



Hyundai Motor America  
 10550 Talbert Ave, Fountain Valley, CA 92708  
 MEDIA WEBSITE: HyundaiNews.com  
 CORPORATE WEBSITE: HyundaiUSA.com

**FOR IMMEDIATE RELEASE**

**2016 HYUNDAI VELOSTER RECEIVES MAJOR PERFORMANCE, DESIGN AND CONNECTIVITY ENHANCEMENTS, PLUS NEW RALLY EDITION**



**Jim Trainor**  
 Director  
 (714) 594-1629  
 jtrainor@hmasusa.com



**Robin Warner**  
 Manager of Midwest Product Public Relations  
 (734) 337-2552  
 rwarner@hmasusa.com

ID: 42950



**New Rally Edition Model Adds both Dynamic and Aesthetic Upgrades to Turbo R-Spec Model**

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**CHICAGO, Feb. 13, 2015** – Hyundai unveiled a new Rally Edition, coupled with significant design, dynamic and connectivity enhancements to its Veloster coupe at the Chicago Auto Show today. The Veloster Rally Edition builds upon Veloster Turbo R-Spec enthusiast credentials, with a more performance-focused suspension, RAYS® lightweight wheels with wide 225/40R18 tires, carbon-fiber-look aero accents, unique badging and floor mats. The Rally Edition is a limited production run planned for 1,200 units, all in a stunning Matte Blue paint, guaranteeing exclusivity to its enthusiast owners. 2016 Veloster will be available at dealers in May 2015.

In addition, the 2016 Veloster Turbo model now offers a performance-oriented 7-speed dual-clutch transmission (DCT), a new machined-finish turbo-exclusive wheel design, a sportier seat design, enhanced electroluminescent gauge cluster and black

headliner. The Veloster non-turbo receives a new 17-inch wheel design and available black seats with yellow accents.

Also for 2016, all Veloster models offer a revised hood appearance without vent accents, a dark gray grille surround, 10mm-wider tires fitted to all 18-inch wheels, and new audio/navigation system functions (HD Radio®, Apple Siri®, and next-generation Blue Link®).

All Veloster and Veloster Turbo models feature cutting-edge powertrain technologies like direct injection, optimizing their appeal to youthful customers by combining excellent fuel economy, spirited performance and low emissions without compromise.

### **2016 Veloster Highlights**

- Veloster Rally Edition
  - Sportier spring, damper, and stabilizer bar tuning compared with R-Spec
  - RAYS® lightweight 18-inch alloy wheels (5 lbs. lighter per wheel)
    - 225/40R18 performance all-season tires
  - B&M Racing® Sport Shifter
  - Carbon-fiber-look aero accents
  - “Rally Edition” floor mats and badging
  - Exclusive Matte Blue Paint
- Veloster
  - New 17-inch alloy wheel design
  - Revised hood and front grille design
  - 10mm-wider tire width for 18-inch wheel option; now 225/40R18
  - Available black-bolster seats with yellow inserts w/select exterior colors
  - Enhanced 7-inch touchscreen audio/navigation system functions, including:
    - HD Radio® capability
    - “Eyes Free” Apple Siri® integration
    - SiriusXM® Travel Link (90-day trial)
    - Next-generation Blue Link® telematics enhanced function
- Veloster Turbo
  - Available 7-speed dual-clutch transmission (DCT)
  - New Turbo-exclusive 18-inch machined-finish alloy wheel design
  - New, sportier front seats with more aggressive bolstering
  - Available orange-accented seat bolsters and interior accents
  - New, sportier electroluminescent gauge cluster
  - Red seat belts on Turbo R-Spec model
  - 10mm-wider tire width for 18-inch wheels; now 225/40R18

### **NEW VELOSTER RALLY EDITION**

New for 2016, the Veloster Rally Edition leverages the street credibility established by the Turbo R-Spec model. It features a higher performance tune for the springs, dampers, and front stabilizer bar, for even more responsive and precise handling capabilities. Complementing these suspension tuning upgrades, RAYS® lightweight alloy wheels have been fitted, reducing unsprung weight by five pounds per wheel for even better dynamic response and a distinctive sports appearance. The aero kit features carbon-fiber-look accent covers for a sporty appearance, with Rally Edition exterior badging. The Rally Edition is only available in an exclusive Matte Blue exterior color and black leather with blue-accented sport seats and only with the short-shifting B&M Racing® Sport

Shifter and 6-speed manual transmission. Finally, embroidered floormats round out the distinctive look of this special performance model.



## **SPORT BIKE TUNER INSPIRATION**

In profile, the Veloster features “Fluidic Sculpture” character lines, muscular wheel arches, bodycolor door handles and mirrors, and wraparound headlights and taillights. Veloster’s dynamic rear design has a distinctive glass hatch and dual center-fascia chrome exhaust tips that complement the assertive front fascia.

