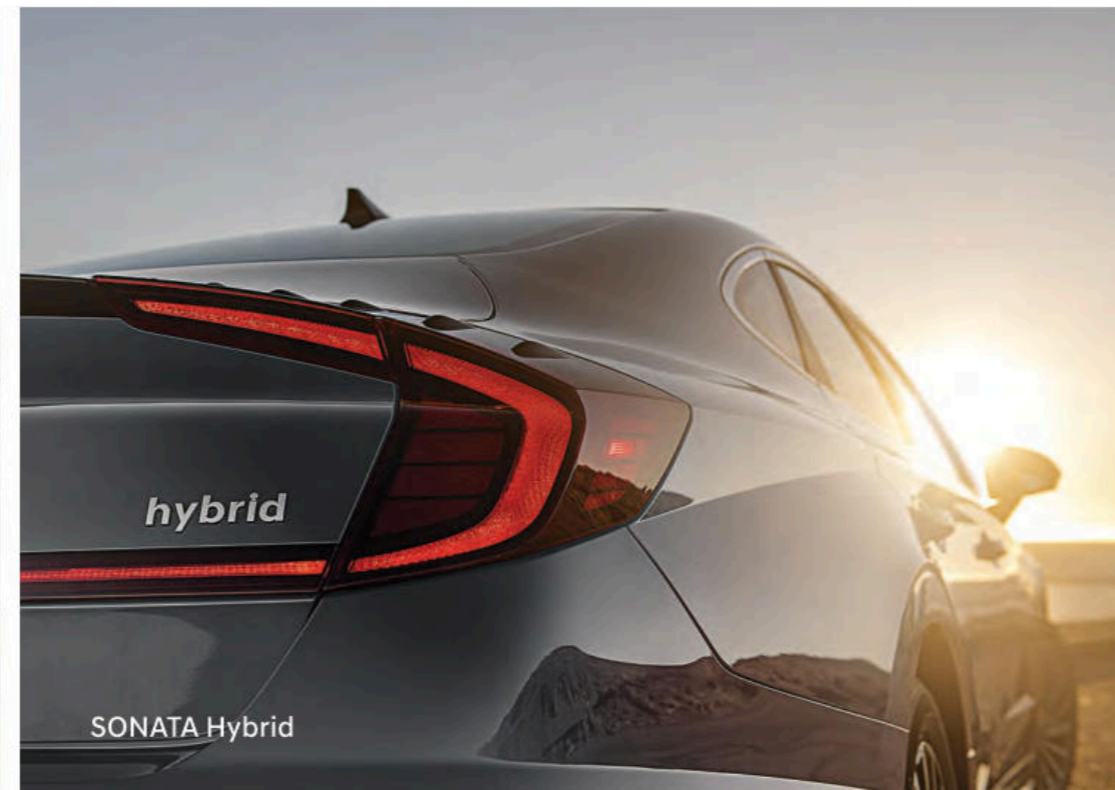


Road trip ready.

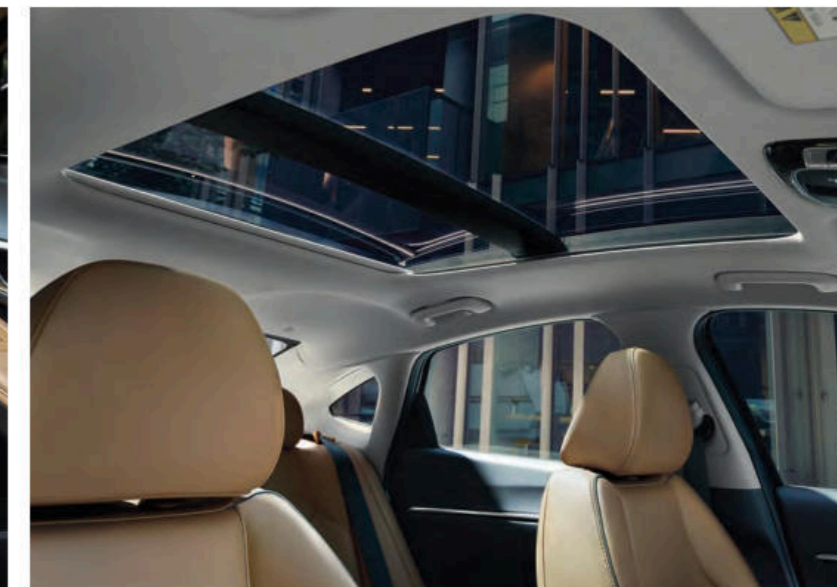
With its roomy interior, Sonata makes even the longest of journeys a pleasure for everyone onboard. Will you be the driver? Sonata N Line's upgraded engine ups the thrill factor, while Sonata Hybrid's driving range of up to 686 miles lets you cover a lot of ground between fuel stops.³



