

## GENESIS TO AWARD G80 MID-LUXURY SEDANS TO 2017 NFL PRO BOWL MVPS

ID: 786



- Genesis is the official luxury vehicle of the NFL
- Genesis to award G80 models to both MVPs of the Pro Bowl

**FOUNTAIN VALLEY, Calif., Jan. 27, 2017** - Genesis, the official luxury vehicle of the National Football League (NFL), will award the Offensive and Defensive Most Valuable Players with a brand new Genesis G80 model at the 2017 NFL Pro Bowl Presented by Aquafina in Orlando, Fla. This year's Pro Bowl will celebrate the game of football at all levels - from youth to high school to the NFL's best - with a week-long schedule of events and festivities, broadcasted nationally on ESPN on Sunday, January 29 at 5:00 p.m. PT.

"Similar to this year's Pro Bowl athletes, Genesis sets a new standard in its class," said Erwin Raphael, general manager of Genesis in the U.S. "With human-focused innovation, refined and balanced performance, athletic elegance in design and a stress-free customer experience, the choice to pair the best in the NFL with our G80 was an easy one."

The Genesis G80 mid-luxury sedan delivers an unprecedented combination of refined performance, human-focused technology and segment-leading safety features. The G80 standardizes advanced safety technology with a suite of active safety features for superior passenger and vehicle protection including Automatic Emergency Braking, Lane Keep Assist and Blind Spot Detection. Even more, the G80 carries an unparalleled Genesis Experience that provides the highest-levels of customer benefits with enhanced maintenance programs and connected services.

Genesis is also the presenting sponsor of the NFL Experience at the Super Bowl LI in Houston and will introduce sponsored activities including NFL player autographs, photo opportunities and Genesis vehicle displays. Other interactive activities include the Genesis Gauntlet and Genesis Touch Pass where fans can test their wide receiver and quarterback skills by immersing themselves in activities that put them in the mindset of NFL players.

## **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](http://www.genesis.com)

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