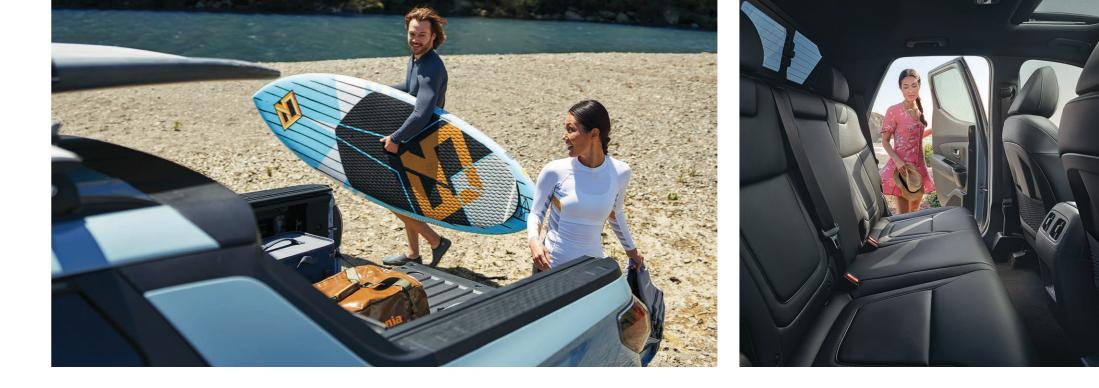


2024 SANTA CRUZ

¹Bluelink+ requires an active subscription agreement subject to the Connected Services Terms and Conditions. Term starts from the new vehicle date of first use. Only use Bluelink and corresponding devices when safe to do so. Cellular and GPS coverage is required. Features, specifications, and fees are subject to change. For details and limitations, visit HyundaiUSA.com or your authorized Hyundai dealer. ² Based on Brand Keys 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022 and 2023 Customer Loyalty Engagement Index[®].³ Optional features shown. Always properly secure cargo items and follow all applicable load limits and guidelines.

46TH AVE

SANTA CRUZ Limited in Blue Stone³



Part truck. Part crossover. All in.

There is nothing quite like the 2024 Hyundai Santa Cruz. It's got the room and refinement of a 4-door crossover vehicle, plus the cargo-hauling of a pickup bed. So whatever your plans, Santa Cruz is versatile enough to go with your flow.

Filled with functional innovations and available with potent turbocharged power, Santa Cruz is big enough for your family, friends and cargo. Yet compact enough to fit into your garage or parallel parking spaces. Drive it, and you'll discover its nimble handling – off-road or on. And with its available HTRAC All Wheel Drive, Santa Cruz Built at our U.S. plant in Alabama, Santa Cruz is one more reason why people who buy reaches those coveted campsites far off the beaten path. As you roam, connectivity technologies including complimentary Bluelink+ keep you wired to your world.¹

When it comes to style, your Santa Cruz is anything but utilitarian. Check out the sophisticated effect of LED Daytime Running Lights hidden within the parametric jewels of its grille. And the way its wide stance and available 20" alloy wheels project a bold attitude. To help Santa Cruz drivers see and be seen, Bi-LED projector-type headlights are now standard on all trim levels. And for 2024, a new XRT trim gives more rugged style to Santa Cruz's adventure-ready substance.

a Hyundai are likely to buy another. For 14 years in a row, Hyundai has ranked #1 in customer loyalty according to the global brand research consultancy Brand Keys.²

Fuel your passions. Efficiently.

Cruz on urbon warrier that's nimble in congested tr

SANTA CRUZ Limited in Blue Stone

Santa Cruz comes standard with a 191-horsepower 2.5L engine that delivers the fuel efficiency and quick acceleration of direct-injection technology. Want more power underfoot? Santa Cruz Night, XRT and Limited offer a turbocharged 281-horsepower engine sporting 311 lb-ft of torque and an 8-speed Wet Dual Clutch Transmission with paddle shifters. Together with HTRAC All Wheel Drive, they've got the power and precision to help you carry out your big plans.

