

1990

HYUNDAI





The 1990 Hyundai Sonata represents a perfect marriage of aesthetics and aerodynamics. A sharply angled windshield, aircraft-styled doors, aerodynamic halogen headlights, rounded edges and soft curves contribute to a slick 0.34 drag coefficient. Which makes for a remarkably quiet ride.

Out on the open road, the front-wheel-drive Sonata takes off with the most powerful engine in its class: an optional 3.0-liter V6, with multi-point electronic fuel injection. Even the 2.4-liter four-cylinder, with overhead cam and multi-point electronic fuel injection, is the biggest and most powerful standard power plant in its class.

*Power tilt/slide tinted glass sunroof*

*3.0-liter V6 engine with multi-point electronic fuel injection*



Your Sonata is ready to respond with an available electronically controlled four-speed automatic with overdrive and lockup torque converter. This sophisticated transmission lets you choose the more fuel-efficient *NORMAL* mode or a *POWER* mode for greater acceleration and passing power. Or shift for yourself with the responsive standard five-speed manual overdrive transmission.

Balancing out Sonata's power story is its superb handling, with independent MacPherson strut front suspension and independent trailing arm rear suspension. Front and rear stabilizer bars help you take tight curves with remarkable smoothness. Power rack-and-pinion steering provides responsive turning ability. And all-season steel-belted radials team up with hefty power-assisted, ventilated front disc and self-adjusting rear drum brakes for sure stops.



SONATA GLS





SONATA GLS INTERIOR



SONATA GLS DASH WITH LEATHER PACKAGE

No matter how you define space, there's an abundance of it inside the Sonata GLS. But it's what Hyundai does with all that room that you'll appreciate the most.

Enter into an environment designed around comfortable, reclining front bucket seats with full cloth upholstery and adjustable headrests. The driver's seat adjusts six ways, including height and lumbar support to pamper you.

The rear seat provides remarkable breadth and ample room to cross legs. So three adults can ride in comfort and



60/40 SPLIT FOLD-DOWN REAR SEAT style. The 60/40 split rear seat folds down to accommodate extra cargo, too.



Throughout the 1990 Sonata GLS, thoughtful touches abound. The full center console provides storage space to keep cassettes and other items. Door-mounted pockets as well as seat back pockets are ideal for holding maps. There's also a storage tray beneath the front passenger seat for keeping valu-

ables out of sight. And both the front and rear center armrests feature additional storage compartments.

The tilt steering column adjusts to each individual's preference. You can even open the fuel-filler door and trunk without ever leaving the comfort of your front seat. Adjust the power rear-view mirrors with a touch of a button.

The Sonata GLS also features power windows with a "one touch" switch so the driver's window can be fully opened with a single touch. A power antenna for

the stereo. Power door locks that allow you to secure all of Sonata's doors at once. And cruise control that reduces driver fatigue on those long trips.

As you sit in the pilot's seat, notice the white-on-black analog instruments. They include speedometer, tachometer, voltmeter, oil pressure gauge, temperature gauge. At your fingertips are controls for the lights, electric rear window defroster with timer, variable intermittent windshield wipers and your Sonata's AM/FM stereo cassette system.



In fact, you can choose from four audio systems. The top-of-the-line Hyundai/Polk Premium Audio stereo

system available on the Sonata GLS V6 is unlike any other in the world.

Exclusively designed for Sonata's spacious cabin, at its heart are twelve of Polk's award-winning speakers with the unique "Stereo Dimensional Array" Crossover Matrix. They combine to create a sense of depth and clarity previously unheard in any automotive audio system. Allied with compact disc player,\* AM/FM stereo cassette with auto-reverse, Dolby® B and C, PLL synthesized tuner and a 160-watt, four-channel power

amplifier, the system turns your new Sonata into a concert hall on wheels.

You can make your Sonata GLS even more luxurious. An optional leather package gives you seating surfaces and steering wheel covered with rich, supple leather. The power tilt/slide glass sunroof with inner shade allows you to let the sunshine and breeze in. Available air conditioning provides fast cooling on the hottest days. And you can spiff up the outside with handsome alloy wheels for better performance.

\*Required option with Premium stereo system.



You're looking at the standard for value in sub-compact cars—the all-new 1990 Hyundai Excel. Even its appearance underlines its quality.

