

GENESIS G70 WINS 2018 iF DESIGN AWARD FOR AUTOMOTIVE PRODUCT DESIGN

SEOUL, Korea, February 22, 2018 – Genesis G70 received the 2018 iF Design award for automotive product design presented by the World Design Guide. This marks the first iF Design award win for Genesis, since the 2015 launch of the luxury brand.

“We are very proud that the World Design Guide recognized the G70 as a leader in automotive design,” said Executive Vice President Luc Donckerwolke, Head of Genesis Design. “As a design-driven brand, Genesis will continue to progress the art of athletic and elegance throughout our current and future product.”

The iF Design award honors the G70 for excellence in automotive design. The G70 expands the brand’s appeal in a performance-driven direction, with sporty character lines and strong, sculpted surfacing. Its main character line, the “Parabolic Line,” carves along the side leaving constant tension across its muscular body. The visual relationship between the crest grille and headlamps defines the Genesis signature face. Proudly above the grille sits the iconic Genesis logo.

Presented by the World Design Guide, the iF Design award is one of the world’s most important prizes for excellence in design. In 2018, companies from 54 countries submitted 6,402 products to be judged by an independent international jury of 63 design experts.

Genesis designed the G70 with the global luxury consumer in mind. Sales began in



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South Korea in September 2017, with additional market launches planned in spring 2018.

About Genesis

Genesis, the luxury automotive brand, strives to make a positive difference in the lives of discerning customers, thus becoming an important element of their lifestyle. As a design-focused brand, Genesis has introduced fascinating models that embody athletic elegance, starting from the brand's flagship model G90, mid-size luxury sedan G80 and its derivative G80 Sport. The brand's G70 sport sedan made its world debut in September 2017, completing the brand's sedan lineup. Genesis will be opening dedicated brand stores in major cities in the near future. Experience more at <https://www.genesis.com>