A tight turning radius makes Santa Cruz an urban warrior that's nimble in congested traffic and easy to park once you reach your destination. Got a load to haul? Self-leveling rear shocks give Santa Cruz the stability to carry heavy cargo in its bed. Got toys to tow? The 2.5L 4-cylinder engine is tow-rated at up to 3,500 pounds, while Turbo AWD Santa Cruz models boast a towing capacity of up to 5,000 pounds.¹

¹ Maximum towing capacity with trailer brakes. Towing capability varies by configuration. See the towing guide in the Owner's Manual for proper use and additional information. ² Safety features vary by model. For details, refer to the Features chart in the back of this brochure or visit HyundaiUSA.com. ³ Rear Cross-Traffic Collision-Avoidance Assist (RCCA) is designed to notify drivers of approaching cross-traffic behind their vehicle. When another vehicle is the eter dwile your car is backing out of a parking spot, it provides audible and visual display warnings and applies braking if it senses a collision is miniment. RCCA is active when your vehicle is at a speed of less than 6 mph. It only engages during the first activation of reverse gear from park and may not detect all vehicles. New er very our shoulder and use your mirrors to commiss to the function, detection, range and clarity of the system. See Owner's Manual for details and limitations. ⁴ The Surround View Monitor (SVM) is a parking support system. SVM cannot completely eliminate blind spots, may not detect every object and does not warn of moving objects. Always check your surroundings before moving your vehicle. See Owner's Manual for details and limitations. ⁵ The Blind-Spot View Monitor (BVM) assists the driver in changing lanes by providing a live view of the blind spots on either side of the vehicle and sounding an audible altert if another vehicle is detected. The urn signal must be activated, and other system while maintaining a safe distance from the vehicle ahead. Lane markings must be clearly visible on the road. HDA should not be used in poor weather, heavy or varying traffic, or on winding or slippery roads. HDA will not work under all circumstances and will not prevent loss of control. Driver remains responsible to slow or stop the vehicle's navigation system, and it cannot react to recently changed speed limits, construction zones and conditions not covered by navigation data. NSCC is for highway use only and should not be

Making safety even safer.

With Hyundai SmartSense, your surroundings are monitored from nearly every angle by an array of sophisticated safety technologies that integrate cameras and radar sensors.² Around town, Rear Cross-Traffic Collision-Avoidance Assist,³ a rearview camera and an available Surround View Monitor⁴ help you navigate challenging parking maneuvers.

On the highway, Santa Cruz Limited's Blind-Spot View Monitor displays live video in the instrument cluster from either side of your vehicle once the turn signal is activated.⁵ Santa Cruz Limited also features Highway Driving Assist, which helps maintain a safe cruising distance from vehicles in front while keeping you centered in your lane.⁶ Intelligent Speed Limit Assist and Navigation-based Smart Cruise Control with Curve Control team up to automatically adjust for changing speed limits and reduce your cruising speed as you approach curves in the road.⁷

For 2024, the heightened sense of security you enjoy behind the wheel of your Santa Cruz is enhanced with a new feature placed right at your fingertips. As the driver, you'll now feel haptic feedback through the steering wheel whenever Lane Keeping Assist⁸ or Blind-Spot Collision-Avoidance Assist⁹ issue an alert.



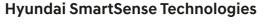
HTRAC All Wheel Drive



Surround View Monitor



Blind-Spot View Monitor





¹Apple CarPlay is a registered trademark of Apple Inc. Android Auto[™] is compatible with Android[™] phones running Android 5.0 or higher. Android Auto may not be available on all devices and is not available in all countries or regions. Additional apps may be required. Android and Android Auto are trademarks of Google LLC. ²Qi wireless charging function is based on smartphone compatibility and/or specific accessory cases.³ Dynamic Voice Recognition varies by unit. Speak in a normal voice and minimize background noise for best results. See Owner's Manual for details and limitations. All SiriusXM services require a subscription sold separately, or as a package, by SiriusXM Radio Inc. after a 3-month trial period. The subscription plan you choose will automatically renew, and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Counter Agreement for complete terms at siriusxm.com. All fees and programming subject to change. SiriusXM siriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc.

A

/0\ 2

() *

Keep connected and carry on.

