GENESIS LINEUP -- INCLUDING ALL-NEW G70 -- EARN 2019 IIHS TOP SAFETY PICK+ AWARDS

Fountain Valley, Calif., December 19, 2018– The Insurance Institute for Highway Safety (IIHS) today announced Top Safety Pick+ ratings for the entire Genesis model line. The G70 and G80 (when equipped with specific headlights) and G90 sedans – have earned the coveted rating following extensive testing from the organization.

“There is absolutely no compromise when it comes to customer safety,” said Executive Vice-President Manfred Fitzgerald, Global Head of the Genesis Brand. “Genesis will continue to put our vehicles at the highest standards of safety as we continue to expand our product portfolio.”

The IIHS evaluates vehicle crash-worthiness based on impact protection in six tests – driver- and passenger-side small overlap, moderate front overlap, side impact, roof strength and head restraints. Good headlight performance and the inclusion of advanced forward collision avoidance technologies receiving an advance or superior rating are also requirements to score top marks.

In keeping with their dedication to reduce losses from motor vehicle crashes, IIHS raised standards for Top Safety Pick awards in 2019. “We challenged manufacturers to provide the best possible protection in a range of crash scenarios and equip vehicles with an automatic emergency braking system to avoid crashes, as well as offer headlights that give drivers confidence when traveling at night,” said David Harkey, President of IIHS-HLDI.

“Good” scores are required across the board for the prestigious Top Safety Pick+ rating earned by G70, G80 and G90. Each Genesis model scored high marks in this battery of tests, widely recognized as one of the industry’s most stringent assessments of vehicle collision protection and safety systems.

All Genesis models come standard with a comprehensive suite of state-of-the-art driver assistance and safety technologies including Forward Collision Avoidance-Assist with Pedestrian Detection, Lane Keep Assist, Blind-Spot Collision Warning and more. Just as importantly, each vehicle in the Genesis line-up offers sure-footed handling thanks to rigid chassis construction ensuring drivers are ready to face even the most difficult driving conditions with confidence.

**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 J.D. Power, AutoPacific, and Strategic Vision.

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

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