GENESIS G70 NAMED FINALIST IN THE 2018 INTERNATIONAL DESIGN EXCELLENCE AWARDS

FOUNTAIN VALLEY, Calif., September 16, 2018 – The Genesis G70 was recognized as a finalist in the 2018 International Design Excellence Awards (IDEA®) by The Industrial Designers Society of America (IDSA). The organization evaluated the G70 based on its design innovation, user benefits and social responsibility.

“Being a ‘design-first’ brand means that our ultimate goal is to shape fascination and desire with the passion, dedication and talent from our studio team,” said Luc Donckerwolke, Executive Vice President and Head of Genesis Design. “The G70 being named a finalist in the prestigious IDEA competition is validation of those efforts and support that our design has captivated the jurors’ senses with its tensioned, muscular volumes.”

The 2019 Genesis G70 luxury sport sedan resets benchmarks and expectations in its class for the holistic integration of performance, refined luxury and aerodynamic style. The all-new G70 showcases the future direction of the Genesis brand’s design identity by representing athletic elegance in its exterior styling, as the car captures both beauty and tension, like an athlete poised to perform.

G70 is available with either an up-level 365 horsepower, 3.3-liter, twin-turbocharged V6 engine or a 252 horsepower, 2.0-liter turbocharged 4-cylinder engine. No matter the driving situation, G70 raises the bar for the luxury sport sedan segment, with a 0-to-60 mph time of 4.5 seconds (3.3T RWD, using Launch Control).

IDEA® is a premier international design competition, recognizing and promoting design excellence across a wide array of industries and disciplines conducted annually by the Industrial Designers Society of America (IDSA). IDEA judging is based on the following criteria of Design Excellence: Design Innovation, Benefit to the User, Benefit to the Client, Benefit to Society and Appropriate Aesthetics.

**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 won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from highly-respected, third-party experts Consumer Reports, J.D. Power and AutoPacific.

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

Please visit our media site for the latest news at [**www.genesisnewsusa.com**](http://www.genesisnewsusa.com/)

Genesis Motor America on [**Twitter**](https://twitter.com/genesisusa) │ [**YouTube**](https://www.youtube.com/genesisusa) │ [**Facebook**](https://www.facebook.com/GenesisMotorAmerica/) | [**Instagram**](https://www.instagram.com/genesis_usa/)

###

Contact:

Kevin Smith

Genesis Motor America

kdsmith@gma.com  
(714)887-2433