

2025

SANTA CRUZ





Capable meets versatile. To make more possible.

Nothing lets you imagine more ways to adventure, because nothing else is quite like the Hyundai Santa Cruz. It combines the room and refinement of a 4-door crossover with the cargo-hauling of a pickup. So it's up for whatever you come up with.

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. You'll enjoy its nimble handling, off-road or on, as well as the ability to reach campsites far off the beaten path thanks to available HTRAC All Wheel Drive.

But Santa Cruz isn't all function. It's also full of style that's updated for 2025. You see it in the new front fascia (with rugged tow hooks on the XRT trim). Sparkling LED Daytime Running Lights hidden within the parametric jewels of its new grille. And

the crisp, geometric lines of its available 20" alloy wheels. That forward-looking style continues inside, where Santa Cruz's revamped interior sports the clean, horizontal lines of modern architecture – and the convenience of modern technology.

The available curved dual 12.3" display incorporates a digital instrument cluster. You can lock, unlock and start your Santa Cruz with the standard Proximity Key or your smartphone with available Digital Key 2 Touch. You can also start your Santa Cruz using a fingerprint scanner.¹ Connectivity technologies including complimentary Bluelink+ keep you wired to your world as you roam.²

When you consider Santa Cruz is built at our U.S. plant in Alabama – and you know that Brand Keys has ranked Hyundai #1 in customer loyalty 15 years in a row – the possibilities really do seem endless.³

Vehicle shown with aftermarket accessories. Always properly secure all cargo. ¹Digital smartphone key requires a compatible smartphone and an appropriately equipped Hyundai vehicle. Not all smartphones are compatible. Hyundai vehicles must be equipped with smart key with push-button start, wireless device charging, and Audio Video Navigation System 5.0 (or newer) or Display Audio 2.0. Tap to lock/unlock function works on front doors only. Requires MyHyundai with Bluelink app and active Bluelink account. Please visit www.MyHyundai.com for information on compatible devices. Features and specifications subject to change. See your Owner's Manual for additional details and limitations. ²Bluelink+ is available to purchasers and lessees of new 2025 and newer Bluelink-equipped Hyundai models. Bluelink+ requires an active Bluelink subscription agreement subject to the Connected Services Terms and Conditions. Only use Bluelink features and corresponding devices when safe to do so. Cellular and GPS coverage is required. Features, specifications and fees are subject to change. ³Based on Brand Keys 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023 and 2024 Customer Loyalty Engagement Index.

SANTA CRUZ TRIM LEVEL

More action. All hero.



SANTA CRUZ Limited in Blue Stone

Thanks to a 191-horsepower engine with direct-injection technology, Santa Cruz is an action hero that delivers fuel efficiency and quick acceleration. Want more power underfoot? Santa Cruz 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 capability to carry out the biggest of plans. With

all-terrain tires, aggressive approach angles and a drive mode for towing, the XRT trim is engineered to explore. A tight turning radius makes Santa Cruz an action hero in the city, too – nimble in traffic and easy to park in tight spots. Got a load to haul? Self-leveling rear shocks add stability with heavy cargo in its bed. Got toys to tow? The 2.5L 4-cylinder engine has a towing capacity of up to 3,500 pounds. Turbo AWD models can tow up to 5,000 pounds!¹