SONATA N Line



SONATA Hybrid



¹Claim based on comparison of specifications on manufacturer websites. ²Dynamic Voice Recognition varies by unit. Speak in a normal voice and minimize background noise for best results. Internet searches require Bluelink subscription. See Owner's Manual for details and limitations. All SiriusXM services require a subscription sold separately, or as a package, by Sirius XM Radio Inc. after a 3-month trial period. The subscription plan you choose will automatically renew, and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming subject to change. Sirius, XM, SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc. ³Sonata Hybrid Blue driving range estimate based on fuel tank capacity and EPA-estimated 50 City/54 Hwy/52 Combined MPG rating. All MPG figures are EPA estimates for comparison purposes only. Actual mileage will vary with options, driving conditions and habits, vehicle and battery's condition, and other factors. ⁴To qualify for 2022 TOP SAFETY PICK, a vehicle must earn good ratings in the driver-side and passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and an acceptable or good headlight rating. For details visit www.iihs.org. ⁵Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's New Car Assessment Program (nhtsa.gov).



ELANTRA

ELANTRA

Bold, bolder or boldest? The choice is yours.

For decades, those looking for an exceptionally satisfying sedan have chosen Hyundai Elantra. In fact, with all it has going for it, the question isn't "Why Elantra?" The question is "Which Elantra?"

The Elantra Hybrid – named 2022 Best Hybrid and Electric Car for the Money by *U.S. News & World Report*¹ – delivers a whopping 50+ EPA-estimated combined MPG with ultra-low emissions.² On Elantra SE, SEL and Limited, a traditional 2.0L gasoline engine strikes the right balance between stirring performance and fuel-sipping efficiency.

Elantra N Line's sporty looks and 1.6L Turbo engine offer you the joys of juiced-up performance, while

Elantra N ups the fun factor with a race-bred 2.0L Turbo powerplant. And no matter which one you choose, your Elantra will draw attention on looks alone thanks to its cut-diamond shapes, stylish lighting and lowered coupe-like profile.

Inside, Elantra's modern interior is centered around an available 10.25" touchscreen – the largest in its class.³ It's big on space, too, with class-leading rear-seat legroom³ and a total interior volume that is surprisingly large for a compact car. Available features like 60/40 split-folding rear seats and a hands-free smart trunk release create easy-loading cargo room that makes your Elantra a remarkably versatile sedan.



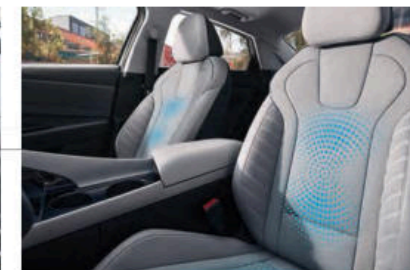
2022 ELANTRA & ELANTRA Hybrid with LED headlights⁷



2022 ELANTRA & ELANTRA Hybrid⁸



2022 ELANTRA Hybrid¹



Play time.

Elantra's standard Apple CarPlay[®] and Android Auto[™] are available with the segment's first wireless connection.⁴ Want to stream your music? Elantra's Bluetooth[®] lets you connect two phones to the audio system simultaneously.⁵ To keep everyone powered up, dual USB charge ports are standard, and wireless device charging is available.⁶ Ventilated front seats ensure trips in your Elantra Hybrid Limited are as comfortable as they are fun.



