

## 2017 GENESIS G90 NAMED RUEDAS ESPN BEST LUXURY SEDAN

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**MIAMI, Sept. 16, 2016** - The 2017 Genesis G90 flagship sedan was honored with the **Ruedas ESPN** Best Luxury Sedan Award at the 2016 Miami International Auto Show. For almost a decade, **Ruedas ESPN** has established solid credibility among Hispanic consumers based on market-focused criteria for their annual vehicle nominations and is one of the most prestigious and highly anticipated awards during the official start of the auto show season.

"We are honored to accept this **Ruedas ESPN** Best Luxury Sedan Award for the 2017 Genesis G90, as we recognize Latino car buyers' influence in the marketplace and how the U.S. Hispanic market is fundamental to our ongoing success," said Erwin Raphael, general manager of Genesis in the U.S. "We will continuously strive to deliver the highest levels of refinement in all Genesis vehicles with a dedicated focus on performance, satisfaction and service as we welcome owners into the Genesis family."

The annual **Ruedas ESPN** Awards are judged by a panel of automotive experts that form the

editorial team of the national radio show. Vehicles are nominated in ten categories each year. A selection of the factors that weigh heavily in winning the highly coveted award include: Vehicles must be available in the marketplace or by the end of the current year, must meet high quality standards, generate popular interest among Hispanic automotive consumers, and offer a strong value for the money.

"The 2017 Genesis G90 is a true game changer in the automotive luxury market, the brand's flagship sedan has redefined modern luxury with unparalleled consumer-centric programs with time savings conveniences," said Jaime Florez, founder and host of **Ruedas ESPN** on ESPN Deportes Radio Network. "The 2017 G90 wins the Ruedas ESPN Best Luxury Sedan Award because it delivers on refinement, convenience and dynamic performance, combined with a strong value factor that resounded unanimously among the panel of jurors." Mr. Florez continues, "the Genesis G90 provides segment-leading standardized safety and a comprehensive suite of cutting-edge technologies, important factors for Hispanic car buyers."

The Genesis G90, along with all Genesis vehicles, launch with exclusive consumer-centric programs to elevate the luxury ownership experience. From valet service appointments scheduled using the Genesis mobile app to complimentary maintenance and Genesis Connected Services, the Genesis Experience is designed to provide time-saving conveniences.

All Genesis vehicles offer Genesis Connected Services to bring seamless connectivity directly into the car with technology like Remote Start with Climate Control, Destination Search powered by Google®, Remote Door Lock/Unlock, Car Finder, Enhanced Roadside Assistance, and Stolen Vehicle Recovery. Genesis Connected Services can be easily accessed from the buttons on the rearview mirror and center stack, the web or via an exclusive Genesis owners' smartphone app.

**Ruedas ESPN** is a two-hour radio show focused on the auto industry and the world of motorsports, designed to deliver useful and timely information for US Hispanics in an entertaining manner. Broadcast on the ESPN Deportes Radio network of more than 50 AM & FM stations all over the U.S. and Puerto Rico, and on Channel 157 of both the SIRIUS and XM Satellite Radio systems, every Sunday at 11 AM (EST) it brings outstanding content to enrich a compelling listening experience. The sections include recommendations on how to best purchase a vehicle; interviews, reviews about cars; suggestions regarding insurance and financing, and coverage of the most important events in the automobile industry and the world of motorsports.

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