

## 2017 GENESIS G90 FLAGSHIP DELIVERS ADVANCED SAFETY AND REFINED PERFORMANCE WITH THE ULTIMATE LUXURY EXPERIENCE

**ID: 431**



- G90 provides uncompromised standardized safety with a comprehensive suite of cutting-edge technology
- Genesis Experience delivers unsurpassed level of customer assurance and convenience
- Genesis flagship sedan focuses on "Human-Centered Luxury" with cutting-edge innovations

The 2017 Genesis G90 flagship sedan will compete at the top of the premium luxury car segment with world-class technological innovations and the highest levels of refinement, convenience and dynamic performance. To ensure driver confidence and occupant safety, the G90 features the most comprehensive array of standard safety technology in the premium luxury class including Automatic Emergency Braking (AEB) with Pedestrian Detection, Driver Attention Alert (DAA) and Smart Blind Spot Detection. For the ultimate in refined performance, the G90 offers two powertrain options: an all-new responsive 3.3-liter twin-turbocharged V6 and a powerful 5.0-liter V8 GDI engine, both available with the advanced H-TRAC® AWD system - giving customers the

power of choice. Furthermore, exclusive Genesis Experience amenities provide owners with the luxury of time. Like all Genesis vehicles, the G90 elevates the ownership experience with comprehensive customer programs and an industry-best warranty that delivers first rate customer assurance and convenience.

## GENESIS G90 - HUMAN-CENTERED LUXURY DEFINED

The Genesis G90 redefines the luxury experience at every level shaped by consumer-focused values, and delivers a vehicle grounded in performance engineering, innovative technology and premium comfort.

### 1 DISTINCTIVE STYLING

Athletic Elegance in design that exudes confidence and originality

### 2 DIVERSE POWERTRAINS

Refined, powerful and responsive powertrains

### 3 DRIVING PERFORMANCE

Dynamic performance with sporty agility

### 4 LOW NOISE, VIBRATION AND HARSHNESS (NVH)

Extensive development for best-in-class refinement levels

### 5 COMPREHENSIVE SAFETY TECHNOLOGY

World-class active safety technologies

### 6 LUXURY CONVENIENCE FEATURES

Passenger-focused innovation and intuitive function

### 7 GENESIS EXPERIENCE

The ultimate stress-free ownership experience



## 01 DISTINCTIVE STYLING

The distinctive appearance of the Genesis G90 exudes both confidence and originality, embodying the Genesis brand design identity of 'Athletic Elegance.' Under the oversight of Chief Design Officer Peter Schreyer, the G90 expresses the first interpretation of this design identity, which will be found in future Genesis vehicles. The G90 silhouette is both powerful and refined, from its prominent hood, generous wheelbase, minimized overhangs and sophisticated rear deck surfacing. Inside the cabin, fine materials and textures from around the world meet enhanced ergonomics to provide occupants with absolute convenience and luxurious comfort.

### EXTERIOR DESIGN

In crafting the Genesis G90, the Prestige Design Group aimed to capture the vehicle's strength and originality, while presenting fresh appeal through innovative styling and athletic proportions.

From the front, the G90 identity is easily distinguished by its bold 'CREST' grille, and crowned with the winged Genesis emblem. Ideally proportioned, the G90 combines a prominent hood with short overhangs, a design feature that accentuates the model's strength and presence. Available full-LED signature headlights (V8 model) flow from fascia to fender - a key design element of the new Genesis brand. On the lower fascia, standard LED Daytime Running Lights (DRLs) add a distinctive illumination signature.

A bold arcing character line spans the length of G90, accentuating the vehicle's dynamic profile.

Refined use of chrome elements also serve to create an elegant and premium appearance, along with standard 19-inch alloy wheels. In the rear, chrome dual asymmetrical exhaust tips integrated in the lower bumper balance the vertical LED taillights providing a modern luxury feel. Even more, the clean lines of the G90 yield the additional benefit of an exceptional 0.27 coefficient of drag for minimized wind noise and enhanced fuel efficiency, a best-in-class for the segment.

The G90 is available in six colors created to accentuate its distinctive lines. Ranging from Casablanca White and Caspian Black to Manhattan Brown, Santiago Silver, London Gray and Patagonia Blue. The color palette was painstakingly matched to its interior environments and sophisticated material selections.