ELANTRA N Line



ELANTRA Hybrid



¹View U.S. News Best Cars at cars.usnews.com. ²2023 ELANTRA Hybrid Blue: 53 city/56 hwy/54 combined MPG. 2023 ELANTRA Hybrid Limited: 49 city/52 hwy/50 combined. All figures are EPA estimates and for comparison purposes only. Actual mileage may vary with options, driving conditions, driving habits and vehicle's condition. ³Claim based on comparison of specifications on manufacturer websites. ⁴Claim based on comparison of specifications on manufacturer websites. Apple CarPlay[™] is a registered trademark of Apple Inc. Android Auto[™] is compatible with Android[™] phones running Android 5.0 or higher. Android Auto may not be available on all devices and is not available in all countries or regions. Additional apps may be required. Android and Android Auto are trademarks of Google LLC. ⁵Requires 10.25" AVN touchscreen. ⁶Qi wireless charging function is based on smartphone compatibility and/or specific accessory cases. ⁷To qualify for 2022 TOP SAFETY PICK, a vehicle must earn good ratings in the driver-side and passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and an acceptable or good headlight rating. For details visit www.iihs.org. ⁸Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's New Car Assessment Program (nhtsa.gov).



ELANTRA N



KONA N



HYUNDAI N

Performance in a single letter.

Why the letter N? It comes from Namyang, our global R&D facility. N is also a shout out to the legendary Nürburgring track in Germany. It's the ultimate performance test – a single lap of this twisting road circuit is nearly 13 miles long with 154 corners.

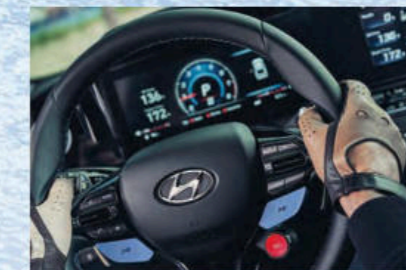
At both sites, Hyundai's elite engineers sharpen the tools we've used to achieve success in racing series such as the FIA World Rally Championships and Touring Car Racing.

Elantra N is engineered to endure the demands that the 'Ring makes on a performance car. Its "Flat Power" 2.0L turbocharged engine delivers 276 hp and 289 lb-ft of torque. The suspension is stiffer. The steering ratio is quicker. Even the brakes are beefier.

As the first SUV to wear an N badge, Kona N is a high-performance compact SUV capable of handling the nastiest of corners. As a highly practical SUV, it's just capable, period. And it's got all the enhancements that make every N a rush to drive – including the signature crackle and pops of the exhaust notes.

An Electronically Controlled Suspension allows our widest range of suspension settings ever on both models. Tune it for extreme track situations. Or for that next road trip. In which case, we can only guess the direction of your destination: N, right?

NEVER JUST DRIVE



Push-button power.

Elantra N and Kona N feature a variety of drive modes, including a full-on N performance setting and two custom modes accessed by blue steering wheel buttons. Press that red button on the steering wheel, and you trigger an N Grin Shift overboost that adds another 10 horsepower for 20 seconds.¹

¹A maximum of 10 hp overboost operates at 5,500 rpm and above for 20 seconds, after which there is a 40-second interval before overboost can be activated again. Overboost deactivates when time expires, or when the driver lifts off of the throttle.

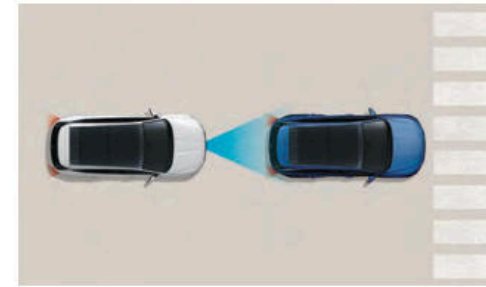
SMARTSENSE SAFETY

Uncommon safety technology. It's just common sense.

