

GENESIS LAUNCHES NEW INNOVATIVE LUXURY AMENITIES TO SAVE TIME AND ADD CONVENIENCE

ID: 765



- Genesis Intelligent Assistant app works with Genesis Connected Services and features Apple Watch and Android Wear integration
- Genesis Intelligent Assistant combines new convenience and vehicle management features
- MyGenesisUSA.com personalized owner website launches

FOUNTAIN VALLEY, Calif., Jan. 17, 2017 - To continually deliver innovative features to its owners, Genesis is launching a suite of new technological enhancements designed to heighten the owner experience. This includes the ability for owners to control their Genesis vehicle directly from their wrist with an all-new Genesis smartwatch app. The all-new Genesis Intelligent Assistant app - available today - now adds Apple Watch and Android Wear integration. The custom-designed app is available for download on the Apple App Store and Google Play. This all-new app adds to the innovative digital experience already available to Genesis owners, with Amazon Alexa integration and the MyGenesisUSA.com website.

"Streamlined processes and tools that respect our owners' time is part of the essence of Genesis," said Erwin Raphael, general manager of Genesis in the U.S. "Integrating Genesis cars with the latest devices stems from our commitment to providing a superior ownership experience, which includes constantly studying cutting-edge technology."

GENESIS CONNECTED SERVICES

The ability to send remote commands to Genesis vehicles using a smartwatch and voice commands provides owners with the ultimate luxury - time. Remote engine start and stop, car-finder and even parking meter reminders are just some features integrated for use with the owner's Apple Watch or Android Wear using the new Genesis mobile app. Genesis Connected Services includes the Genesis Intelligent Assistant app and the companion app for Apple Watch and Android Wear. Genesis owners can now easily interact with their vehicle without taking their smartphone out of their pockets.

GENESIS SMARTWATCH APP FEATURES (All Voice Activated):

- Remote start with climate control
- Remote engine stop (only available when vehicle is in remote start mode)
- Remote door lock/unlock
- Remote horn and lights / lights only
- Car finder
- Vehicle status
- Parking meter



GENESIS INTELLIGENT ASSISTANT - Combining Services Saves Owners' Time

The Genesis Intelligent Assistant app combines new convenience and vehicle management features from Genesis Connected Services with car care services, making it easier to access connected features and owner resources. The Genesis mobile app was created for owners to learn about their new car, schedule a valet service, prepare for their driving experience and more. The app is also designed to improve the user experience with features including proactive notifications (like ideal remote-start times) linked to their calendars, the ability to play how-to videos, view vehicle diagnostics and send a destination to the car's navigation system. Furthermore, certain features and additional services can be accessed through the new

MyGenesisUSA.com owner website. Genesis Connected Services are complimentary for the first three years of ownership.

- Available on the owner's smartphone, the app combines Genesis Connected Services and car care tools
- Schedule valet service, send reminders and educate owners about their vehicle
- Saves owners time during the pre-drive and pre-service periods
- Simple user interface for fast navigation
- Home screen shortcuts help users navigate main features

Educational Features:

- Dashboard indicators
- FAQs
- Manuals
- How-to videos

Service Features:

- Schedule service valet with pickup and drop-off of complimentary Genesis loaner vehicle
- Recommended maintenance schedule
- View Monthly Vehicle Health Report
- Service history
- Recall notifications
- Active diagnostic codes
- Contact Genesis
- Genesis dealer locator
- Call roadside assistance

Genesis Connected Services Features:

Connected Care Package:

- Automatic Collision Notification (ACN) and assistance
- SOS Emergency Assistance
- Enhanced Roadside Assistance

- Monthly Vehicle Health Report
- Maintenance Alerts
- Automated Diagnostic Trouble Code Notification (DTC)
- Service Link
- Genesis Mobile App (smartphone, smartwatch)
- On-Demand Diagnostics
- Driving Information

Remote Package:

- Remote start with climate control
- Remote door lock/unlock
- Remote horn and lights
- Genesis Alexa Skill for Remote Access Features
- Car finder via Genesis mobile app
- Stolen vehicle recovery/slowdown/immobilization
- Vehicle safeguard alerts:
 - Geo-fence
 - Valet alert
 - Speed/curfew alert

Guidance Package:

- Destination search powered by Google[®]
- Destination send-to-car by Google[®]

Intelligent Assistance Features:

By providing commute information and access to their smartphone calendar, owners can have their Genesis app automatically estimate appropriate departure times and send reminders for any upcoming appointments that require driving. Departure reminder messages are determined by up-to-the-minute commute times from the user's current location to the destination, accounting for traffic.

Genesis owners can also take temperature control to a new level, with temperature variance notifications, remote start to pre-heat or cool the car and outside temperature detection based on zip code prior to departure time.

In addition, recommendations for gas stations are provided, allowing owners to select a station and send the location to their Genesis' navigation system. A vehicle health status will also be communicated through the user's smartphone when an action is required to allow owners to schedule car care for their Genesis directly from his or her app.

MyGenesisUSA.com

MyGenesisUSA.com is a website designed exclusively for Genesis owners. It only takes a minute for the owner to register and gain access to the tools, resources and services that make owning a Genesis a pleasure. Once registered, owners can get service reminders and alerts, online scheduling for service valet, access their Genesis Connected Services features, view their car's service history and access how-to videos.

Service Features:

- Schedule service valet
- Recommended maintenance schedule
- Recall notifications
- Browse vehicle accessories

Manuals and Tips:

- Dashboard indicators
- FAQs
- Manuals
- How-to videos
- Car care tips
- Bluetooth pairing tips

Genesis Connected Services:

- Remote start
- Remote lock/unlock
- Safeguard Alerts Setting Management
- Destination search
- Monthly vehicle health report
- Active diagnostic codes

- Subscription management
- Notification history and settings

My Account:

- Add or remove a vehicle from profile
- Access vehicle finance account
- Profile management
- Account security
- Vehicle purchase history
- Communication preferences
- Alerts
- Contact Genesis

Additional Features:

- Genesis news

Genesis Motor America

Genesis Motor America, headquartered in Fountain Valley, Calif., distributes, markets and services Genesis vehicles in the United States. Genesis is an all-new global luxury automotive brand that delivers 'human-centered' luxury and the highest standards of performance, design and innovation. A total of six new Genesis models will launch by 2021 and will compete with the world's most renowned luxury car brands. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services.

For more information on Genesis and its new definition of luxury please visit www.genesis.com

Please visit our media site for the latest news at www.genesisnewsusa.com.

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