Open any of its four doors, and Santa Cruz welcomes you to an interior designed around comfort and connectivity. A wraparound dual-cockpit design puts infotainment features at your command, while a large touchscreen with Apple CarPlay® and Android Auto™ integration punctuates the center stack.¹ You can connect two phones to the audio system simultaneously via Bluetooth® streaming and keep your digital devices powered with dual front USB ports (plus two rear USB ports on Santa Cruz Limited) and an available wireless phone charger.²

Control over Santa Cruz Limited's Bose® premium audio system is at your fingertips through a 10.25" touchscreen display. Or the sound of your voice, thanks to Dynamic Voice Recognition that lets you switch SiriusXM® channels using voice commands³ or plot your course via the high-resolution navigation system.

Santa Cruz's rear cargo bed puts capability at your command, too. Whether your cargo is bulky, muddy or tall, Santa Cruz is ready to haul. Need extra room? Put the tailgate down to extend the bed. Integrated bumper steps wide enough for large boots make it easy to access your cargo. And how cool is this: In the cargo bed floor, there's a compartment with a drain plug that can be used for dry storage – or filled with ice and used as a cooler. An available 115-volt outlet powers electric coolers and other portable appliances, while an available retractable/lockable tonneau cover has valuables in the cargo bed covered.



Sheet molded composite bed with rail system, adjustable tie-down cleats and LED bed lighting





Available 10.25" digital instrument cluster



Lockable underbed storage compartment



Available lockable tonneau cover



Integrated multi-level rear bumper steps

Introducing Bluelink+: No fees. No trial. No worries.

With the introduction of Bluelink+, Hyundai becomes the first automotive brand to offer its suite of connected car features to new car purchasers at no extra cost. Bluelink+ is complimentary with the purchase of your new 2024 Santa Cruz.¹

Bluelink features technologies designed to help keep you safe - from automatic collision notifications to automatic emergency assistance if your airbags deploy and enhanced roadside assistance that sends your exact location to a roadside assistance associate.² Bluelink also includes helpful maintenance features like remote diagnostics and monthly vehicle health reports. All complimentary with your 2024 Santa Cruz new vehicle purchase for the life of the supporting wireless network technology.³

Your MyHyundai app turns your compatible smartphone, smartwatch or smart home assistant device into a Bluelink remote control that can unlock your Santa Cruz's doors and start the engine and climate controls before you walk out the door.4

Starting your Santa Cruz remotely, or with the available Digital Key,⁵ also retrieves radio presets and available digital instrument cluster preferences using your Bluelink personal profile. Digital keys can be shared with a secondary driver or a quest driver - as the primary driver, you can control when a shared key can be used, and pause or end shared-key access at any time.





Automatic Emergency Assistance

Hyundai Bluelink offers 24/7 SOS Emergency Assistance as well as Automatic Collision Notification that calls for help if you're in an accident where the vehicle's airbags deploy.



On-Demand Diagnostics

Run vehicle diagnostics from your MyHyundai app, report issues at the press of a button, and receive monthly vehicle health reports or maintenance reminders by email.



Remote Vehicle Controls

Your compatible smartphone, smart speaker or wearable device can remotely start the engine, unlock your Santa Cruz's doors, set the cabin's temperature and more.



Destination Send-to-Car

Use the MyHyundai app to find restaurants or other points of interest and send the destination to your Santa Cruz's available navigation system before you start to drive.



Driver Profile Management

When using remote start or your Digital Key, the radio presets, navigation destinations and other Bluelink profile settings are intact the moment you take a seat inside of your Santa Cruz.⁶



Remote Vehicle Status

Wondering how much fuel is in the tank? If your Santa Cruz's doors are unlocked? Your MyHyundai app knows the answers to these questions and more.