Hyundai SmartSense is our suite of advanced safety and driver assistance technologies that help protect from all angles as you drive. And while many other car companies reserve their latest technologies for expensive option packages or higher trim levels, Hyundai makes many SmartSense features standard on every model.¹ Advanced features like a Surround View Monitor² and Blind-Spot View Monitor³ are available to take the stress out of lane changes

and tight parking maneuvers. There's even a Driver Attention Warning⁴ feature that analyzes your driving patterns and issues audible and/or visual alerts if it detects driver fatigue or inattention. No wonder Hyundai has won more total IIHS Top Safety awards than any other brand over the past 7 years (with optional front crash prevention and specific headlights as of September 2022).⁵

HYUNDAI SMARTSENSE TECHNOLOGY



Forward Collision-Avoidance Assist with Pedestrian Detection

When your Hyundai's front-facing camera and/or radar detect a vehicle or pedestrian in your path (some even detect cyclists and oncoming cars when turning left in an intersection), your vehicle warns of a potential collision. If necessary, the system may automatically apply emergency braking to help avoid a collision.⁶



Rear Cross-Traffic Collision-Avoidance Assist

Backing out of a parking space and wondering whether there is cross traffic coming your way? This feature helps warn you of another vehicle that is detected to be approaching from the side. If necessary, your Hyundai may automatically apply braking to help prevent a collision.⁷



Safe Exit Assist and Rear Occupant Alert

After parking, Safe Exit Assist issues an alert when a vehicle is detected to be approaching from behind, letting you know it may not be safe for passengers to open the street-side door.⁸ A Rear Occupant Alert feature can help remind you to check the rear seats after turning off the engine.⁹



Blind-Spot Collision-Avoidance Assist

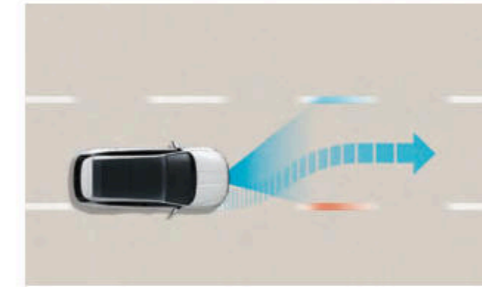
If your Hyundai detects a vehicle in your blind spot while the turn signal is activated, this feature alerts you and automatically applies light braking before you change lanes to help avoid a collision. It can also detect vehicles up to two lanes over to help prevent collisions while you are exiting a parallel parking spot.¹⁰



Blind-Spot View Monitor

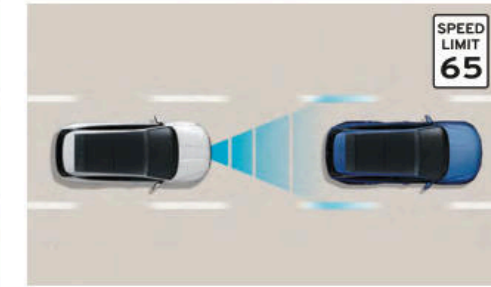


Surround View Monitor



Lane Following Assist

Using your vehicle's front-facing camera to detect lane markers on the road, Lane Following Assist provides steering assistance to help keep you centered in your lane. This technology can also help determine a virtual path based on movements of the preceding vehicle.¹¹



Highway Driving Assist

Acting as your copilot on freeways, this feature is available to help keep you centered in your lane while maintaining a set cruising speed and distance from the vehicle in front. It uses navigation map data to automatically adjust for changing speed limits, and reduces your speed when it detects you're approaching a curve in the road.¹²

