

***MEDIA RELEASE***

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## **ARK PERFORMANCE TO UNVEIL HYUNDAI GENESIS COUPE R-SPEC TRACK EDITION AT 2012 SEMA SHOW**

Hyundai Motor America is again teaming up with ARK Performance to create an [ultra-high-performance track edition sports car](#) based on the Genesis Coupe R-Spec model. The ARK super-tuner track edition will debut at the 2012 SEMA show as part of the Hyundai brand portfolio. This special ARK model takes the new Genesis Coupe 3.8-litre, direct-injected engine to an impressive 295 kW @ 6800 rpm, with maximum torque of 460 Nm @ 5400 rpm. From the exterior, the ARK design theme takes the muscular character lines of the Genesis Coupe to the extreme, with race-like flared wheel-arches, an aggressive front splitter, and carbon-fibre bonnet with heat-extractor vents.

“The Genesis Coupe R-Spec is an ideal platform from which to build our SEMA track edition” said Ted Lee, owner of ARK performance, Inc. “The ARK Genesis Coupe R-Spec truly demonstrates the full track-tuning potential of the affordable Genesis Coupe R-Spec model. ARK continues to represent the ultimate in aftermarket performance tuning for Hyundai.”

While the exterior is impressive, the ARK Genesis Coupe goes far beyond exterior cosmetics, with significant under-bonnet performance modifications, a race-like interior environment, racing differential, tyres, brakes and suspension. The comprehensive list of ARK performance enhancements include:

### Engine

- ARK performance intake system
- ARK performance oil cooler
- ARK performance lightweight pulley kit
- BTRcc Blueprinting
- Brian Crower 4.2 Stroker Kit

- JE Pistons
- BC 4340 Crankshaft
- BC 4340 Connecting Rods
- ARK performance R-Spec ceramic-coated headers

### Interior

- JPM Coachworks custom interior
- Sparco® steering wheel L575
- Sparco Pro ADV racing seats – red
- Cusco 8-point chromoly roll cage

### Exterior

- ARK-ADRO FL carbon bonnet
- ARK-ADRO rear diffuser
- ARK performance SFX rear wheel arches
- ARK performance CFX carbon deck lid
- APR GT300 carbon wing with mount

### Transmission

- ARK carbon plate clutch kit
- ARK dual mass flywheel
- Cusco type RS 1.5/2-way limited-slip differential

### Wheels and tyres

- Yokohama ADVAN RS2
- Nitto NT05

### Brakes

- Six-piston Big Brake kit F/R
- ARK carbon brake pads
- ARK stainless steel brake lines

### Suspension

- ARK performance DTP coil-over system
- Cusco suspension bars, arms and control rods

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Established in 1967, Hyundai Motor Company has grown into the Hyundai Motor Group, with more than two dozen auto-related subsidiaries and affiliates. Hyundai Motor - which has six manufacturing bases outside of South Korea including the U.S., China, India, Russia, Turkey and the Czech Republic - sold 4.06 million vehicles globally in 2011. Hyundai Motor, which employs over 80,000 worldwide, offers a full line-up of products including small to large passenger vehicles, SUVs and commercial vehicles.

Hyundai Motor Company Australia Pty Ltd (HMCA) was established on October 1st, 2003 as a wholly owned subsidiary of Hyundai Motor Company. The award-winning range of Hyundai vehicles continues to set segment and industry benchmarks in value, quality and safety, with innovations such as Vehicle Stability Management, Electronic Stability Control and Australia's first five-year warranty with unlimited kilometres.

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