GENESIS WINS TWO iF DESIGN AWARDS FOR THE
“G70·SEOUL 2017” GLOBAL LAUNCH AND ESSENTIA CONCEPT

SEOUL, South Korea, February 12, 2019 – The International Forum Design GmbH, based in Hanover, Germany, is set to recognize Genesis with two “iF Design Awards” for the launch presentation of “G70·Seoul 2017,” a global launch festival held in Seoul’s Olympic Park, and the Essentia Concept. This is the first time that Genesis has received two of the coveted awards.

“When we launched G70, we wanted to give back and let the Korean community embrace its first luxury brand,” said Manfred Fitzgerald, Executive Vice President and Global Head of the Genesis Brand. “To be recognized with an iF Design Award for this event, as well as the Essentia Concept, affirms our dedication to using innovative methods to celebrate both our product and the overall brand.”

iF awarded “G70·Seoul 2017” as the winner of its Events category. The event held in Seoul featured music superstars Gwen Stefani, Andra Day and CL, and it attracted an audience of 15,000 people. The award-winning, minimalistic design aesthetic, which featured motion design that played across high-resolution LED surfaces that covered the ceiling, floor, and back wall, was devised by brand experience agency, Blackspace.

As the first Genesis model in the highly competitive entry luxury segment, G70 outperforms legacy luxury sport sedans with driver-focused performance. G70, which was named 2019 North American Car of the Year, resets benchmarks and expectations among luxury sport sedans, with holistic integration of performance, body strength, refined luxury and aerodynamic design.

iF also awarded the Essentia Concept in its Product Design category. 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.

In this year’s iF Award judging, nearly 70 jurors, all of whom are independent industry experts, weighed in on over 6,400 entries submitted from 50 countries. iF Design Awards have been distributed for the last 66 years. In April 2018, Genesis also earned a prestigious Art Directors Club Germany (ADC) design award for “G70 Seoul 2017.”

**About Genesis**

Genesis is a design-focused luxury brand that embodies the philosophy of Athletic Elegance. The Genesis product lineup consists of the flagship G90 luxury sedan, the G80 and G80 Sport midsize luxury sedans, and the G70 luxury sport sedan, which was named 2019 North American Car of the Year. In 2018, Genesis was the highest-ranked brand in the automotive industry awards for quality and owner satisfaction by respected, third-party experts, including Consumer Reports, J.D. Power and AutoPacific. For more information on Genesis and its new definition of luxury, please visit https://www.genesis.com.