¹ Safety features vary by model and trim level. For details, visit HyundaiUSA.com. ² The Surround View Monitor (SVM) system is a parking support system. SVM cannot completely eliminate blind spots, may not detect every object and does not warn of moving objects. Always check your surroundings before moving your vehicle. See Owner's Manual for details and limitations. ³ The Blind-Spot View Monitor (BVM) assists the driver in changing lanes by providing a live view of the blind spots on either side of the vehicle and sounding an audible alert if another vehicle is detected. The turn signal must be activated, and other system limitations apply. Do not rely exclusively on BVM. It is the driver's responsibility to be aware of the surroundings and ensure it is clear before changing lanes or directions. See Owner's Manual for details and limitations. ⁴ It is the driver's responsibility to remain alert at all times. Driver Attention Warning is only a warning to inform the driver of a potential lack of driver attention or drowsiness. It does not detect and provide an alert in every situation. See Owner's Manual for details and limitations. ⁵ To qualify for 2022 TOP SAFETY PICK, a vehicle must earn good ratings in the driver-side and passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and an acceptable or good headlight rating. For details visit www.iihs.org. To qualify for 2022 TOP SAFETY PICK+, a vehicle must earn good ratings in the driver-side small overlap front, passenger-side small overlap front, moderate overlap front, side, roof strength and head restraint tests. It also must earn an advanced or superior rating for vehicle-to-vehicle and vehicle-to-pedestrian front crash prevention and come with standard acceptable- or good-rated headlights. For details visit www.iihs.org. ⁶ Forward Collision-Avoidance Assist with Pedestrian Detection is intended to be a supplement to safe driving practices. The system is not designed to detect certain stationary objects such as trees or poles, and may not detect all vehicles, pedestrians or cyclists under certain conditions. The system is a driver assistance system and is not a substitute for safe driving. The driver is responsible for being attentive and maintaining control of the vehicle, and should not wait for the system's alerts before braking as there may not be sufficient time to brake safely. Junction Turning helps the driver avoid collisions involving turning left at an intersection by applying the opposing front brake only when an oncoming vehicle is detected in the opposing lane. There are limitations to the function, detection, range and clarity of the system. Junction Turning may not function correctly if one or more of the sensors is damaged, dirty or covered, or if weather conditions (heavy rain, snow or fog) are interfering with the sensor operation. It will not prevent loss of control. This driver assistance system is not a substitute for safe driving. See Owner's Manual for further details and limitations. ⁷ Rear Cross-Traffic Collision-Avoidance Assist (RCCA) is designed to notify drivers of approaching cross traffic behind their vehicle. When another vehicle is detected while you are backing out of a parking spot, it provides audible and visual display warnings and applies braking if it senses a collision is imminent. RCCA is active when the vehicle is in reverse gear and backing at a speed less than 6 mph.

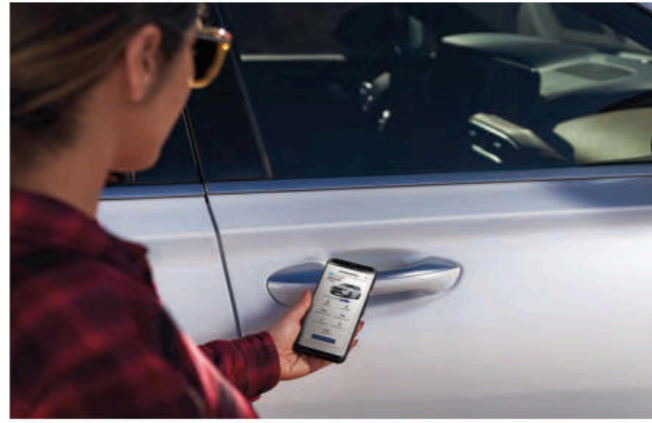
It only engages during the first activation of reverse gear from park and may not detect all vehicles, depending on the size, angle, distance and speed of the other vehicle. Never rely exclusively on RCCA. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. See Owner's Manual for details and limitations. ⁸ When parked, Safe Exit Assist (SEA) can alert occupants planning to exit the vehicle when another vehicle is detected to be approaching from behind. When child locks are active, SEA prevents the disablement of the child locks if a vehicle approaching from behind is detected. All doors must be closed for Safe Exit Assist to operate. Functionality is retained for 10 minutes after the ignition is turned off. Opening the door switches Safe Exit Assist off. See Owner's Manual for details and limitations. ⁹ When the vehicle is parked and the engine has been turned off, Rear Occupant Alert can help to alert the driver if the rear door(s) have been opened at any point after the vehicle was unlocked at the beginning of the journey. Upon turning the engine off, Rear Occupant Alert will provide a visual alert on the instrument cluster. Rear Occupant Alert is not a substitute for driver attentiveness. Never leave a child or pet unattended in a vehicle. See Owner's Manual for details and limitations. ¹⁰ Blind-Spot Collision-Avoidance Assist (BCA) warns the driver of other cars in the blind-spot region. If BCA detects an unsafe lane change being attempted, it applies braking on the opposite side of the attempted lane change to help avoid a collision. There are limitations to the function, range, detection and clarity of the system. It will not detect all vehicles or objects in the blind spot and may not operate if sensors are obscured. Do not rely exclusively on BCA. BCA is a supplemental system. It is the driver's responsibility to exercise caution when changing lanes. See Owner's Manual for details and limitations. ¹¹ Lane Following Assist (LFA), when actively engaged with Smart Cruise Control or Highway Driving Assist, helps keep your vehicle centered in its lane when the lane markings are clearly visible on the road. Lane Following Assist will not work under all circumstances and will not prevent loss of control. Lane Following Assist is a supplemental assist, and does not replace the need for extreme care and attention by the driver. See Owner's Manual for details and limitations. ¹² Highway Driving Assist (HDA) is for highway use only, can help maintain a safe distance from the vehicle ahead and help keep your vehicle centered in its lane when lane markings are clearly visible on the road. HDA should not be used in poor weather, heavy or varying traffic, or on winding or slippery roads. HDA will not work under all circumstances and will not prevent loss of control. Driver remains responsible to slow or stop the vehicle to avoid a collision. See Owner's Manual for details and limitations.