## INTERIOR DESIGN

Effortless ergonomics, interior design harmony, convenience and luxurious comfort are seamlessly combined to craft the Genesis G90 interior design. Virtually every element of the interior focuses on the passenger's needs, from the intuitive horizontal layout of driver controls to meticulous craftsmanship with precision stitching, and a premium material selection perfectly complimented by an elegant interior color palette.



Extensive consideration was given to material selection for the G90. The highest-quality, authentic materials adorn the cabin, with ease of operation and intrinsic beauty as fundamental priorities for the interior. Occupants are surrounded by genuine wood accents, including the

leather-stitched instrument panel. Even the Lexicon® audio speaker grilles convey an ultra-luxury feel, precision-machined out of stainless steel.

Passenger space is a key component of interior comfort and design, and the new G90 has improved spaciousness, derived in part from a generous 4.5-inch increase in wheelbase for greater passenger comfort. This increase in wheelbase also resulted in reduced overall overhangs. Inside the cabin, this translates to superior front headroom (41.1 inches) and legroom (46.3 inches) when compared with key competitors.

## **02 DIVERSE POWERTRAINS**

Tuned for maximum driving confidence, the Genesis G90 offers a choice of two gasoline engines: a responsive all-new 3.3-liter direct-injected, twin-turbocharged V6 engine with a 365 horsepower @ 6,000 rpm (with premium fuel), or the powerful 5.0-liter direct-injected V8 engine producing 420 horsepower @ 6,000 rpm (with premium fuel). With either powertrain, G90 delivers impressive performance characteristics while offering luxury-class refinement levels and exceptional passenger comfort, true hallmarks of the Genesis brand.



### **ALL-NEW LAMBDA 3.3-LITER TWIN-TURBO V6 ENGINE**

The G90's all-new Lambda 3.3-liter direct-injected twin-turbocharged V6 engine went through a rigorous testing regime focused on overall powertrain responsiveness and efficiency. This powerplant delivers a sporty driving character with 365 horsepower and 376 lb.-ft. of torque throughout a wide RPM range of 1,300 - 4,500 rpm (with premium fuel). An integral turbo and exhaust manifold help to reduce weight, while improving durability and exhaust performance. For enhanced powertrain efficiency, an electronic waste gate is applied, also helping to improve

vehicle responsiveness.



## TAU 5.0-LITER V8 ENGINE

Genesis G90 is also available with the award-winning Tau 5.0-liter direct-injected V8 engine with 420 horsepower and a robust 383 lb.-ft. @ 5,000 rpm (with premium fuel). With high-pressure direct injection for impressive power, low emissions and superb efficiency, the Tau V8 benefits from an optimized intake runner length, enhanced timing chain for reduced friction and NVH, low-torque exhaust manifold, increased compression ratio and upgraded multiple-injection mapping. These enhancements combine to produce a flatter torque curve at lower rpm for even better drivability. The Tau's high 11.8:1 compression ratio increases thermal efficiency and output. It also has a rigid bed plate for improved block rigidity and lower NVH (Noise, Vibration, and Harshness), as well as camshaft carriers and a roller timing chain to improve valvetrain stability.

Both G90 powerplants employ electric thermostats and mid-position-lock Continuously Variable Valve Timing for enhanced responsiveness and fuel efficiency. In addition, the V6 and V8 engines will also run on regular fuel with only a small reduction in peak power.





### 8-SPEED AUTOMATIC TRANSMISSION

The Genesis G90 is equipped with an advanced 2<sup>nd</sup>-generation 8-speed automatic transmission that is lighter and more efficient, with enhanced shift logic and speed, better acceleration, sport-mode mapping, and shifting smoothness. Both the V6 and V8 engines are paired with this transmission, which features SHIFTRONIC<sup>®</sup> manual shift capability with conveniently-located steering wheel paddle shifters to enhance shifting ease.

### 03 DRIVING PERFORMANCE

A fundamental brand characteristic of all Genesis models is the careful blend of sporty agility and refined performance. At the pinnacle of the Genesis line, G90 achieves these objectives via an extensive research, development and testing regime.

G90's engineers worked closely with the company's European Test Centre based at Germany's demanding Nürburgring circuit, and also put the car through its paces in controlled environments at the company's Namyang R&D Center and California Proving Grounds in the Mojave Desert. Through an intensive program of testing and development, the engineering team refined G90's ride, handling, steering feel and suspension damping to deliver an exhilarating driving experience with overall dynamics that are simultaneously luxurious, sporty and refined.

