**REDESIGNED 2020 G90 PRESENTED IN NORTH AMERICAN DEBUT AT MONTREAL INTERNATIONAL AUTO SHOW**

* Flagship sedan features “Quad Lamp” design, evolving the brand’s Athletic Elegance styling
* Wide range of new technologies, including Rear Cross-Traffic Collision Avoidance-Assist
* G90 is more luxurious than ever thanks to improvements in materials, features, and NVH

**MONTREAL, Quebec (January 17, 2019)** – Genesis Motors Canada today unveiled the brand’s redesigned 2020 G90 flagship sedan in its North American debut during a press conference at the Montreal International Auto Show. The G90 incorporates new-car-level design changes on the exterior and interior, further enhancing its presence as the brand’s flagship sedan through an evolution of Genesis’ signature Athletic Elegance design language. The new “Quad Lamp” styling theme, featuring a prominent horizontal architecture, signals design cues to be seen on all future Genesis models.

“G90 is the ultimate expression of the Genesis brand,” said Luc Donckerwolke, Executive Vice President and Chief Design Officer of Hyundai Motor Group. “Before the first sketch was even drawn, my team of designers thought carefully about how to evolve its styling and create something even more elegant and harmonic.”

Beyond the new exterior styling, G90 receives a wide range of enhancements aimed at elevating the vehicle’s already-impressive driving experience. From improved interior surfaces to cutting-edge new comfort and safety technologies, the 2020 G90 further asserts its role as the flagship model of the Genesis brand.

**The Evolution of Athletic Elegance**

Front and back, the styling of the redesigned G90 evolves the brand’s Athletic Elegance design language. In front, the signature Crest Grille is flanked by a new Quad Lamp styling theme that will become common across future Genesis models. In the rear, Quad Lamps symbolizing the wings of the Genesis logo wrap around from corner-to-corner. The lines of the vehicle flow elegantly from one end to the other through a crisp parabolic line and large LED side indicators embedded in the fenders.

The license plate is placed as low as possible, further accentuating the vehicle’s low and wide stance. The elongated horizontal side profile of G90 features classic rear-wheel drive sedan proportions punctuated by short overhangs and a long wheelbase.

A new cross-hatch pattern Genesis calls “G-Matrix”, inspired by light reflecting from an illuminating diamond, is applied in various areas around the vehicle, beginning with the front grille and extending into the graphics of all exterior lighting elements. The standard 19-inch dish-type wheels, also incorporating the mesh pattern around their outer edge, feature sound absorption technology to noticeably reduce tire noise.

The interior design is dominated by a harmonious flow of horizontal surfaces, including a parallel layout built around the air ventilation system and audio controls. The quantity of the latter has been reduced for a more simple and intuitive user experience. Fine new details are found throughout the interior space, including quilted Nappa leather seating, new contrast piping on the leather-wrapped dashboard, additional leather wrapping on the centre console, higher-quality switchgear, and natura wood trim with an exposed grain texture.

**Connectivity, Emotion, Serenity**

The G90 introduces multiple technology enhancements and firsts for the Genesis brand. The 12.3-inch central display is re-engineered to incorporate a new Graphic User Interface (GUI) featuring Genesis’ signature black and copper colour scheme. The large widescreen can show multiple functions simultaneously using a convenient split-screen feature. Now featuring full touch-screen functionality with ultra-fast response, the system also includes Apple Carplay® and Android Auto connectivity®.

The interior environment is more serene thanks to Active Noise Cancellation (ANC), which reduces noise, vibration, and harshness using leading audio technology to reduce unwanted noise intrusion.

The Genesis Adaptive Control Suspension with electronic damping control smoothly and precisely manages body motions throughout the car’s dynamic range with minimal compromises to ride comfort.