CONNECTED CAR

The key to happiness isn't a key. It's an app.

What Hyundai offers its owners goes beyond our award-winning vehicles. It includes Bluelink,[®] a range of innovative technologies that enable remarkable connectivity between you and your Hyundai.¹ Using the MyHyundai with Bluelink app, you can start your vehicle remotely and activate climate controls from your office or kitchen using your smartphone, Amazon Echo[®] or Google Home[™] virtual assistant.² You can also remotely check to see if you've left a door unlocked or a window open by consulting the app.³

Download the available Hyundai Digital Key to your compatible smartphone, and your phone can unlock the front doors and start your Hyundai.⁴ You can assign digital keys to multiple drivers, who can save and instantly retrieve radio presets, seating and mirror preferences, and more.³



Hyundai Digital Key

Bluelink



Automatic Emergency Assistance

Bluelink Connected Care offers 24/7 SOS Emergency Assistance as well as Automatic Collision Notification that calls for help if you're in an accident where your vehicle's airbags deploy.⁵



On-Demand Diagnostics

Run vehicle diagnostics from your MyHyundai mobile app, report issues at the press of a button and receive maintenance reminders or Monthly Vehicle Health Reports by email.



Remote Vehicle Controls

Use your smartphone, home assistant or wearable device to remotely unlock the doors, start your Hyundai, set your vehicle's cabin temperature and more.³



Destination Send-to-Car

Use your smartphone to find a restaurant or point of interest, then send it to your Hyundai's navigation system for access to driving directions the moment you slip behind the wheel.⁶



Remote Vehicle Status

Wondering how much fuel is in your tank? If your vehicle's sunroof is open or the doors are unlocked? Your MyHyundai app knows the answers to these questions, and more.³



Vehicle Charging Dashboard

You can use your MyHyundai app to find charging stations, control your EV's charging remotely, and schedule charging times during cheaper off-peak hours of the day.⁷ Visit HyundaiUSA.com for details.

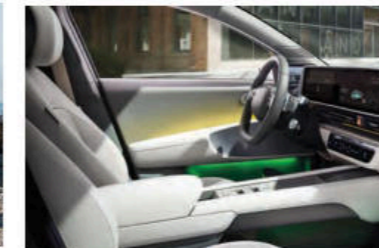


IONIQ 6

Making concepts reality. Quickly.

Each year at auto shows around the world, car companies reveal 'concept' cars that signal where design, engineering and technology are headed at some point in the future. At Hyundai, our concept cars have quickly become reality. Our future is now. It started with the IONIQ 5 that launched our all-electric vehicle brand. Now, we're introducing the 2023 IONIQ 6, a stunning new EV inspired by Hyundai's Prophecy EV Concept.

IONIQ 6 is an aerodynamically sculpted all-electric sedan that makes innovative use of sustainable materials to meet the expectations of today's EV customers. Its pure exterior design and mindful cocoon-like interior embody a silhouette for the new era of electric mobility. IONIQ 6's overall design theme of Ethical Uniqueness reflects Hyundai's commitment to energy efficiency and environmental responsibility.



INNOVATION

Our Rolling Laboratory.

