

## 'NEW LUXURY' TAKES SHAPE - HYUNDAI MOTOR UNVEILS RENDERING OF NEW G90

**ID: 8**

- **New large sedan G90 to top Genesis brand's luxury model range**
- **'Athletic Elegance' brings graceful and profound elegance to the new model**

**November 10, 2015** - Hyundai Motor has revealed the first rendering of its new range-topping G90 luxury sedan, which is named EQ900 in Korea. The elegantly designed, technology packed G90 hints at the recently-launched Genesis brand's design identity and future direction.

Woong-Chul Yang, Head of Hyundai Motor R&D Center and Vice Chairman of Hyundai Motor, said, "Genesis' new large luxury sedan G90 will deliver a concept of 'New Luxury' to our customers. The G90 sits at the pinnacle of the Genesis brand and demonstrates how we apply our human-centered values to give our customer true satisfaction in every aspect of the vehicle ownership experience."



As the Genesis brand's flagship model, G90 is a blueprint for change and innovation that will distinguish the Genesis brand. Majoring on 'human-centered' technology combined with

engaging driving dynamics, G90 boasts a raft of world-best safety features and technological innovations to set itself apart in the luxury market.

G90 also showcases the Genesis brand's hallmark design style 'Athletic Elegance', interpreted by the newly-formed Prestige Design Division to bring graceful and profound elegance to G90's significant proportions. Crowned by the Genesis emblem, the grand radiator grille combined with sophisticated headlamps communicates the car's dynamic, future-orientated character. A theme that flows along a body-length character line to the long and agile rear lamp cluster completes the Athletic Elegance of G90.

Hyundai Motor created the Genesis brand for a new generation of discerning consumers. Capitalizing on its success in the fast-growing global car market, Hyundai Motor will launch six new Genesis models by 2020.

The launch of G90 is scheduled for early next month in Korea.