

2017 GENESIS G90 EARNS INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK+ AWARD

ID: 732



- 2017 Genesis G90 3.3T flagship sedan awarded IIHS Top Safety Pick+
- G90 provides uncompromised standardized safety with comprehensive suite of cutting-edge technology

FOUNTAIN VALLEY, Calif., Dec. 8, 2016 - The 2017 Genesis G90 earned one of the industry's highest safety honors as the Insurance Institute for Highway Safety (IIHS) named it a Top Safety Pick+ due to its exceptional performance during testing. The Genesis G90 embodies a smarter, more progressive approach to luxury and safety by keeping innovation and elegance as top priorities.

"Safety is a hallmark of the Genesis brand with advanced safety technology standard on the G90 and a suite of features that is unmatched in the premium luxury class," said Erwin Raphael, general manager of Genesis in the U.S. "We have the ultimate respect for our drivers and passengers and strive to offer vehicles with world-class safety innovations."

To ensure driver confidence and occupant safety, the G90 features the most comprehensive array of standard safety technology in the premium luxury class including Automatic Emergency Braking (AEB) with Pedestrian Detection, Driver Attention Alert (DAA) and Smart Blind Spot Detection. The automatic emergency braking and pedestrian detection employs a camera and a radar sensor to engage the automatic braking power from 5 to 50 mph. In addition, the G90 puts passenger safety at the forefront by automatically tightening seatbelts when it detects a quick turn, slippery roads, acceleration or change in direction. Mechanical and technological advances have also added to the safety of the G90 due to its advanced high strength steel, rigid platform and Multi-view Camera System featuring four external cameras.

The IIHS conducts vehicle tests to determine the overall crashworthiness and how well a vehicle protects its occupants in a crash. It also rates vehicles for front crash prevention, systems that warn the driver or brake automatically to avoid or mitigate a frontal collision. To qualify for 2017 Top Safety Pick+, a vehicle must earn good ratings in the five crashworthiness tests, an advanced or superior rating for front crash prevention and an acceptable or good headlight rating. The vehicles that perform best in the tests qualify for Top Safety Pick+, which has been awarded since 2013.

Genesis Motor America

Genesis Motor America, headquartered in Fountain Valley, Calif., distributes, markets and services Genesis vehicles in the United States. Genesis is an all-new global luxury automotive brand that delivers 'human-centered' luxury and the highest standards of performance, design and innovation. A total of six new Genesis models will launch by 2021 and will compete with the world's most renowned luxury car brands. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services.

For more information on Genesis and its new definition of luxury please visit www.genesis.com

Please visit our media site for the latest news at www.genesisnewsusa.com.

Genesis Motor America on Twitter ? YouTube ? Facebook

###

Contact:

Christine Henley
chenley@genesismotorsusa.com
(714) 965-3547