Notice how easily your eyes go with the flow of Excel's smooth lines and soft curves. That's precisely how the air slips over Excel's sculptured steel body as it slices through the wind.

While flush glass, aircraft-style doors and aerodynamic halogen headlamps highlight Excel's good looks, they also reduce wind noise and keep the interior nice and quiet.

The heart and soul of this front-wheel-drive Excel resides under the hood: A new, multi-point electronically fuel-injected, 1.5-liter engine, primed and ready for the long run. It's got 20% more power to get you where you want to be.

An easy-shifting five-speed manual overdrive transmission sends Excel's power to the wheels. Or you can opt for an electronically controlled four-speed automatic with overdrive and a lockup torque converter. It features a shift mode selector no other car in its class offers, allowing you to choose between a more fuel-efficient *ECONOMY* mode, or a *NORMAL* mode for quicker acceleration when needed.

For precise handling, Excel has front and rear stabilizer bars. As well as independent MacPherson strut front suspension and independent trailing arm rear suspension.

And all-season steel-belted radial tires team up with power-assisted ventilated front disc and self-adjusting rear drum brakes for quick, sure stops.

EXCEL GLS



*Power sliding tinted glass sunroof*



*1.5 liter multi-point electronically fuel-injected engine*







EXCEL GLS INTERIOR



EXCEL GLS

Every 1990 Excel has an all-new interior with more head, shoulder and leg room for even greater comfort. And GLS models offer the ultimate in standard features. Up front, comfortable reclining bucket seats invite you to settle in and relax. The driver's seat adjusts in five places including lumbar support to pamper you when the commuting gets tough.

In the rear, three people can stretch out and relax. The spacious 60/40 split rear seat folds down to increase the cargo carrying capacity of your Excel.



EXCEL GLS DASH

And like the seats up front, everything's covered in rich, soft velour upholstery.

Underfoot, cut-pile carpeting runs

deep and thick. Overhead, open the available power sliding glass sunroof with inner sunshade and let the fresh

air in. Or slide it closed and cool your Excel with a highly efficient optional air conditioner.

Convenience abounds with the front door map pockets, hidden storage tray beneath the front passenger seat and a full center console, with cassette storage. The three-spoke tilt steering wheel adjusts precisely to the height that's just right for you. If you want to make the going even easier, power steering is available.

The instrument panel is complete

with tachometer and trip odometer. Every control is well within easy reach, including the variable intermittent windshield wipers and electric rear window defroster with timer. Even your trunk and fuel-filler doors can be opened from the driver's seat with remote releases.

The Excel GLS comes with a standard AM/FM stereo cassette featuring auto reverse and 30 watts of power. Or go for the optional 50-watt, AM/FM stereo cassette with Dolby,<sup>®</sup> 18 station presets and four speakers.

For an even sportier look, discover the Excel GS. Its smooth, flush curves make it look fast even standing still, while bodycolor bumpers and moldings integrate with the sleek sheet metal. Heat it up with an optional rear spoiler and aluminum alloy wheels. Inside you'll find contoured sport bucket seats, a six way adjustable driver's seat and a comfortably spacious, 60/40 split fold-down rear seat.

Whatever your driving needs, Excel can meet them. There are fun-to-drive



FORWARD-MOUNT CONSOLE

60/40 SPLIT FOLD-DOWN REAR SEAT

Three-Door Hatchbacks, stylish Four-Door Sedans and versatile Five-Door Hatchbacks.\* And you can avail yourself of the luxury of GLS trim, the sportiness of the GS, practicality of GL or the sheer value of the standard Excel.

In any case, you'll be getting the best value around. Because every Excel is packed with the most standard features in its class. Not to mention durability, reliability and quality in quantity.

All of which is the very definition of "Hyundai."