On the Turbo, the Veloster offers two distinctive, free-flowing round exhaust tips. Further, all Turbo models feature Active Sound Design, providing richer in-cabin powertrain sound character for an even more involving driving experience, especially during spirited driving.



From the bigger, bolder hexagonal front grille, ground effects, rear bumper fascia, and prominent diffuser vents, Veloster Turbo’s design adds aggression and aerodynamic stability compared with the base model. A new set of machined-finish 18-inch alloy wheels with argent spoke bevels add sophistication and sportiness to the side profile. From the front, Veloster Turbo reveals eight individual headlight LED accents, a feature typical on more expensive models.

Inside Veloster Turbo, leather seating surfaces with Turbo embroidering on the side bolsters help deliver a distinctive appearance while providing higher levels of comfort and support. For 2016, orange-accented seat bolsters are available with Ultra Black and Vitamin C exterior colors on the turbo model, and the turbo-exclusive electroluminescent gauge cluster has been enhanced, offering the driver information in a larger, clearer and more interactive format, with a larger TFT screen located between the tachometer and speedometer. Heated front seats are also standard on the Turbo version.

## **GAMMA 1.6-LITER DIRECT-INJECTED ENGINE**

The Gamma 1.6-liter four-cylinder engine is the smallest Hyundai engine to use direct injection. This technology helps deliver more power, superior efficiency, lower emissions and higher reliability.

With direct-injection, the Gamma 1.6-liter engine with manual transmission delivers a peak output of 132 horsepower at 6,300 rpm and maximum torque of 120 lb.-ft. at 4,850 rpm. The Gamma engine with dual-clutch transmission delivers 132 horsepower at 6,300 rpm and 120 lb.-ft. of torque at 4,850 rpm. The Gamma also features Dual Continuously Variable Valve Timing, an electronic throttle control, a roller timing chain, variable induction and innovative anti-friction coatings.

## **VELOSTER TRANSMISSIONS**

Hyundai's commitment to making the Gamma engine extremely fuel efficient continues by pairing it with a standard six-speed manual transmission or a six-speed EcoShift dual-clutch transmission (DCT) developed by Hyundai.

Hyundai's EcoShift DCT takes the benefits of a manual transmission, including low fuel consumption, and blends them with automatic transmission benefits, such as high comfort levels and smooth shift quality. In addition, the EcoShift DCT enables direct connection for high efficiency and uninterrupted torque transfer during shifts.

This powertrain also has an Active ECO mode which modifies engine and transmission control for improved fuel economy. The EcoShift DCT also incorporates Hyundai's Hillstart Assist Control (HAC). HAC is designed to minimize rolling backwards on steep ascents.

Veloster Turbo is paired with a standard six-speed manual transmission or a new for 2016 seven-speed dual clutch (DCT) automatic transmission. Both transmissions were developed in-house by Hyundai. The new Veloster Turbo seven-speed automatic transmission features steering wheel-mounted paddle-shifters and SHIFTRONIC<sup>®</sup> transmission gear control, and is more performance-tuned in comparison with the non-turbo model's DCT. This transmission was specifically engineered to handle the increased torque output from the turbocharged engine. The non-turbo Veloster's EcoShift DCT was tuned especially for fuel efficiency rather than the higher torque and performance calibration of the Veloster Turbo seven-speed DCT.



**TURBO R-SPEC MODEL**

The heart of the Turbo R-Spec is the responsive, 1.6-liter, direct-injected, turbocharged engine, along with unique design cues and enhanced chassis tuning. Sport suspension and steering settings have been retuned for optimum responsiveness, with higher spring rates and a more rigid transmission mount. The Turbo R-Spec offers a 6-speed manual transmission with short-throw B&M Racing® Sport Shifter for a tighter, more direct shift feel.

New for 2016, the seat belts for the Turbo R-Spec are now red, reflecting the model’s performance intent. Inside, red leatherette bolsters with red/black cloth insert sport seats complement special embroidered-logo R-Spec floor mats for a sporty ambience. On the exterior, R-Spec badging adorns the rear hatch. Veloster Turbo R-Spec is available in three exterior colors: Elite White, Ultra Black and Pacific Blue.

**VELOSTER TURBO PERFORMANCE**

The 1.6-liter turbocharged, direct-injected four-cylinder engine produces 201 horsepower at 6,000 rpm and 195 lb.-ft. of torque from 1,750 rpm. Veloster Turbo models feature Active Sound Design, which enhances intake and exhaust powertrain sound character inside the cabin for an even more involving driving experience. Turbo models generate 201 horsepower on regular fuel, which represents a best-in-class specific output of 125.6 horsepower per liter.

