

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



Best Innovative Technology Experience
among Mass Market Brands 3 Years in a Row



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[®].



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 Autotrader[®]

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.

¹ Approximately 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. ² 2023 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 127 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. ³ Optional 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. ⁴ Qi wireless charging function is based on smartphone compatibility and/or specific accessory cases. ⁵ Claim based on comparison of specifications on manufacturer websites. ⁶ For more information, visit autotrader.com. Autotrader is a registered trademark and used with permission. ⁷ 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.



¹Safety features vary by trim level. For details, visit HyundaiUSA.com. ²The 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. ³Qi wireless charging function is based on smartphone compatibility and/or specific accessory cases. ⁴Remote 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. ⁵Downhill 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. ⁶Towing capacity with trailer brakes. ⁷Award 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. ⁸To 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. ⁹Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (nhtsa.gov).

PALISADE

Our best Palisade yet.

Everywhere you look, the redesigned 2022 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 2022 Palisade. After all, it's your journey.



2022 Hyundai PALISADE⁷



2022 Hyundai PALISADE⁸



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.



SANTA FE



SANTA FE Hybrid / SANTA FE Plug-in Hybrid

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



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.¹

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.



2022 Hyundai KONA
Best Subcompact SUV For The Money⁴



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



¹ Kona 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. ² Not available on Kona N. ³ Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program (nhtsa.gov). ⁴ View U.S. News Best Cars at cars.usnews.com.



Optional features shown

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



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.

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™.¹ 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

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.

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. ² 2023 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. ⁴ 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. 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.

factors. ³ Remote 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. ⁴ NEXO 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. ⁵ 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.