¹Towing capability varies by configuration. 5,000-lb maximum towing capacity requires Santa Cruz XRT or Limited trim and installation of aftermarket trailer brake controller and trailer brakes. See Owner's Manual for proper use and additional information. ²Safety features vary by model. For details, refer to the Features chart at the back of this brochure or visit HyundaiUSA.com. ³Lane Keeping Assist operates only when the lane markings are clearly visible on the road. It will not work under all circumstances and will not prevent loss of control. It is a supplemental assist and does not replace the need for extreme care and attention by the driver. It uses a camera in the upper windshield area, so it is imperative this area be free of blockage such as stickers, dirt, snow, tinting material, markings and labels. Avoid putting objects on the dashboard that may reflect light or images onto the system camera area. See Owner's Manual for details and limitations. ⁴Blind-Spot Collision Warning (BCW) warns you of other cars in the blind-spot region to help prevent an unsafe lane change. It also helps prevent collision when exiting parallel parking spots by alerting the driver to a potential hazard. Never rely exclusively on BCW as it is not a substitute for attentive driving. Always look over your shoulder and use your mirrors to confirm clearance. There are limitations to the function, detection, range and clarity of the system. BCW may not function correctly if one or more of the sensors is damaged, dirty or covered, or if weather conditions (heavy rain, snow or fog) are interfering with sensor operation. See Owner's Manual for details and limitations. ⁵Rear Cross-Traffic Collision-Avoidance Assist (RCCA) is designed to notify drivers of approaching cross traffic behind their vehicle. When another vehicle is detected while you are backing out of a parking spot, it provides audible and visual display warnings and applies braking if it senses a collision is imminent. RCCA is active when the vehicle is in reverse gear and backing at a speed less than 6 mph. It only engages during the first activation of reverse gear from park and may not detect all vehicles, depending on the size, angle, distance and speed of the other vehicle. Never rely exclusively on RCCA. Always look over your shoulder and use your mirrors to confirm rear clearance. There are limitations to the function, detection, range and clarity of the system. See Owner's Manual for details and limitations. ⁶The Surround View Monitor is a parking support system. It 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. ⁷The Blind-Spot View Monitor (BVM) assists in changing lanes by providing a live view of the blind spots on either side of the vehicle and sounding an audible alert if another vehicle is detected. The turn signal must be activated, and other system limitations apply. Do not rely exclusively on BVM. It is the driver's responsibility to be aware of the surroundings and ensure it is clear before changing lanes or directions. See Owner's Manual for details and limitations. ⁸Highway Driving Assist (HDA) is for highway use only and can help maintain a safe distance from the vehicle ahead while keeping your vehicle centered in its lane when lane markings are 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 to avoid a collision. See Owner's Manual for details and limitations. ⁹Navigation-based Smart Cruise Control (NSCC) is not a collision-avoidance or warning device. NSCC can help adjust the vehicle's speed based on posted speed limits and upcoming curves in the road. NSCC is limited by the information in the vehicle's navigation system, and it cannot react to recently changed speed limits, construction zones and changes in road conditions not covered by navigation data. NSCC is for highway use only and should not be used in poor weather, heavy or varying traffic, or on winding or slippery roads. Driver remains responsible to slow or stop the vehicle to avoid a collision. NSCC initiates a full stop when the traffic ahead stops and reengages if the vehicle ahead moves forward within 3 seconds. See Owner's Manual for details and limitations. ¹⁰Smart Cruise Control 2 (SCC2) is not a collision avoidance or warning device. SCC2 is for highway use only and should not be used in poor weather, heavy or varying traffic, or on winding or slippery roads. See Owner's Manual for further details and limitations. ¹¹To qualify for 2024 TOP SAFETY PICK, a vehicle must earn good ratings in the small overlap front, original moderate overlap front and updated side tests. It also must earn an acceptable or good rating for pedestrian front crash prevention and come with standard acceptable- or good-rated headlights. For details, visit www.iihs.org.

More angles on safety.

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 For 2025, Santa Cruz includes a brand new angle: An available Forward Attention Warning feature that uses a driver-facing camera to watch for driver fatigue.

The heightened sense of security you enjoy is enhanced with a feature right at your fingertips. You'll feel haptic feedback through the steering wheel whenever Lane Keeping Assist³ or Blind-Spot Collision Warning⁴ issue an alert. Rear Cross-Traffic Collision-Avoidance Assist,⁵ a rearview camera and an available Surround View Monitor⁶ help you navigate challenging parking maneuvers all around town.

Out on the highway? Santa Cruz XRT and Limited pack even more technological prowess to enhance your safety. A Blind-Spot View Monitor displays live video in the instrument cluster from either side of your vehicle once the turn signal is activated.⁷ Highway Driving Assist helps maintain a safe cruising distance from vehicles in front while keeping you centered in your lane.⁸ There's also Intelligent Speed Limit Assist and Navigation-based Smart Cruise Control with Curve Control, which team up to automatically adjust for changing speed limits and reduce your cruising speed as you approach curves in the road.⁹ A new Smart Cruise Control 2 can bring your Santa Cruz to a complete stop if the traffic ahead comes to a standstill.¹⁰



2024
Hyundai
Santa Cruz¹¹



HTRAC All Wheel Drive



Surround View Monitor



Blind-Spot View Monitor

Hyundai SmartSense Technologies



Highway Driving Assist



Lane Following Assist



Forward Collision-Avoidance Assist



Lane Keeping Assist



Blind-Spot Collision Warning



High Beam Assist



Driver Attention Warning





Keep connected and carry on.