What's next? A new standard for future high performance: The RN22e. Like IONIQ 6, it's based on Hyundai's Electric Global Modular Platform (E-GMP). In fact, RN22e is the first E-GMP-based Rolling Lab, opening wide the possibility of an EV N model turning into a reality.

With its optimal weight distribution, a low center of gravity that improves cornering stability, and a high-speed charging system that maximizes driving range, the RN22e paves the way for transferring advanced technologies to our EV production models. It could even put our leading-edge EV engineering to the ultimate test – endurance motorsports. Because at Hyundai, the race to evolve the next generation of EV technology is a race we intend to win.



¹2023 Hyundai vehicles include three years of Bluelink Connected Care, Remote and Guidance (factory-equipped navigation required) packages. All trials require an active Bluelink subscription agreement subject to the Connected Services Terms and Conditions. Three-year term starts from the new vehicle date-of-first-use, is available for new vehicle purchases and leases, and is transferable to subsequent owners subject to the Terms and Conditions. Only use Bluelink and corresponding devices when safe to do so. Cellular and GPS coverage is required. Features vary by model and trim level. Specifications and fees are subject to change. For details and limitations, visit HyundaiUSA.com or your authorized Hyundai dealer. ² Requires active Bluelink subscription with Remote package. Remote climate control available on properly equipped models with fully automatic temperature control. Remote stop only available when in remote start mode. Amazon, Alexa and all related logos and motion marks are trademarks of Amazon.com, Inc. or its affiliates. Google Assistant and Google Home are trademarks of Google Inc. ³ Requires active Bluelink account with Remote package. Functionality varies by model and trim level. ⁴ The available Hyundai Near Field Communication Digital Key requires a compatible smartphone and appropriately equipped 2023 Hyundai vehicle. Your Hyundai vehicle must be equipped with a smart key with push button start, wireless device charging and Audio Video Navigation System 5.0 (or newer) or Display Audio 2.0. See your Owner's Manual for details and limitations. ⁵ Bluelink agents will contact existing emergency service responders. ⁶ Requires navigation-equipped vehicle and active Bluelink subscription with Guidance package. ⁷ Requires active Bluelink account with Remote package. For remote charging, vehicle needs to be plugged into an electrical socket. See Owner's Manual for details and limitations.



Hyundai Hope On Wheels®

Helping Kids Fight Cancer Since 1998



Hope comes standard on every Hyundai.

Each time we sell a Hyundai, a portion goes to Hyundai Hope On Wheels® to help find a cure for childhood cancer. Over the last 24 years, Hyundai Hope On Wheels has donated more than \$200 million. Hope is our greatest feature. And it comes standard on every Hyundai. For more information, please visit HyundaiHopeOnWheels.org.



America's Best Warranty

POWERTRAIN LIMITED WARRANTY

10 YEARS 100,000 MILES

NEW VEHICLE LIMITED WARRANTY

5 YEARS 60,000 MILES

ANTI-PERFORATION WARRANTY

7 YEARS UNLIMITED MILES

24/7 ROADSIDE ASSISTANCE

5 YEARS UNLIMITED MILES

HYBRID/EV DIRECT ENERGY COMPONENTS

10 YEARS 100,000 MILES



Hyundai Complimentary Maintenance

Complimentary maintenance includes Hyundai-approved oil and oil filter change (except for electric vehicles and fuel cell electric vehicles) plus tire rotation at normal factory-scheduled maintenance intervals for 3 years or 36,000 miles, whichever comes first. More frequent maintenance due to severe driving or conditions excluded. Offer valid only for new 2020-2023 Hyundai models purchased or leased on or after February 1, 2020. See your Hyundai dealer for further details and limitations.



Owner Assurance

Our commitment to Hyundai owners does not end with the transfer of keys. Wherever the road takes you, we have got your back with Hyundai Owner Assurance – an umbrella of services and benefits that includes America's Best Warranty, 24/7 Roadside Assistance, innovative safety and car care features...and more.

See dealer for LIMITED WARRANTY details. Fuel economy estimated by EPA for comparison only. Mileage may vary. While the information contained in this brochure was correct at the time of printing, specifications and equipment can change. Feature comparisons based on competitor information available at the 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 responsible environment, this brochure was 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.



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