**TURBO MODEL EXCLUSIVE: TORQUE VECTORING CONTROL**

All Veloster Turbo models offer Torque Vectoring Control (TVC). This active cornering feature, utilizing capabilities from the Electronic Stability Control (ESC) and powertrain control systems, allows Veloster Turbo to improve dynamic cornering during more enthusiastic driving. TVC uses wheel speed sensors coupled with ESC algorithms to apply precise braking force to the inside front wheel during spirited cornering. This active braking redirects power to the outside front wheel in the turn, reducing wheelspin for enhanced cornering grip and corner-exit acceleration. Overall, this provides Veloster Turbo drivers with an incremental margin of cornering precision during enthusiastic driving.

Veloster Turbo also features a quicker-ratio steering rack and a revised steering calibration to match, which gives drivers precise cornering, feedback and control. For 2016, the 18-inch alloy wheel tire width has been increased by 10mm, fitted with Kumho Solus 225/40R18 tires, designed to extract maximum performance without compromising ride.

**VELOSTER FUEL EFFICIENCY**

Through the application of these advanced engine technologies and weight-saving measures, Veloster Turbo and non-turbo offer solid performance from 1.6-liters of displacement, and superb fuel economy as well.

<b>Veloster Model</b>	<b>EPA-estimated City Rating</b>	<b>EPA-estimated Highway Rating</b>	<b>EPA-estimated Combined Rating</b>
<b>Veloster M/T</b> (Normally-aspirated)	27	35	30
<b>Veloster A/T</b>			

(Normally-aspirated)	28	36	31
<b>Veloster Turbo M/T</b> (Turbocharged)	25	33	28
<b>Veloster Turbo A/T</b> (Turbocharged)	27	33	29

Veloster's compelling combination of performance with efficiency is a formula many industry competitors are seeking to duplicate. Hyundai's development focus on all the factors of efficient performance, such as direct-injection, small-displacement turbocharged engines, six-speed and dual-clutch transmissions, comprehensive light-weighting, efficient aerodynamics, and reduction of parasitic engine losses through electric-powered ancillaries, have combined to yield simultaneous benefits in performance and efficiency to the consumer.

#### **SPORT-TUNED DYNAMICS**

Veloster and Veloster Turbo are fitted with a McPherson strut front suspension, coil springs, gas shock absorbers and a 23-mm diameter front stabilizer bar. The rear suspension is a light-weight V-torsion beam, with an integrated 24-mm stabilizer bar to allow bracing of the arms for greater rigidity and to further control body roll. The rear suspension also uses monotube shock absorbers for ride comfort with control.

Veloster features electric power steering that adjusts assistance to changing driving conditions while improving fuel economy over a conventional steering system. Veloster's turning diameter of 34.1 feet is better than Mini's 35.4 feet, Civic Si's 37.1 feet, VW GTI's 35.8 feet, VW Beetle Turbo's 35.4 feet, and Fiat Abarth's 37.6 feet.

#### **OVERALL DIMENSIONS**

The Veloster rides on a 104.3-inch wheelbase, with an overall length of 166.1 inches and width of 70.5 inches. The Veloster Turbo has the same a 104.3-inch wheelbase, but is 1.2 inches longer (167.3 inches) and 0.6 inches wider (71.1 inches).

#### **WORLD-CLASS WEIGHT EFFICIENCY**

World-class weight efficiency is a program target for all Hyundai models. This strategy delivers outstanding fuel economy and performance simultaneously. At just 2,679 pounds, the Veloster base model is 403 pounds lighter than the Scion tC. Further, at just 2,877 pounds, Veloster Turbo is 125 pounds lighter than the Honda Civic Si Coupe and 95 pounds lighter than the Volkswagen GTI. This priority on weight efficiency allows the Veloster Turbo to deliver a great combination of agility, performance, and fuel efficiency.

#### **ADVANCED STANDARD SAFETY**

All Velosters feature a rearview camera fitted to all models for superior parking visibility. Velosters have an exceptional level of standard safety features for the sporty coupe segment highlighted by a Vehicle Stability Management (VSM) system, which optimally manages ESC (Electronic Stability Control) and the Motor-Driven Power Steering (MDPS).

VSM works to control two effects. The first is when a driver accelerates or brakes on a split-mu surface (slippery on one side, dry pavement on the other) and the vehicle wants to pull in one direction. VSM detects this condition and sends a signal to the MDPS

to apply steering assist to counter this force. VSM counters the pull and automatically provides counter steering. VSM reacts the same way during sudden lane changes or fast cornering.