Apple CarPlay®



Digital Key

Interior Colors



Gray Cloth SE / SEL

Atlas White



Black Cloth

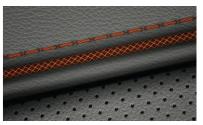
SE / SEL



Black H-Tex™ Night / XRT



Black Leather Limited



Dark Gray Leather / Orange Accents Limited

Exterior Colors



¹Not available with Santa Cruz SE. Bluelink+ requires an active subscription agreement subject to the Connected Services Terms and Conditions. Term starts from the new vehicle date of first use. Only use Bluelink and corresponding devices when safe to do so. Cellular and GPS coverage is required. Features, specifications and fees are subject to change. A fee will apply for map and multimedia over-the-air (OTA) updates, which are dependent on an active Bluelink connection, after an initial 3-year period of complimentary updates. For details and limitations, visit HyundaiUSA.com or your authorized Hyundai dealer. ² Bluelink agents will contact existing emergency service responders. ³ All Bluelink services rely on digital wireless telecommunications technology outside of our control and in the control of the wireless carriers who provide the telecommunications technology. 4G LTE cellular networks are controlled and maintained by thirdparty wireless carriers. Telecommunication technologies have been known to change over time. If and when these networks change and discontinue services or the underlying technology required to support Bluelink is obsolete, then the connected services will not work and we will be forced to cancel impacted subscription services. ⁴ Requires active Bluelink Advanced subscription (complimentary for the original owner). Remote climate control available on properly equipped models with fully automatic temperature control. Remote stop only available when in remote start mode. ⁵ The Hyundai Near Field Communication Digital Key requires a compatible Android smartphone and appropriately equipped 2024 Santa Cruz. Not all Android devices are compatible. Vehicle must be equipped with a smart key with push button start, wireless phone charger and Audio Video Navigation System 5.0 (or newer) or Display Audio 2.0. Lock/unlock functionality works on the front doors only. See your Owner's Manual or visit your local Hyundai dealer for details. ⁶ Bluelink profile settings vary by trim level.

SANTA CRUZ

SE

2.5L GDI/MPI Engine

191 нр

181 lb-ft



Popular Features 8.0″ Display Audio with AM/FM/HD Radio™

Android Auto™ / Apple CarPlay®
Projector-type LED headlights / LED Daytime Running Lights / LED taillights
Rearview camera
Sheet molded composite bed with sidewall and underbed storage
Forward Collision-Avoidance Assist with Pedestrian Detection
Blind-Spot Collision-Avoidance Assist
Rear Cross-Traffic Collision-Avoidance Assist

SANTA C XRT

2.5LTurbo GDI/ with HTRAC AV **281** нр

311 LB-FT



Popular Features						
Wider fender cladding and black lower door accents						
Satin black exterior door handles and side mirror covers						
Dark chrome accent front grille and tailgate handle trim						
Leather-wrapped steering wheel and shift knob						
Black H-Tex™ seating surfaces						
Smart Cruise Control with Stop & Go						
Intelligent Speed Limit Assist						
Digital Key						
Bed rails and running boards						
Auto-dimming rearview mirror						

SANTA CRUZ

SEL 2.5L GDI/MPI Engine

191 нр **181** LB-FT



Popular Features
Proximity Key with push button start
Key fob remote engine start
Dual automatic temperature control and auto-defogging windshield
Heated side mirrors with LED turn signal indicators
Heated front seats
8-way power driver seat with 2-way power lumbar support
Power windows with front auto-down/up
Bluelink+ Connected Car System
SiriusXM® Satellite Radio

SANTA CRUZ

Night

2.5L Turbo GDI/MPI Engine with HTRAC AWD

281 нр





Popular Features						
i opular i catures						
8-speed Wet Dual Clutch Transmission (DCT)						
Steering wheel paddle shifters						
Dark front and rear lower fascias						
Gloss black side mirror covers and door handles						
Dark chrome accent front grille and tailgate handle trim						
Running boards						
Black H-Tex™ seating surfaces						
Dark 20 [~] alloy wheels						

SANTA CRUZ Limited



SANTA CRUZ **EPA MPG Estimates** (City/Highway/Combined)

22/26/23 MPG | SE / SEL 21/25/23 MPG | SE / SEL 2.5L AWD 8-speed A/T 19/27/22 MPG | Night / XRT / Limited 2.5T AWD 8-speed DCT

HTRAC All Wheel Drive

AWD Lock

SEL Activity Package

10.25" digital instrument cluster

10.25″ navigation system Dynamic Voice Recognition 115V AC power inverter in bed Dual C-channel bedside utility tracks

Adjustable tie-down cleats LED bed lighting

Front and rear LED interior lights Wireless phone charger

HTRAC All Wheel Drive SE / SEL Option

Integrated lockable tonneau cover

Roof side rails and power tilt-and-slide sunroof

Rear sliding glass window with defroster

HTRAC liftgate badge

EPA estimates are for comparison only. Mileage may vary. Your actual mileage will vary based on options, driving conditions, driving habits and the vehicle's condition.