**Leading-Edge Safety**

Recently-awarded a 2019 IIHS Top Safety Pick+ award for the current G90, Genesis has further enhanced the suite of driver assistance technologies for the redesigned 2020 model. In keeping with Genesis’ commitment to unparalleled occupant protection, all available safety and driver assistance technologies are included as standard equipment. New systems and features include:

* **Lane Follow Assist (LFA)** goes beyond the existing Lane Keep Assist system, actively working to keep the vehicle centred in its lane for reduced fatigue
* **Highway Driving Assist (HDA)** works in conjunction with LFA and Adaptive Cruise Control (ACC) to manage the vehicle’s speed and lane position, taking into account lane markings, navigation data, and the movement of the vehicle ahead
* **Blind-Spot View Monitor (BVM)** uses the side cameras to show the driver a video image in the instrument cluster display when the turn signal is activated; unlike other such systems, it functions for both sides
* **Rear Cross-Traffic Collision Avoidance-Assist (RCCA-A)** uses side radar to detect approaching obstacles, braking to avoid a collision if required
* **Forward Collision Avoidance-Assist (FCA-A)** can now detect cyclists, in addition to other vehicles and pedestrians
* **Safe Exit Assist (SEA)** alerts the driver and passengers if with a chime and cluster warning message when an object is approaching the doors
* G90 now features **10 airbags** with the addition of a passenger’s knee airbag

**Exceptionally-Refined Performance**

Tuned for maximum driving confidence, the Genesis G90 offers a choice of two gasoline engines: a responsive 3.3-litre twin-turbocharged V6 engine with 365 horsepower and 376 lb-ft of torque (special order), or a powerful 5.0-litre direct-injected V8 engine producing 420 horsepower and 383 lb-ft of torque (standard specification for Canada). The G90 features an eight-speed automatic transmission with enhanced shift logic and a standard active All-Wheel Drive system with an electronically-controlled transfer case capable of varying the front-to-rear torque split on demand or in response to driving conditions.

To achieve the smoothest possible ride comfort while retaining engaging dynamics, G90 is fitted with a multi-link suspension design for minimized camber and toe changes throughout the suspension travel range. The Genesis Adaptive Control Suspension system with electronic damping control smoothly and precisely manages body motions and yaw control with minimal compromises to ride comfort. This adaptive control suspension, sourced from Sachs/ZF, offers independent damping control for both rebound and compression strokes of suspension travel for improved body control.

Engineers set NVH as a key differentiator for G90, dedicating considerable time to fine tuning every aspect of noise reduction and enhancement of comfort. From introducing special sound-absorbing materials throughout the cabin and sub-structure of the car to the application of laminated glass on each window, the focus on providing customers with the ultimate luxury experience was key.

**Unparalleled Comfort**

Seating comfort was a key development target for G90. Ergo-design seating, including an electronically-controlled, 22-way power driver’s seat including power bolsters, cushion extension and shoulder adjustment, was approved by the German campaign for healthier backs, Aktion Gesunder Rücken (AGR). The G90 passenger seat offers 16-way adjustment for optimal comfort. All front seat positions, side mirrors and steering column position are controlled by an integrated memory system. Front seat positions offer both heating and ventilation.

The upscale rear outboard passenger seats are electronically-adjustable in 12 ways (14-ways for the right seat position, which is also approved by AGR) on the 5.0 V8 model, ensuring the highest levels of comfort. The G90’s luxurious seats were carefully developed via thorough analysis of the renowned “Stressless” seat design. In addition, heated rear seats are standard, with ventilation on 5.0 V8 models. The rear seats offer an unusually high comfort level on V8 models, including power slide linked with recline, shoulder-adjusters, rear lumbar support, 4-way head restraints and a rear integrated memory system with controls located on the rear doors.

**Introduction Details**

In Canada, the G90 will be offered in a single fully-equipped package featuring the 420 horsepower 5.0L V8 engine and All-Wheel Drive, though the 365-horsepower 3.3L twin-turbo V6 engine remains available through special order. Pricing will be announced closer to the vehicle’s on-sale date this summer.

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**Genesis Motors Canada**
Genesis Motors Canada is headquartered in Markham, ON and distributes, markets, and services Genesis vehicles in Canada. Genesis is an all-new global luxury automotive brand that delivers the highest standards of performance, design, and innovation. A broad range of new Genesis models will be introduced in the next three years to compete directly with the world’s most renowned luxury automotive brands. All Genesis vehicles sold in Canada feature set, all-inclusive pricing, *Genesis at Home* concierge for sales and service, complimentary scheduled maintenance, an excellent comprehensive warranty, and more. Visit [www.Genesis.ca](http://www.Genesis.ca) to learn more.

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