Open any of its four doors, and Santa Cruz welcomes you to an interior redesigned around modern comfort and connectivity. With its clean lines, the feeling is remarkably open and relaxing – even though it's filled with modern technologies like an available curved dual 12.3" digital display. Enjoy wireless Apple CarPlay® and Android Auto™ integration,¹ and connect two phones to the audio system at once via Bluetooth® streaming. How will you charge all those digital devices? With dual front and rear USB ports and an available wireless phone charger.²

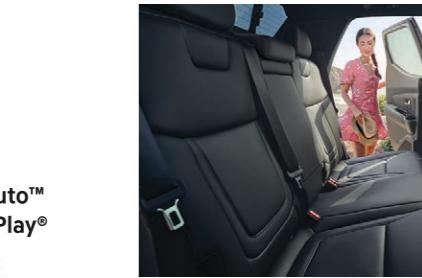
Control over Santa Cruz Limited's Bose® premium audio system is at your fingertips through the center console touchscreen. Or the sound of your voice, thanks to a Dynamic Voice Recognition feature that lets you switch SiriusXM® channels using voice commands³ – or plot your course via the high-resolution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

Santa Cruz's cargo bed puts capability at your command, too. Whether your cargo is bulky, muddy or tall, Santa Cruz is ready to haul.⁴ Need extra room? Put the tailgate down to extend the bed. Integrated bumper steps also make it easy to access your cargo.

And how cool is this: In the cargo bed floor, a compartment with a drain plug can be used for dry storage – or fill it with ice as a cooler. An available 115-volt outlet lets you power your air pumps, coffee grinders and other campsite essentials, while an available retractable/lockable tonneau cover keeps your valuables in the cargo bed covered.



Wide 12.3" touchscreen display with Android Auto™



2nd-row 60/40 split tip-up seat cushions



Available retractable tonneau cover



Sidewall storage & available LED bed lighting



Up to 5,000-lb towing capacity⁵

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 2025 Santa Cruz.¹

Bluelink features technologies designed to help keep you safe – from automatic collision notifications and automatic emergency assistance if your airbags deploy to 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 2025 Santa Cruz new-vehicle purchase for the life of the supporting wireless network technology.³

Your MyHyundai with Bluelink 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 2 Touch,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 guest 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 with Bluelink 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 your MyHyundai with Bluelink 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

Use remote start or your available Digital Key 2 Touch, and 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 with Bluelink app knows the answers to these questions and more.



SANTA CRUZ Limited in Blue Stone

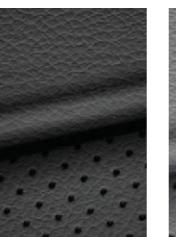
Interior Colors



Black Cloth
SE



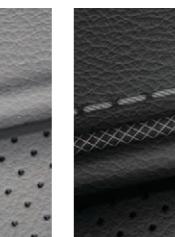
Medium Gray Cloth
SE



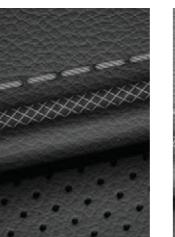
Black H-Tex®
SEL / SEL Activity / XRT



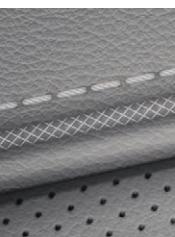
Medium Gray H-Tex®
SEL / SEL Activity



Black Leather
Limited



Medium Gray Leather
Limited

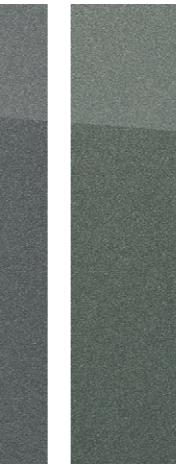


Dark Green Leather
Limited

Exterior Colors



Atlas White



Hampton Gray



Sage Gray



Blue Stone



Rockwood Green



Phantom Black



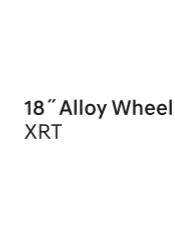
Canyon Red

Available exclusively on XRT trim.

