

It's On A Boat,  
And COMING SOON To Our Shores!



## The Refreshed 2014 Hyundai Equus



Sixty-one heavily refreshed 2014 Hyundai Equus sedans are currently en-route to the U.S., but Hyundai Motor America President and CEO John Krafcik says that they're not exactly where he'd like them to be. All of them are on the Morning Spruce, a cargo ship that's stuck near the Kamchatka Peninsula on the far east coast of Russia with a blown motor. "We cannot get a single car, which is very frustrating when a boat loses an engine."

While Hyundai is figuring out a way to get its stranded vehicles to the U.S., the automaker brought a pre-production version of the 2014 Equus to our office to showcase some of its capabilities. Krafcik says that the new Equus has a number of updates compared with the 2013 model, including an interior that's almost completely redesigned. New features include motorized self-closing doors, a 9.2-inch center screen for the infotainment system, a TFT display for vehicle gauges and two rear-seat 9.2-inch displays. "I think when you add all the screen dimensions up we may have more screen than any car in the industry," says Krafcik.

From a performance standpoint, the Equus' suspension has also been re-tuned in an effort to provide a ride that's both sportier and more comfortable. A snow mode for winter driving is also new, along with a smart cruise control system that can bring the Equus to a full stop if necessary. Krafcik says, "You're going to see that technology trickling down to a lot of our cars in the near future."

Krafcik says that the Equus buyer likes "the idea that it's not a Mercedes or BMW."

**Lexus LS is the No. 1 trade-in vehicle of Equus buyers, followed closely by the Mercedes-Benz E-Class and S-Class.**

Krafcik says that Hyundai vehicles now have the second or third highest residual values in the industry. "We talk a lot about **transitioning Hyundai from a value brand to a valuable brand**. A brand you want because you love the design; yes it has a great value proposition and the car's also going to have a high asset value in future years."



John Krafcik and the 2014 Hyundai Equus/Copyright USN

SO RARE AND EXCLUSIVE THAT ONE STRANDED BOAT  
CAUSES A TEMPORARY COUNTRY-WIDE SHORTAGE