SANTA CRUZ

Power & Handling	SE	SEL	Night	XRT	Limited
191 hp/181 lb-ft, Smartstream 2.5L GDI/MPI 4-cylinder engine	•	•		-	
281 hp/311 lb-ft, Smartstream 2.5L Turbo GDI/MPI 4-cylinder engine	-	-	•	•	•
8-speed automatic transmission with SHIFTRONIC®	٠	٠	-	-	-
8-speed Wet Dual Clutch Transmission (DCT) with paddle shifters	-	-	•	•	•
Drive Mode Select	•	•	•	•	•
Self-leveling multi-link rear suspension	•	•	•	•	•
Hillstart Assist Control and Downhill Brake Control	•	٠	•	•	•
HTRAC All Wheel Drive	0	0	•	•	•
Electronic Parking Brake with Automatic Vehicle Hold	•	•	•	•	•
3,500-lb 5,000-lb towing capacity (with trailer brakes) and trailer pre-wiring	• -	• -	- •	- •	- ●
Exterior Features	SE	SEL	Night	XRT	Limited
Automatic headlights with High Beam Assist	•	•	•	•	•
LED Daytime Running Lights and LED taillights	•	•	•	•	•
Projector-type LED headlights	•	•	•	•	•
Dark chrome accent front grille and tailgate handle trim	-	_	•	•	•
Dark front and rear lower fascias	_	_	•	•	_
Wider fender cladding and black lower door accents	_	_	_	•	_
Heated side mirrors with LED turn signal indicators	-	•	•	•	•
Bodycolor door handles	-	_	_	_	•
Roof side rails and power tilt-and-slide sunroof	-	•	•	•	•
Rear sliding glass window with defroster	-	•	•	•	•
Sheet molded composite bed	•	•	•	•	•
Integrated multi-level rear bumper steps	•	•	•	•	•
Heavy duty cargo D-rings	•	•	•	•	•
Sidewall and underbed storage compartments	•	•	•	•	•
115V AC power inverter in bed and LED bed lighting	-	•	•	•	•
Roof-mounted LED cargo light	•	•	•	•	•
Rain-sensing windshield wipers	-	-	-	-	•
Interior & Convenience Features	SE	SEL	Night	XRT	Limited
Proximity Key with push button start and key fob remote engine start	-	•	•	•	•
4.2″ digital cluster + analog gauges	•	•	_	-	_
10.25″ digital instrument cluster	-	•	•	•	•
Leather-wrapped steering wheel and shift knob		_	_	•	•
Heated steering wheel and ambient interior lighting		_	-	-	•
8-way power driver seat with 2-way power lumbar support	-	•	•	•	•
Heated front seats	-	•	•	•	•
H-Tex™ seating surfaces	-	_	•	•	-
Leather-trimmed seats and ventilated front seats	-	-	-	-	•
Dual automatic temperature control and auto-defogging windshield	-	•	•	•	•
Floor console-mounted rear air conditioning vents	-	-	-	-	•

Interior & Convenience Features	SE	SEL	Night	XRT	Limited
Smart Cruise Control with Stop & Go	-	-	-	•	•
Front and rear LED interior lights	-	•	•	•	•
Auto-dimming rearview mirror with without HomeLink®	- -	- -	- -	- •	• -
60/40 split tip-up rear seat cushions and under-seat storage tray	٠	٠	٠	•	٠
Rearview camera	•	٠	•	•	•
Advanced Safety	SE	SEL	Night	XRT	Limited
Forward Collision-Avoidance Assist with Pedestrian Detection	•	•	•	-	-
Forward Collision-Avoidance Assist with Pedestrian, Cyclist and Junction-Turning Detection	-	_	_	•	•
Lane Keeping Assist and Lane Following Assist	•	•	•	•	•
Driver Attention Warning / Rear Occupant Alert / Safe Exit Warning	•	٠	•	•	•
Blind-Spot Collision-Avoidance Assist	٠	٠	٠	•	٠
Rear Cross-Traffic Collision-Avoidance Assist	•	٠	•	٠	•
Intelligent Speed Limit Assist	-	-	-	•	•
Navigation-based Smart Cruise Control with Curve Control	-				•
Highway Driving Assist	-			_	•
Blind-Spot View Monitor and Surround View Monitor	-	-	-	_	•
Audio & Connected Car Technology	SE	SEL	Night	XRT	Limited
8.0″ Display Audio with AM/FM/HD Radio™	•	•	-	-	-
10.25" navigation system	-	•	•	•	•
Bose® premium audio	-	-	-	-	•
Apple CarPlay® and Android Auto™	•	•	•	٠	•
SiriusXM® Satellite Radio	-	•	•	•	•
Dynamic Voice Recognition	-	•	•	•	•
Wireless phone charger	-	•	•	•	•
Digital Key	-			•	•
Bluelink+ Connected Car System	_	•	•	•	•
Dual USB ports (front rear)	• -	• -	• -	• -	•