Wheels



18" Alloy Wheel
SE / SEL /
SEL Activity



18" Alloy Wheel
XRT



20" Alloy Wheel
Limited

¹Bluelink+ is available to purchasers and lessees of new 2025 and newer Bluelink-equipped Hyundai models. Bluelink+ requires an active Bluelink subscription agreement subject to the Connected Services Terms and Conditions. Only use Bluelink features and corresponding devices when safe to do so. Cellular and GPS coverage is required. Features, specifications and fees are subject to change. ²Bluelink agents will contact existing emergency service responders. ³Bluelink services rely on digital wireless telecommunications technology outside of Hyundai's control. Bluelink is dependent on 4G LTE cellular network controlled and maintained by third-party wireless carriers. If and when these networks change and/or discontinue service, or the underlying technology required to support Bluelink becomes obsolete, then the connected services will no longer be available and Hyundai will be forced to cancel connected subscription services. ⁴Requires 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. ⁵Digital smartphone key requires a compatible smartphone and an appropriately equipped Hyundai vehicle. Not all smartphones are compatible. Hyundai vehicle must be equipped with smart key with push button start, wireless device charging, and Audio Video Navigation System 5.0 (or newer) or Display Audio 2.0. Tap to unlock/lock function works from door handle. Requires MyHyundai with Bluelink app and active Bluelink account. Please visit www.MyHyundai.com for information on compatible devices. Features and specifications subject to change. See your Owner's Manual for additional details and limitations. ⁶Bluelink profile settings vary by trim.

SANTA CRUZ SE

2.5L GDI/MPI Engine

191 HP

181 LB-FT



Popular Features

Proximity Key with push-button start
12.3" color touchscreen display with AM/FM/HD Radio™
Wireless Android Auto™ and Apple CarPlay®
Projector-type LED headlights / LED Daytime Running Lights / LED taillights
Rearview camera
Sheet molded composite bed with sidewall and underbed storage
BlueLink+ Connected Car System
SiriusXM® Satellite Radio

SANTA CRUZ XRT

2.5L Turbo GDI/MPI Engine
with HTRAC AWD

281 HP

311 LB-FT



Popular Features

Wider fender cladding and black lower door accents
Satin black exterior door handles and side mirror covers
Dark front grille and dark chrome tailgate handle trim
Leather-wrapped steering wheel and shift knob
Black H-Tex® seating surfaces
Smart Cruise Control with Stop & Go
12.3" navigation system
Digital Key 2 Touch
Highway Driving Assist
Blind-Spot View Monitor and Surround View Monitor

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

22/30/25 MPG

21/29/24 MPG

18/26/21 MPG

19/27/22 MPG

SE / SEL / SEL Activity

2.5L FWD 8-speed A/T

SE / SEL / SEL Activity

2.5L AWD 8-speed A/T

XRT

2.5T AWD 8-speed DCT

Limited

2.5T AWD 8-speed DCT

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 SEL

2.5L GDI/MPI Engine

191 HP

181 LB-FT



Popular Features

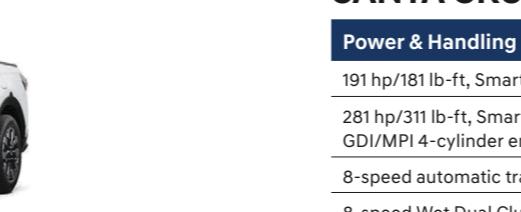
H-Tex® seating surfaces
Heated front seats
Dual automatic temperature control and auto-defogging windshield
Floor console-mounted 2nd-row air conditioning vents
115V AC power inverter in bed
8-way power driver seat with 2-way power lumbar support
Dual C-channel bedside utility tracks
Power windows with front auto-down/up
LED bed lighting
Heated side mirrors with LED turn signal indicators
Wireless phone charger
Integrated lockable tonneau cover

SANTA CRUZ SEL Activity

2.5L GDI/MPI Engine

191 HP

181 LB-FT



Popular Features

Power tilt-and-slide sunroof
Rear sliding glass window with defroster
12.3" digital instrument cluster
Floor console-mounted 2nd-row air conditioning vents
115V AC power inverter in bed
8-way power driver seat with 2-way power lumbar support
Dual C-channel bedside utility tracks
Power windows with front auto-down/up
LED bed lighting
Heated side mirrors with LED turn signal indicators
Wireless phone charger
Integrated lockable tonneau cover

