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NEWS BUREAU

**FOR IMMEDIATE RELEASE**

## 2003 HYUNDAI SANTA FE



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### Hyundai's Award Winning SUV is Loaded with Class-Leading Features

**Oct. 25, 2002** - Since its introduction in the fall of 2000, the award-winning Hyundai Santa Fe sport utility vehicle has been selling so fast, the factory and the dealers are still barely able to keep up with customer demand. But even with the unqualified success of its first sport utility vehicle in the U.S., Hyundai listens carefully to suggestions from buyers and acts quickly. Instead of waiting for a new model year to make the changes, Hyundai upgraded the Santa Fe when the factory was ready. Major enhancements for the 2003 model year Santa Fe include the addition of side-impact airbags for the driver and front seat passenger, new Monsoon stereo systems for the GLS and LX models and the HomeLink system for the LX. The other major changes – revised dashboard center stack, larger air conditioning vents, revised overhead console, optional power sliding moonroof and more were completed in the middle of the 2002 model year.

“Santa Fe buyers told us they wanted a power moonroof. We listened and now it is an option on the Santa Fe GLS and LX models,” said Finbarr O’Neill, president and CEO of Hyundai Motor America. “We have also added other enhancements to make Santa Fe the value leader in its class,” he added.

The Hyundai Santa Fe has been named the best midsize sport utility vehicle in the prestigious AutoPacific Vehicle Satisfaction Survey (VSS) for the past two years.

The Santa Fe was the first Korean vehicle to ever win the award when it topped the list for 2001. For 2002, the Santa Fe again finished first, tied for top honors with the Toyota Highlander.

#### Upgrades and Changes

In addition to the available power sliding glass moonroof, the Santa Fe now features a revised center dashboard fascia with the clock relocated from its previous position in the overhead console. In other cool news, the size of the air conditioning outlets in the center stack has been increased.

Other changes and enhancements include illuminated power window switches, illuminated glove box interior, gas charged struts that make it easier to raise the hood, a revised, easier-to-use seat recliner and folding mechanism, two outboard ISOFIX child seat anchors, improved map light and overhead console design, chrome PRNDL surround and shift lever button (GLS and LX only) and chromed inside door handles and parking brake knob.

The seemingly small details do add up to increased customer satisfaction. These continuing changes are just part of Hyundai’s ongoing efforts designed to provide even more quality, value and comfort for their customers.

All three Santa Fe models, Santa Fe, Santa Fe GLS and Santa Fe LX, are equipped with front and rear disc brakes. Power door locks and body-colored mirrors and door handles are standard and even the base Santa Fe is equipped with handsome side cladding and a stereo system that includes front tweeters for a richer sound quality.

GLS and LX buyers can now enjoy the sounds of the standard 218-watt Monsoon stereo systems. A Monsoon AM/FM/CD/Cassette system is standard on the GLS and the LX is equipped with a Monsoon AM/FM Stereo with in dash 6-disc CD changer. The in-dash

CD changer is available as an option on the GLS. In addition to the Monsoon stereo system, the impressive standard equipment list for the top-of-the-line Santa Fe LX also includes: ABS with traction control, leather seating surfaces, fully automatic temperature control, heated front seats, electrochromic inside rear view mirror and for 2003, the HomeLink system.

### **Car-like Ride and Handling**

The Hyundai Santa Fe is the first sport-utility vehicle designed, engineered and manufactured by Hyundai Motor Company specifically for the North American market.

The Hyundai SUV, which is built on an extensively revised version of the Sonata midsize car platform, offers buyers the highly desirable combination of car-like ride, handling, NVH, steering and braking with traditional SUV seating height, utility, styling and the traction and security of Hyundai's available Fulltime 4WD.

Santa Fe is available in both front-wheel-drive and Fulltime 4WD configurations. The Santa Fe is powered by Hyundai's proven 2.4-liter inline four-cylinder rated at 138 horsepower. Santa Fe GLS and Santa Fe LX are powered by Hyundai's 2.7-liter DOHC V6 engine. This high-tech, all-aluminum, 24-valve, double-overhead-cam V6 engine is rated at 173 horsepower.

A smooth-shifting five-speed manual transmission is standard with the four-cylinder engine, while the V6 is matched with Hyundai's Shiftronic automatic transmission.

The 4-speed automatic transmission is an electronically controlled, fully adaptive transaxle equipped with Hyundai's Shiftronic manual shift override feature for more precise driver control.

### **Fulltime 4WD**

When the Santa Fe is equipped with Fulltime 4WD, power is transmitted to the wheels through a four-wheel-drive system via the Dual Drive Differential that features two planetary gears and a viscous coupling. The Fulltime 4WD system is designed to deliver 60 percent of the power to the front wheels and 40 percent to the rear wheels.

This sophisticated 4WD system designed for Hyundai by Steyr-Puch is driver-friendly and automatic; there are no levers to move or buttons to push. The Fulltime 4WD system requires no input from the driver. The system simply reacts as conditions demand.

The Santa Fe has MacPherson strut front suspension with coil springs and an anti-roll bar. At the rear is a fully independent trailing-arm design with multi-links, coil springs and hydraulic shock absorbers. Rack-and-pinion power steering is standard.

With strong character lines over the front and rear wheel wells, the Santa Fe has a handsome and distinctive look in a market that is crowded with "me-too" designs.

The standard 16-inch aluminum alloy wheels fitted with 225/70R-16 tires give the Santa Fe an aggressive stance on the road and provide excellent on-and off-road capabilities.

Designed to meet the driving demands of sophisticated SUV buyers, the Santa Fe is engineered to have smooth, car-like ride and handling yet still provides excellent capabilities in poor weather and limited-traction conditions.

### **Interior and Safety**

With 101 cubic feet of passenger volume plus 30 cubic feet of cargo volume, the Santa Fe is spacious, flexible and comfortable.

The Santa Fe has important safety features including dual front and front seat side-impact airbags. The front seat belts also come with automatic pretensioners to cinch the belt tightly in the event of a collision.

Santa Fe standard features include: four-wheel disc brakes, air conditioning, power windows, 16-inch alloy wheels, roof rack, black privacy glass and AM/FM/CD stereo. Standard seats are premium-quality cloth.

Leather seating surfaces with heated front seats are standard on the LX model. Other options include ABS and Electronic Traction Control.

### **Comfort and Convenience**

On selected models, Santa Fe offers comfort, convenience and luxury features unique in the class. Available features include auto-dimming rear view mirror, brushed stainless steel door scuff plates, fully automatic temperature control system and a fully-stocked first-aid kit that includes poison-ivy balm, bee-sting ointment, sunscreen, adhesive bandages and even a thermal blanket.

### **Design and Construction**

A team of designers at the Hyundai California Design Center in Fountain Valley, Calif. created the original Santa Fe concept vehicle to meet the tastes and needs of the world's most demanding consumers.

Hyundai's design centers in Germany, Japan and Korea were involved in the final design as automotive trends around the world were carefully analyzed during the research and design phases to verify its global appeal.

Hyundai Motor America, based in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai cars and sport utility vehicles are distributed in the United States by Hyundai Motor America and are sold and serviced through more than 590 dealerships nationwide.

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