Genesis To Award G70 LUXURY Performance Sedans

To 2019 NFL Pro Bowl MVPs

FOUNTAIN VALLEY, Calif., January 23, 2019 – Genesis, the official luxury vehicle of the National Football League (NFL), will award the Offensive and Defensive Most Valuable Players with the award-winning 2019 Genesis G70 luxury performance sedan at the 2019 NFL Pro Bowl Presented by Verizon in Orlando, Fl. The Pro Bowl celebrates the game of football with a week-long schedule of events and festivities culminating the game’s national telecast on ESPN, ESPN Deportes and simulcast on ABC on Sunday, January 27 at 3:00 p.m. ET.

“This year’s Pro Bowl athletes were born to rise above the competition; they represent the NFL’s best of the best,” said Erwin Raphael, Executive Director, Genesis Motor America. “This parallels the ascension of Genesis in the luxury segment, where the G70 was named 2019 MotorTrend Car of the Year, one of CAR and DRIVER’s 10Best for 2019, AutoGuide’s 2019 Car of the Year, Road Show by CNET’s 2019 Vehicle of the Year, and most recently, the 2019 North American Car of the YearTM. We’re proud to award the Pro Bowl’s top players with a car designed and engineered to meet their exceptional standards.”

The Genesis G70 luxury performance sedan resets benchmarks and expectations among luxury sport sedans with its holistic integration of performance, body strength, refined luxury, and aerodynamic design. In addition, the G70 comes 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. Even more, the G70 includes the unparalleled Genesis Experience, which delivers the highest-levels of customer benefits with enhanced maintenance programs and connected services.

All Genesis vehicles, including G70, offer an exclusive, no-cost, consumer-focused service program that elevates the luxury vehicle ownership experience. From valet service appointments that can be scheduled using the Genesis mobile app, to complimentary maintenance and Genesis Connected Services, the Genesis Experience delivers owners with market-leading convenience and time savings.

Genesis will also provide fans with an elevated experience at Super Bowl Live presented by Verizon at Super Bowl LIII in Atlanta and will introduce sponsored activities including a leather monogramming workshop, complimentary beverages, and the full vehicle lineup, including the 2019 Genesis G70.

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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