

Cars & Boats > Motoring > Driven: Hyundai Genesis

## DRIVEN: HYUNDAI GENESIS

A new beginning at the New Museum. We go hands on with Hyundai's 2015 Genesis sedan

Jan Tegler  
9 May 2014



A conservatively-coloured congregation of Hyundai's new Genesis sedans lined the curb in front the New Museum of Contemporary Art on a cool late April morning in lower Manhattan. The Korean marque's backdrop for the new Genesis presentation - "the only museum exclusively devoted to presenting contemporary art from around the world" - said silently what the manufacturer wants prospective buyers to think. The second-generation Genesis is contemporary and cutting edge.

One look at its "fluidic sculpture 2.0" and you'd tend to agree. However you might also be reminded of Audi's current A7. From its enlarged grill to the upswept curve of the rear-door window frames aft of the C-pillar, the Genesis recalls elements of the Audi. There's a bit of BMW's 5-series here as well.

### A re-engineered Genesis for fighting

That's not such a surprise given that Hyundai mentions Audi and BMW, along with Mercedes, Infiniti, Lexus and Cadillac as its competitors in the premium midsize sedan segment. To meet these formidable foes head-on, Hyundai engineers completely redesigned the Genesis. Their objective: offer a package combining refinement, performance and luxury comparable to the competition with innovations unavailable elsewhere at a price below anything else in the segment.



### INSIDER KNOWLEDGE



Only if we understand the past can we move forward to analyse the present and, as the last stage, look into the future.

Alexander Mankowsky - Mercedes-Benz trend scout

26 NOVEMBER 2013



### EDITOR'S CHOICE



hydrofoiler F1 Catamaran to be fastest sailboat on the market

26 JANUARY 2012



PAL-V could become the first personal air-and-land vehicle

24 AUGUST 2012



### CONTRIBUTORS



CORNELIA MARIOGLOU

Cruising and writing about all things water-based



ARIEL ADAMS

Watch lover and aficionado of all things timekeeping



PURNIMA SHRINIVAS

Reporting from India on all things culture, style and travel



ADAM WILLIAMS

Sustainable tech enthusiast, architecture aficionado & VW camper van tripper

After a short Hyundai briefing, we picked out a Genesis 3.8 and navigated our way through the Bowery to the West Side Highway, skirting the city on our right and the Hudson River on the left. At speed it didn't take long to confirm that the four-door's all-new chassis provides a more solid, responsive platform than its predecessor.

Longer, wider, more rigid and boasting the greatest passenger volume in its class, the sedan's new chassis, revised front and rear suspension, and new variable-ratio, electric power-assist steering work well together. Ride comfort is excellent, with the 1877-kilogram V6-powered variant imparting a planted feel while retaining enough compliance to soak up Gotham City's meanest potholes with nary a shudder.

### Smooth power

The 311 horsepower and 397 Nm of torque on tap from the 3.8 litre six-cylinder (carried over from first generation model) provide smooth satisfying thrust, transmitted seamlessly via an updated eight-speed automatic transmission. Passing power was never an issue on the Palisades Parkway just northwest of Manhattan.



Halfway through the drive, we traded up to the Genesis 5.0, the V8-powered version of the new sedan. The jump to 420 horsepower and 519 Nm of torque was noticeable but so were the extra 183 kilograms added to the sedan's heft. Handling and ride comfort were still laudable but the 5.0 felt less nimble on the twisting tarmac that winds south along the Hudson back toward Manhattan.

Inside, both models measure up well to the competition with an emphasis on luxury and technology presented in an intuitive layout that feels welcoming and logical, besting rivals with needlessly complex infotainment systems. Are you listening Cadillac?

### Innovations we like

New to this model year of the Genesis that we especially like are the "in-cabin carbon-dioxide sensor" and "hands-free smart trunk". The former monitors carbon-dioxide levels inside the cabin, pumping in fresh air when carbon surpasses a specific threshold to help driver and passengers avoid drowsiness and remain alert. The latter allows automatic

opening of the boot by merely standing a meter behind it for three seconds with key in-pocket.

Heading back down the West Side Highway after a day out and about in New York City we were left impressed with the latest Genesis. Onlookers seemed to regard it with respect, likely unaware that it is a Hyundai.



That's a contemporary coup for a value-oriented Asian manufacturer that has opted to offer premium models as part of its broader model line-up, rather than reserving them for a 'halo-brand' as Toyota and Honda do with Lexus and Acura respectively. Gliding to a halt in front of the New Museum we decided the latest Genesis blended well with the canvas.

**See more on the Hyundai webpages**



#### RELATED ARTICLES



#### MOTORING

Driven: Peugeot RCZ-R



#### MOTORING

Top 7: Auto China 2014 ..



#### MOTORING

Driven: Cadillac CTS Vsport

#### TAGS

➤ test drive

BACK TO TOP 

#### SECTIONS

Travel  
Gourmet  
Style  
Cars & Boats  
Art & Culture

#### DESTINATION GUIDES

Asia  
Europe  
Middle East & Africa  
North America  
Oceania

#### YOUR MAGAZINE

Issue 2/2014  
Issue 1/2014  
Issue 4/2013  
Issue 3/2013  
Issue 2/2013

#### ABOUT US

Advertising  
Publishing Team  
Magazine Team  
Contact & Legal Notice  
Privacy