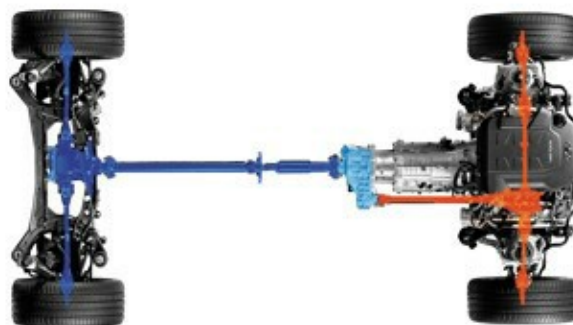
### INTELLIGENT DRIVE MODE

All G90 powertrains feature a unique driver-selectable Intelligent Drive Mode which allows users to select from four modes depending on conditions and driving preferences.

Intelligent Drive Mode	Type of Driving
ECO	Fuel Economy

<b>SMART</b>	Adaptive
<b>SPORT</b>	Dynamic Focus
<b>INDIVIDUAL</b>	Customized

Each drive mode alters transmission mapping, throttle responsiveness, suspension, steering and stability control, with specific modes adapted to function seamlessly with H-TRAC® AWD for those Genesis so equipped. The "Smart Shift" mode was developed with Genesis proprietary AI technology that detects driving information, analyzes driving patterns and then automatically optimizes the driving mode in real time for a truly adaptive driving experience. The Individual mode is completely customizable by the driver to input the settings that best fit his or her driving style.



### H-TRAC® AWD system

An advanced H-TRAC® AWD system is available with either powertrain, for confident control under adverse driving conditions. This system features an electronic transfer case with active torque control and offers dual-mode Sport or Normal calibrations that are linked to the Intelligent Drive Mode. The H-TRAC system can direct up to 40 percent of available torque to the front axle, for enhanced traction in adverse conditions such as ice or snow. In more ideal conditions, the H-TRAC Sport calibration features a high degree of rear-drive bias for sportier cornering and acceleration characteristics, with up to 90 percent of available torque distributed to the rear axle. In addition, with the H-TRAC systems' Economy mode, up to 100 percent of available torque is distributed to the rear wheels for maximum driveline efficiency.

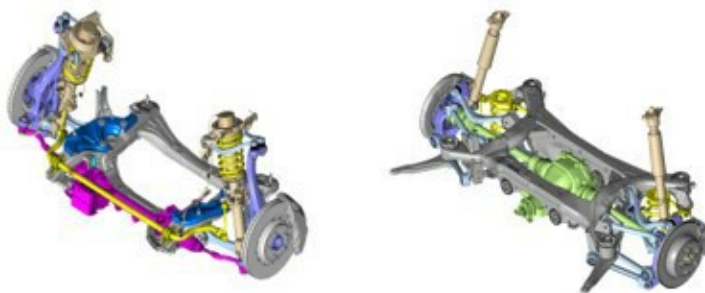
### RIGID BODY STRUCTURE



As a foundation for better handling precision, G90 has an advanced ultra-rigid body structure composed of 52 percent Advanced High Strength Steel (AHSS), along with more than 650 feet of advanced structural adhesives, like that used on jet aircraft. This results in a body lighter and stronger than the Mercedes Benz S-Class, with an overall static torsional stiffness six percent higher than the Mercedes-Benz S-Class. Additional reinforced body components contributing to the G90's advanced rigidity and safety include an improved front side member and center floor structure, increased laser welding application in the door opening and additional collision reinforcement materials for vehicle head-on collision passenger protection.

## GENESIS ADAPTIVE CONTROL SUSPENSION

To achieve the smoothest possible ride comfort while retaining engaging dynamics, Genesis G90 is fitted with a multi-link suspension design for minimized camber and toe changes throughout the suspension travel range. The Genesis Adaptive Control Suspension with electronic damping control smoothly and precisely manages body motions throughout the range of dynamics with minimal compromises to ride comfort. This adaptive control suspension, sourced from Sachs/ZF®, offers additional stability through its Dynamic Stability Damping Control (DSDC) feature by providing independent damping control in both rebound and compression strokes of suspension travel for improved body and yaw control. Integrating with the Electronic Stability Control (ESC), the new DSDC was developed to simultaneously increase agility and stability by effectively managing the front and rear wheel damping forces. Hydro-constructed rear cross member bushings also help improve damping for optimal handling stability and comfort. For increased rigidity, a high-vacuum die cast aluminum shock absorber housing and diamond-shaped strut bar are applied to further improve the G90's ride and handling performance.