All Velosters feature six airbags—including dual front, front seat-mounted side-impact, and front and rear side curtain airbags. Velosters also features a state-of-the-art braking package. The package includes four-wheel disc brakes and an Anti-Lock Braking System (ABS) including Brake Assist, which provides maximum braking force when a panic stop is detected, and Electronic Brake-force Distribution (EBD), to automatically adjust the braking force to front and rear axles based on vehicle loading conditions.

#### **ENHANCED AUDIO/NAVIGATION SYSTEM CONNECTIVITY**

Customers expect to be connected to their electronics at all times, so Veloster comes standard with a multifunction seven-inch touchscreen display. At engine start-up, the screen comes to life with a Veloster image and a unique sound. There are even three interface layouts users can choose from to suit their personal taste.

For 2016, Veloster audio/navigation systems have also been enhanced with the following capabilities and improvements:

- Multi-touch screen with menu swipe function
- HD Radio® capability
- “Eyes Free” Apple Siri® integration for iPhone
- Advanced SiriusXM® functions, including Travel Link (90-day trial)
- On-board music and app storage (Jukebox 6GB and Apps 4GB)
- Navigation map and music split-screen display function
- Navigation map with enhanced junction-view lane guidance

A Bluetooth® hands-free phone system with voice recognition, address book download and audio streaming is standard and onboard navigation is optional. The system also integrates a rearview camera.

Pandora® internet radio is integrated into all Velosters. The display screen has a Pandora icon to stream internet radio from an iPhone® or Android®. Pandora can also be viewed on the display screen and songs can be given the familiar Pandora thumbs up or thumbs down.

With video games being an important element of entertainment, Hyundai integrated an RCA cable and an available 115-volt power outlet in Veloster to support gaming consoles for ultimate gaming sessions or to watch videos on the seven-inch multimedia touchscreen when the vehicle is parked.

Veloster Turbo features a standard 450-watt Dimension Premium Audio system with eight speakers including an eight-inch subwoofer, external amplifier and iPod®/USB/auxiliary input jacks. A SiriusXM® Satellite Radio interface is also integrated into the head unit and features channel logos and Data services, such as NavWeather®, Stock Ticker and Sports Ticker. For 2016, SiriusXM Travel Link® has been added, with a 90-day trial period.

#### **CONNECTED CARE AND HYUNDAI BLUE LINK®**

The 2016 Veloster offers the next-generation of Hyundai Blue Link®, with enhanced safety, service and infotainment telematics. Blue Link brings seamless connectivity directly into the car with technology like remote start, destination search powered by Google®, remote door lock/unlock and stolen vehicle recovery. In addition to these features and services, Veloster models equipped with Blue Link come standard with one year of complimentary Blue Link Connected Care. Connected Care is a suite of

safety and car care features providing Hyundai owners with free proactive services including automatic collision notification, SOS emergency assistance, enhanced roadside assistance, monthly vehicle health reporting and maintenance alerts.

Blue Link is offered in three service packages: Connected Care, Remote and Guidance:

Connected Care package (complimentary for 1-year):

- Automatic Collision Notification (ACN) and Assistance
- SOS Emergency Assistance
- Enhanced Roadside Assistance
- Monthly Vehicle Health Report
- Maintenance Alerts
- Automated Diagnostic Trouble Code Notification (DTC)
- Recall Advisor
- Service Link
- Blue Link App (smartphone)
- On-Demand Diagnostics (next-generation Blue Link-equipped Veloster only)
- Driving Information (next-generation Blue Link-equipped Veloster only)
- In-Vehicle Car Care (next-generation Blue Link-equipped Veloster only)
  - Recall and Maintenance info
  - App Store Access (In-vehicle and Web)

Remote package:

- Remote Start with Climate Control
- Remote Door Lock/Unlock
- Remote Horn and Lights
- Car Finder via Mobile App
- Stolen Vehicle Recovery/Slowdown/Immobilization
- Geo-Fence (late availability; next-generation Blue Link-equipped Veloster only)
- Valet Alert (late availability; next-generation Blue Link-equipped Veloster only)
- Speed Alert (late availability; next-generation Blue Link-equipped Veloster only)
- Curfew Alert
- Panic Notification
- Alarm Notification

Guidance package:

- Destination search powered by Google® (navigation-equipped only)
- Destination Send-to-Car by Google®
- POI Web Search and Download
- Turn-by-Turn Navigation (non-navigation-equipped only)

More details on specific Blue Link-equipped vehicles available at [www.hyundaibluelink.com](http://www.hyundaibluelink.com).

## **HYUNDAI MOTOR AMERICA**

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 820 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the [Hyundai Assurance](#) program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

For more details on Hyundai Assurance, please visit [www.HyundaiAssurance.com](http://www.HyundaiAssurance.com)

Please visit our media website at [www.hyundainews.com](http://www.hyundainews.com) and our blog at [www.hyundailikesunday.com](http://www.hyundailikesunday.com)

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