2019 GENESIS G70 AND ESSENTIA CONCEPT

NAMED GOOD DESIGN AWARD WINNERS

Fountain Valley, Calif., January 4, 2019– In December it was announced that the 2019 Genesis G70 and Essentia Concept both won 2018 GOOD DESIGN® awards. Genesis joins leading transportation, electronic, consumer and lifestyle product brands in receiving the annual awards from The Chicago Athenaeum Museum of Architecture and Design. The Genesis G80 Sport and GV80 Concept won awards in last year’s judging.

“At Genesis we believe in the power of design to inspire - and express - our clients’ inner spirit,” said Luc Donckerwolke, Chief Designer of Genesis. “The G70 demonstrates what we mean by a balance of athleticism and elegance while the Essentia distills what a truly modern GT car could be for Genesis. The GOOD DESIGN® awards are a welcome acknowledgement of our team’s passionate dedication to design.”

The award, the oldest for design excellence, was founded in 1950 by the legendary Eero Saarinen, Charles and Ray Eames, and architecture historian and philanthropist, Edgar Kaufmann, Jr. This year’s jury met in Los Angeles and New York, selecting award-worthy products from 47 countries.

The 2019 G70 is the third of six new Genesis models slated to debut by 2021, and the final sedan of the lineup. As the first Genesis model in the highly competitive entry-level luxury segment, G70 will outperform legacy luxury sport sedans with driver-focused performance. G70 resets benchmarks and expectations among luxury sport sedans, with holistic integration of performance, body strength, refined luxury and aerodynamic design.

The all-electric, high-performance Genesis Essentia Concept made its world debut at the 2018 New York International Auto Show. Essentia is the brand’s first battery electric vehicle and features a lightweight carbon-fiber monocoque, a robust, multi-motor electric powertrain, and a custom-tailored interior. Essentia is the brand’s initial concept for a true GT car and challenges the status quo as the ultimate manifestation of Genesis design and engineering. As a capable, thrilling sports car designed to counter the complexities of a modern lifestyle, Essentia offers serenity, clarity and beauty.

**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/).

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