## G90 Front and Rear Suspension Layout w/Genesis Adaptive Control Suspension

To complement G90's handling dynamics, a Rack-Mounted Motor-Driven Power Steering (R-MDPS) unit delivers precise steering response with a natural feel. The R-MDPS unit also optimizes assist-and-recovery steering calibrations and features a rigid torsion bar for optimum steering

responsiveness. In addition, a Variable Gear Ratio (VGR) adjusts the gear ratios by section, providing maximum high-speed driving stability and low-to-mid speed agility. Large, 19-inch turbine-blade design alloy wheels with 245/45R19 front and 275/40R19 rear performance tires ensure immediate response to steering inputs and precise handling character.

The Genesis G90 is outfitted with large 14.8-inch ventilated front rotors on the 5.0L V8 and 14.2-inch on the turbocharged V6 for greater fade resistance and balanced braking performance. Additional brake cooling is delivered through dedicated vents in the front fascia for enhanced front brake heat dissipation. G90 brake calipers use a 4-piston fixed design in front and a 2-piston fixed design in rear.

#### **04 Low Noise, Vibration and Harshness (NVH)**

Engineers focused on segment-leading low NVH as a key differentiator for G90, dedicating hundreds of hours to fine-tuning every aspect of noise reduction and comfort enhancement. This obsessive attention to detail resulted in G90 boasting superior in-cabin noise levels, a major achievement in this critical area of refinement in the premium luxury segment.

With special sound-absorbing materials throughout the cabin, to the application of specially laminated acoustic film glass on every window, the G90 cabin is a pleasant refuge for its passengers. Road noise was further minimized through the development of a specialized Helmholtz two-piece hollow wheel design, with an integral sound absorption chamber for the 19-inch alloy wheels. This design produces an innovative resonance effect which provides sound absorption for reduced tire noise levels in addition to reduced overall unsprung weight (7 lbs. lower) for more responsive handling and better ride comfort.

Sound engineering also extended to the suspension set-up, optimized at test centers around the world for high-speed cruising, while minimizing cabin noise intrusion and body vibration. Wind noise in the cabin has been reduced through the application of a three-layer weather-strip seal on all doors. Special double sound-proof glass insulation is applied to all cabin glass including the rear, while carpet and headliner insulation thickness have been increased by more than 20 percent. In the rear quarter panel, a special plate foam pad has been added as a special sound block for rear passengers.

For the powertrain, the intake ducting now employs a variable-type valve for minimized intake resonance at various engine speeds. In addition, transmission-housing rigidity has been improved with external rib enhancements and increased thickness leading to reduced NVH. In the engine bay, a special single continuous powertrain seal has been applied for reduced sound

penetration into the cabin. Furthermore, the G90's sleek silhouette and aerodynamic design features including underbody deflectors, a front active air flap and front wheel air curtains help to reduce turbulence and wind noise, provide greater efficiency and produce a class-leading 0.27 coefficient of drag.

## 05 COMPREHENSIVE SAFETY TECHNOLOGY

'Safety without compromise' summarizes the passenger-centered philosophy that has directed the development of the Genesis G90. Its world-class safety technologies accompanied by outstanding structural rigidity combine to increase its overall safety quotient. The G90 body structure has been strengthened with a dual-layer member connection design and a newly optimized load-dispersion structure for the small overlap crash test. A total of nine standard airbags and pre-active seat belt system safely protect passengers from collisions in all directions. The pre-active seat belt system automatically tightens seat belts when it detects urgent braking, accelerating or slipping situations. G90 is expected to achieve a 5-star safety rating (NHTSA), and a Top Safety Pick+ (IIHS) standards, based on preliminary internal crash tests.

The G90 features an uncompromised level of standardized safety technology, unrivaled in the premium luxury class. This comprehensive suite of standard safety features works to minimize risk and maximize protection for the driver, passenger and other road users. These advanced safety features include: Automatic Emergency Braking (AEB) with Pedestrian Detection, Smart Blind Spot Detection (SBSD) with Rear Cross-traffic Alert, Lane Keep Assist, Driver Attention Alert, Dynamic Bending Light with High Beam Assist, and a 360-degree Multi-view Monitor.

