GENESIS RANKED TOP BRAND IN
J.D. POWER 2018 APEAL STUDY

FOUNTAIN VALLEY, Calif., July 25, 2018 – Genesis placed first in J.D. Power’s U.S. Automotive Performance, Execution and Layout (APEAL) Study among all brands. With a score of 884, Genesis topped the APEAL Study rankings. **The first-place finish for Genesis in the 2018 APEAL Study represents a 15-point increase over its second-place finish in 2017.**

**“At Genesis, we will continue to strive to meet and possibly exceed customer’s expectations. Also, we will pursue our goal of delivering exciting and desirable products in the luxury segment,” said Manfred Fitzgerald, Executive Vice President and Global Head of the Genesis Brand.**

**Overall, the Genesis brand ranked first or second in nine of the ten premium vehicle attribute categories.**

“We are humbled that our brand continues to receive such great accolades that affirm our commitment to quality and the total ownership experience,” said Erwin Raphael, Executive Director and General Manager, Genesis Motor America. “We are honored to be recognized as a top luxury automaker by both our owner network and J.D. Power.”

**The APEAL Study assesses how much owners like or dislike 77 attributes in 10 categories of their new vehicle at 90 days of ownership. These attributes include driving dynamics, visibility and safety, storage and space and interior and exterior design. A total of 67,742 surveys were completed encompassing 31 brands and 176 models.**

**Genesis Motor America**

Genesis Motor America, LLC is headquartered in Fountain Valley, Calif. Genesis is a global luxury automotive brand that delivers the highest standards of performance, design and innovation. A total of six new Genesis models, including the flagship full-size G90 luxury sedan, mid-luxury G80 and G80 Sport sedans and soon-to-arrive G70 near-luxury sport sedan, will launch by 2021 and 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. In just the first half of 2018, Genesis has won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from highly-respected, third-party experts Consumer Reports, JD Power and AutoPacific.

For more information on Genesis and its new definition of luxury, please visit [**www.genesis.com**](http://www.genesis.com/)

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