• Standard • Optional • SEL Activity Package – Not Available

Exterior Dimensions	SANTA CRUZ	Interior Dimensions	SANTA CRUZ
Wheelbase	118.3 in	Headroom – front/rear with sunroof	38.4 / 39.6 in
Overall Length	195.7 in	Headroom – front/rear w/o sunroof	40.2 / 39.6 in
Overall Width	75.0 in	Legroom – front/rear	41.4 / 36.5 in
Overall Height (with roof rails)	66.7 in	Shoulder Room – front/rear	57.6 / 56.1 in
Minimum Ground Clearance	8.6 in	Passenger Interior Volume	101.8 cu ft

Open Bed Dimensio	ns	SANTA CRUZ
Bed Length (upper/lower/tailgate open)		48.4 / 52.1 / 74.8 in
Bed Width (maximum/	between wheelhouse)	53.9 / 42.7 in
Bed Depth		19.2 in
Ground Clearance	Bed Gate	50.8 in
	Bed Floor	31.6 in
	Rear Bumper Step (lower/upper/side)	18.1 / 25.2 / 18.9 in





Hope comes standard on every Hyundai.

Each time we sell a Hyundai, a portion goes to Hyundai Hope On Wheels® to help find a cure for childhood cancer. Over the last 25 years, Hyundai Hope On Wheels has donated \$225 million to pediatric cancer research. Hope is our greatest feature. And it comes standard on every Hyundai. For more information, please visit HyundaiHopeOnWheels.org.



America's Best Warranty

POWERTRAIN	NEW VEHICLE	ANTI-PERFORATION	24/7 ROADSIDE
LIMITED WARRANTY	LIMITED WARRANTY	WARRANTY	ASSISTANCE
10 _{YEARS} 100,000 miles	5 YEARS 60,000 MILES	7 YEARS UNLIMITED MILES	5 YEARS UNLIMITED MILES



Complimentary maintenance includes Hyundai-approved oil and oil filter change (except for electric vehicles and fuel cell electric vehicles) plus tire rotation at normal factoryscheduled maintenance intervals for 3 years or 36,000 miles, whichever comes first. More frequent maintenance due to severe driving or conditions excluded. Offer valid only for new 2020-2024 Hyundai models purchased or leased on or after February 1, 2020. See your Hyundai dealer for further details and limitations.



Our commitment to Hyundai owners does not end with the transfer of keys. Wherever the road takes you, we have got your back with Hyundai Owner Assurance, an umbrella of services and benefits that includes America's Best Warranty, 24/7 Roadside Assistance, innovative safety and car care features...and more.

While the information contained in this brochure is based on the latest information available at the time of printing, specifications and equipment can change. Feature comparisons are based on competitor information available at the time of printing. Although the information contained in this brochure is believed to be correct, accuracy cannot be guaranteed. No warranty or guarantee is being extended in this brochure, and Hyundai reserves the right to change product specifications and equipment at any time, without notice, without incurring obligations. Some vehicles are shown with optional equipment. Specifications apply to U.S. vehicles only. Please contact your Hyundai dealer or visit HyundaiUSA.com for current vehicle specifications or details on any of the programs or services listed here. As part of Hyundai's commitment to a responsible environment, this brochure was printed using paper certified by the Forest Stewardship Council®. FSC® certification helps ensure that the highest social and environmental standards are met in the making of the paper we use, contributing to conservation, responsible management and community-level benefits for people near the forests.



©2023 HYUNDAI NP020X2024