### GENESIS G90 STANDARD SAFETY FEATURES COMPARISON

S-Standard O-Optional - Not Available	2017 Genesis G90	2016 Lexus LS460	2016 Mercedes S- Class	2017 BMW 7- Series	2017 Cadillac CT6	2017 Audi A8
<b>Automatic Emergency Braking w/ Pedestrian Detection</b>	<b>S</b>	O	S	O	O	O
<b>Driver Attention Alert</b>	<b>S</b>	O	S	S	-	O

<b>Smart Blind Spot Detection</b>	<b>S</b>	O (BSD only)	O	O (BSD only)	O (BSD only)	O (BSD only)
<b>Lane Keep Assist</b>	<b>S</b>	O	O	O	O	O
<b>Smart Cruise Control w/ Stop/Start</b>	<b>S</b>	O	O	O	O	O
<b>Full Color Heads-up Display</b>	<b>S</b>	-	O	O	O	O
<b>Multi-view Camera</b>	<b>S</b>	-	O	O	-	O
<b>High Beam Assist</b>	<b>S</b>	O	S	S	O	O
<b>Front &amp; Rear Parking Sensors</b>	<b>S</b>	S	O	S	S	S
<b>Haptic Steering Wheel</b>	<b>S</b>	-	-	-	-	-
<b>Pre-Active Seat Belt</b>	<b>S</b>	O	O	O	O	O
<b>TOTAL # of Standard Safety Features</b>	<b>11</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>

The G90 features Automatic Emergency Braking (AEB) with Pedestrian Detection, using sensor fusion technology to help avoid a potential collision or reduce its impact in certain circumstances. With this supplemental system, the G90 will warn the driver of a potential collision when it detects another vehicle or a pedestrian. If the driver does not maneuver to avoid the impact, this system will apply emergency braking. This system uses input from the Smart Cruise Control and the forward camera from Lane Departure Warning (LDW) to provide this extra margin of safety.

The G90's Smart Cruise Control (SCC) incorporates stop-start functionality that operates seamlessly with the standard electronic stability control system. This feature allows full function down to zero mph in stop-and-go traffic conditions, using the front-grille-mounted radar sensor. SCC enables the G90 to maintain safer, consistent spacing with the vehicle ahead in varied traffic conditions. The system can also help deploy the Automatic Emergency Braking system should an impending collision situation be detected with a vehicle ahead.

In addition, the G90 features Smart Blind Spot Detection (SBSD) with Lane Change Assist (LCA) and Rear Cross-traffic Alert (RCTA). The advanced SBSBD system differentiates itself from competitors' standard blind spot detection systems by proactively preventing the vehicle from possible blind spot collisions, if initial audible warning and haptic steering wheel vibrations are overlooked. When the system detects the driver merging or activating a lane change while there is an approaching vehicle in the blind spot zone, ignoring the initial warning indicators, the SBSBD will gently apply the left or right front brake to help steer the vehicle away from a potential collision.

From the front, the Lane Departure Warning (LDW) system uses the forward-facing camera to detect lane departure, and will activate a warning signal on the instrument panel while issuing a haptic steering wheel vibration warning. Working in concert with LDW, Lane Keep Assist (LKA) additionally provides a driver-adjustable level of steering assist to help prevent inadvertent lane departure and provides haptic steering wheel vibration feedback.

Another driver protection feature includes Driver Attention Alert (DAA), which helps monitor driving patterns in order to detect reckless or fatigued driving and prevent potential accidents. The system analyzes various vehicle signals such as steering angle, steering torque, vehicle's position in the lane and driving time. In addition, the driver can adjust a user-selectable setting for the system's sensitivity. If the system detects inattentive driving patterns an audible sound and message on the instrument display panel will alert the driver.

The G90 also offers a parking assistance system with eight ultrasonic sensors located on the front and rear bumpers. The sensors, along with the multi-view and forward-view cameras, help detect how close objects are when parking. Distance is indicated on the in-dash screen and is accompanied by an audible warning tone.

For enhanced visibility for the driver and to help prevent driver distraction, a 9.7-inch full color Head's-up Display features enhanced illumination and projects several safety alerts. In addition, standard Bi-Xenon HID headlights with Dynamic Bending Light (DBL) and High Beam Assist provide increased nighttime visibility while LED daytime running lights improve the vehicle's presence on the road.