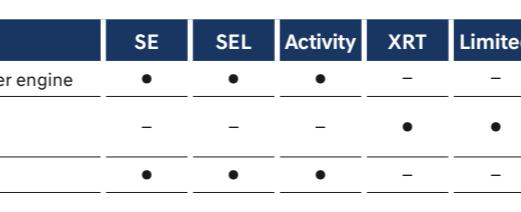
SANTA CRUZ

SEL Activity

2.5L GDI/MPI Engine

191 HP

181 LB-FT



Popular Features

Drive Mode Select
Self-leveling multi-link rear suspension
Hillstart Assist Control and Downhill Brake Control
HTRAC All Wheel Drive
Electronic Parking Brake with Automatic Vehicle Hold
3,500-lb 5,000-lb towing capacity (with trailer brakes)
and trailer pre-wiring

Power & Handling

191 hp/181 lb-ft, Smartstream 2.5L GDI/MPI 4-cylinder engine

191 HP

181 LB-FT

Interior & Convenience Features

Heated steering wheel and ambient LED interior lighting

8-way power driver seat with 2-way power lumbar support

6-way power front passenger seat

Heated front seats

H-Tex® seating surfaces

Leather-trimmed seats and ventilated front seats

Integrated Memory System for driver's seat and side mirrors

Dual automatic temperature control and

auto-defogging windshield

Floor console-mounted 2nd-row air conditioning vents

Smart Cruise Control with Stop & Go

Front and rear LED interior lights

Auto-dimming rearview mirror with HomeLink®

60/40 split tip-up rear seat cushions and under-seat storage tray

Exterior Features

Automatic headlights with High Beam Assist

LED Daytime Running Lights and LED taillights

Low- and high-beam projector-type LED headlights

Dark chrome accent front grille and tailgate handle trim

Dark chrome front and rear lower fascias

Wider fender cladding and black lower door accents

Side mirrors with LED turn signal indicators

Bodycolor door handles

Roof side rails and heated side mirrors

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

and open stake pockets

LED bed lighting and 115V AC power inverter in bed

Roof-mounted LED cargo light

Rain-sensing windshield wipers

Advanced Safety

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 and Safe Exit Warning

Blind-Spot Collision Warning

Rear Cross-Traffic Collision-Avoidance Assist

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

12.3" color touchscreen display with AM/FM/HD Radio™

12.3" navigation system

Wireless Android Auto™ and Apple CarPlay®

SiriusXM® Satellite Radio

Bose® premium audio

Dynamic Voice Recognition

Wireless phone charger

Digital Key 2 Touch

Bluelink+ Connected Car System

USB ports: Front (1 data/charge + 1 charge), 2nd row (2 charge)

SE SEL Activity XRT Limited

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Hyundai Hope On Wheels®

Helping Kids Fight Cancer Since 1998



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 26 years, Hyundai Hope On Wheels has donated \$250 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
LIMITED WARRANTY

10 YEARS 100,000 MILES

NEW VEHICLE
LIMITED WARRANTY

5 YEARS 60,000 MILES

ANTI-PERFORATION
WARRANTY

7 YEARS UNLIMITED MILES

24/7 ROADSIDE
ASSISTANCE

5 YEARS UNLIMITED MILES



COMPLIMENTARY MAINTENANCE INCLUDES FOUR (4) BASIC MAINTENANCE SERVICE VISITS THAT MUST BE USED IN THE FIRST 3 YEARS OR 36,000 MILES, WHICHEVER COMES FIRST. Basic maintenance includes Hyundai-approved oil and oil filter change (except for electric vehicles and fuel cell electric vehicles), multi-point inspection plus tire rotation. Driving at normal factory-scheduled maintenance intervals would cover four services for the first 3 years or 36,000 miles. Any additional services and parts are excluded. Offer valid only for original owners of new 2025 model year Hyundai vehicles. See your Hyundai dealer for 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.

America's Best Warranty claim based on total package of warranty programs. See dealer for LIMITED WARRANTY details. See your Hyundai dealer and HyundaiUSA.com/Assurance for details and limitations. While the information contained in this brochure is based on the latest information available, specifications and equipment can change. Feature comparisons are based on competitor information available at the time of publication. 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 our commitment to a responsible environment, Hyundai brochures are 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.



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