GENESIS G80 NAMED HIGHEST-RANKED “NEAR-LUXURY CAR” IN STRATEGIC VISION TOTAL QUALITY AWARDS

FOUNTAIN VALLEY, Calif., October 10, 2018 – Today, the 2018 Genesis G80 was named the highest-ranked “Near-Luxury Car” in the Strategic Vision Total Quality Awards. This is the second win for Genesis in the last two years, including a win by G90 in the “Luxury Car” category.

“This accolade from leading industry analysts such as Strategic Vision affirms the positive sentiments of our customers,” said Erwin Raphael, Executive Director, Genesis Motor America. “We are humbled to receive this award on behalf of G80.”

G80 was designed to surprise and delight its owners, as well as respect their time. The powertrain lineup comprises three refined options: a 5.0-liter V-8, a 3.8-liter V-6 and a 3.3-liter twin-turbocharged V-6. G80 3.8 provides core volume luxury with unsurpassed standard features, while G80 3.3T is the ideal combination of sport style and turbocharged performance. G80 5.0 is the ultimate expression of luxury, convenience and performance. Each engine can be ordered with either rear- or all-wheel drive. Apple CarPlay and Android Auto are standard, as are advanced driver safety features, including Automatic Emergency Braking (AEB) with Pedestrian Detection; Smart Blind Spot Detection with Rear Cross-traffic Alert; Lane Keep Assist; Driver Attention Alert; and Dynamic Bending Light with High Beam Assist.

G80 and G80 Sport have received top marks in a battery of tests in frontal crash, side crash, and rollover scenarios from both the Insurance Institute for Highway Safety (IIHS) and the National Highway Transportation Safety Administration (NHTSA). G80 Sport excelled in the NHTSA evaluation, earning top marks in front driver-side and passenger-side protection, side barrier and pole impact, and rollover mitigation.

Strategic Vision, the industry analyst, surveyed over 44,000 new-vehicle buyers after 90 days of ownership in its proprietary New Vehicle Experience Study, to determine vehicle rankings. Results from the Study incorporate both subjective and objective assessments of vehicle quality by respondents.

**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. 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 industry experts such as JD Power, AutoPacific, and Strategic Vision.

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