## **06 LUXURY CONVENIENCE FEATURES**

Simplicity and intuitive function were key elements in the development of G90 convenience features, delivering the ultimate carefree ownership experience for owners. In developing the

car's specifications and trim levels, every effort was made to provide customers with everything most customers would need without anything unnecessary or overly complicated. This focused effort on "human-focused" technology can be found all over the driver's interior cabin from advanced seating and climate features to an intuitive multimedia system and wireless device charging.

Seating comfort was a key development target for G90. Ergo-design seating, including an electronically-controlled, 22-way power driver's seat including power bolsters, cushion extension and shoulder adjustment, was approved by the German campaign for healthier backs, Aktion Gesunder Rücken (AGR). The G90 passenger seat offers 16-way adjustment for optimal comfort. All front seat positions, side mirrors and steering column position are controlled by an integrated memory system. Front seat positions offer both heating and ventilation.

The upscale rear outboard passenger seats are electronically-adjustable in 12 ways (14-ways for the right seat position, which is also approved by AGR) on the 5.0 V8 model, ensuring the highest levels of comfort. The G90's luxurious seats were carefully developed via thorough analysis of the renowned "Stressless" seat design. In addition, heated rear seats are standard, with ventilation on 5.0 V8 models. The rear seats offer an unusually high comfort level on V8 models, including power slide linked with recline, shoulder-adjusters, rear lumbar support, 4-way head restraints and a rear integrated memory system with controls located on the rear doors.

Many of the car's features rely on interaction with the car's audio visual system displayed via a luxurious 12.3-inch high-definition widescreen in the center stack, operated via DIS control knob. The screen plays a key role in enhancing the ease of parking and tight urban maneuvering for drivers. A one-megapixel digital camera is activated when parking, simultaneously sharing the screen with a high-resolution 360-degree multi-view monitor with steering guidelines. In addition, a seven-inch high-resolution TFT-LCD display enhances data recognition for the driver from the center gauge cluster.

Depending on individual taste or mood, one of seven interior ambient lighting mood lamps can be selected, and crystal LED lamps are positioned in the overhead console and cabin lighting positions. From the outside mirrors, Genesis-logo approach lamps are thoughtfully projected on the ground for enhanced visibility while approaching the vehicle.

Ultra-high fidelity was an absolute development requirement for the G90 audio system to complete the luxurious cabin ambiance. Presenting a concert-like experience, the Lexicon® Premium Sound System boasts QuantumLogic® Surround sound with 17 speakers and a 10-inch



subwoofer. Developed in concert with Grammy Award-winning artists and producers, QuantumLogic® Surround is a revolutionary new audio algorithm that is designed to mimic the acoustics of the original performance and recording space, identifying individual voices and instruments, and re-authoring these into a precise multi-channel soundstage. In addition, Clari-Fi® music reconstruction technology rebuilds sonic details typically lost in the compression process for digital music sources, adjusting fine musical nuances based on the overall quality of the audio signal. This helps to further maximize the high-fidelity listening experience with every track.

Elsewhere in the finely-appointed cabin, the ventilation system offers three distinct zones of control with a segment-first cabin CO<sub>2</sub>-level sensor and Air Quality System (AQS) that allows additional fresh air to enter the cabin when needed. The G90 steering wheel also offers a heating function as standard. G90 passengers can now conveniently charge their mobile devices with the latest Qi wireless-charging standard technology and utilize both front and rear USB ports. For ease of entry, the G90 includes a proximity key with an integrated push-button start system. Power rear- and rear-side-window sunshades are also standard. From the outside, a power Smart Trunk with hands-free opening adds convenience whenever the owner's hands are full for convenient loading and unloading, and all doors have power door closure function. For adverse weather, G90 also offers a windshield wiper de-icer, rain-sensing wipers and an auto-defogging windshield.

## **07 GENESIS EXPERIENCE**

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 the luxury of time.

- 3 years/36K miles Complimentary Scheduled Maintenance
- 3 years/36K miles Complimentary Valet Service
- 3 years Complimentary Genesis Connected Services (including Connected Care, Remote, and Guidance)
- 3 years Complimentary SiriusXM® Travel Link (Traffic & Data)
- 3 years Complimentary Map Care - Annual map updates
- Best-in-Industry Warranty with Enhanced Roadside Assistance and Concierge Services

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.

-Ends-

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