# HYUNDAI SPECIFICATIONS

## EXCEL HATCHBACKS & SEDANS

## SONATA 2.4 LITER & 3.0 LITER V6 SEDANS

ENGINE			
Type	4-Cylinder In-line, SOHC 1.5 Liter (1468 cc)		4-Cylinder In-line SOHC 2.4 Liter (2351 cc)
Displacement	Multi-Point Electronic Fuel Injection		Multi-Point Electronic Fuel Injection
Fuel Delivery System	75.5 x 82.0 mm		91.1 x 76.0 mm
Bore & Stroke	94:1		89:1
Compression Ratio	91 @ 5500 rpm		142 @ 5000 rpm
Horsepower, SAE Net	91 @ 3000 rpm		168 @ 2500 rpm
Torque, SAE Net			
TRANSMISSION			
Manual Overdrive Transmission	Standard		Not Available
4-Speed Electronically Controlled Automatic Overdrive Transmission with Dual Mode Selector	Optional		Standard
SUSPENSION			
Front	Independent MacPherson Struts with Coil Springs and Stabilizer Bar		Independent MacPherson Struts with Coil Springs and Stabilizer Bar
Rear	Independent Trailing Arms with Coil Springs and Stabilizer Bar		Independent Trailing Arms with Coil Springs and Stabilizer Bar
STEERING			
Type	Rack-and-Pinion		Power Rack-and-Pinion
Overall Ratio	20:1		16.2:1
Minimum Turning Diameter, Ft.	31.7		35.7
Turns, Lock-to-Lock	3.7		3.06
BRAKES			
System	Power-Assisted Dual Diagonal with 9" Booster		Power-Assisted Dual Diagonal with 9" Booster
Front	Ventilated Discs, 9.5 Inch Diameter with Brake Wear Warning Sensor		Ventilated Discs, 10.1 Inch Diameter with Brake Wear Warning Sensor
Rear	Self-Adjusting Drums, 7.0 Inch Diameter		Self-Adjusting Drums, 9.0 Inch Diameter
EXTERIOR DIMENSIONS (INCHES)			
	Hatchbacks	Sedans	Sedans
Length	161.4	166.3	184.3
Width	63.3	63.3	69.9
Height	54.5	54.5	55.4
Wheelbase	93.9	93.9	104.3
Track, Front	54.7	54.7	57.3
Track, Rear	52.8	52.8	56.7
INTERIOR DIMENSIONS (INCHES)			
Headroom, Front/Rear	37.8/37.6	37.8/37.6	38.5/37.4
Legroom, Front/Rear	41.7/33.1	41.7/33.1	42.7/37.5
Shoulder Room, Front/Rear	52.3/52.3	52.3/52.3	60.0/56.5
Hip Room, Front/Rear	52.3/52.3	52.3/52.3	58.0/57.6
INTERIOR VOLUMES (CUBIC FEET)			
Passenger Compartment Index	86	86	100
EPA Interior Index	101	97	114

Specifications, equipment, and competitive comparisons are based on information available at the time of printing and are subject to change without notice.

# HYUNDAI COMMITMENT

## Corporate success.

The Hyundai Group is a sophisticated multinational enterprise of 31 wide-ranging companies. Their success places Hyundai among the FORTUNE International 500.

So it isn't surprising that Hyundai builds cars that are taking America by storm. For three straight years, Hyundai Excel has been the number one selling import car in all of North America. The reasons are simple: quality, durability, reliability and value in abundance.

Only a world class multiline auto-maker could offer this level of service and technology. And Hyundai backs every car with several excellent support programs.

## Bumper-to-Bumper Warranty.

Hyundai's excellent warranty coverage\* reflects the care and quality that go into every single car. Hyundai's Bumper-to-Bumper Limited Warranty protects your car for 36 months or 36,000 miles with no deductible required. And the Corrosion Perforation Warranty against body panel rust-through runs for 36 months, without any mileage restrictions.

\*For complete information regarding these warranties and programs, see your dealer.

## National service network.

There's a complete network of Hyundai full-service dealerships coast to coast. Hyundai service technicians receive hands-on training from factory-certified instructors. So your car will be serviced quickly and efficiently. Every Hyundai parts department is well stocked, and linked by computer with the nearest Regional Parts Distribution Center.

## Cross Country Motor Club.

Every new Hyundai owner receives a free, one-year membership in the Cross Country Motor Club. There's a 24-hour nationwide toll-free hotline you can call for information and roadside assistance. As well as service and travel benefits. See your Hyundai dealer for details.

Enough said. Now take a test drive in a 1990 Hyundai. And see why we're making more sense than ever.



The Hyundai Group's diverse companies range from construction to ship building to electronics.



A dark blue Hyundai car is shown from a side profile, with its reflection clearly visible on a dark, glossy surface below it. The car's sleek lines and chrome trim are highlighted by the lighting. The overall mood is sophisticated and modern.

**HYUNDAI**  
Cars that make sense.