

## GENESIS DRIVES THE ULTIMATE FAN EXPERIENCE IN ATLANTA DURING SUPER BOWL LIII

FOUNTAIN VALLEY, Calif., JAN 24, 2019 – Genesis, the official luxury vehicle of the National Football League (NFL), is poised to roll out a premium experience to current and future fans in Atlanta for Super Bowl LIII Presented by Verizon, during a 10-day city takeover that features unforgettable activations, events, giveaways and premium drive experiences. This ultimate fan experience will showcase the Genesis G70 luxury performance sedan, recently named the 2019 North American Car of the Year™, along with the full Genesis vehicle lineup.

### Super Bowl Live at Centennial Park

From January 26 to February 2, Genesis will showcase its complete line-up -- including its flagship G90, G80, G80 Sport and all-new multiple award-winning G70 luxury performance sedan. G70 resets benchmarks and expectations among luxury sport sedans, with its holistic integration of performance, body strength, refined luxury and aerodynamic design.

The free-of-charge Genesis premium fan experience leading up to The Big Game will provide complimentary beverages, giveaways and opportunities to schedule test drives at select locations in the Atlanta area to those 18+ years of age with valid U.S. photo identification.

### Test Drive Opportunities at Phipps Plaza and Top Golf

Genesis will host its 10-day city takeover at the southeast's premier, upscale shopping destination Phipps Plaza, located in the heart of the affluent Buckhead district. Visitors will have a chance to sign up for test drives during the January 25 and February 1 weekends. They can also take home giveaways and engage in photo opportunities and autograph signings with past and present NFL pros.

For nine days beginning January 26, fans and other Atlantans who visit Top Golf in Alpharetta, Ga. will take part in an exclusive Genesis experience throughout the entertainment venue, complete with 33 branded golf bays, giveaways and the opportunity to sign up for test drives on January 26, January 27 or February 2. Guests who sign up for test drives will have access to an exclusive Genesis Lounge on their test drive day where they can enjoy complimentary food and beverages, giveaways, photo opportunities and autographic signings with past and present NFL players.

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2

To reserve a time for a Genesis test drive at Phipps Plaza or Top Golf, please visit <https://www.genesisdriveexperience.com/georgia>.

"We're excited to offer people in Atlanta the ultimate fan experience during one of the most iconic sports events of the year," said Erwin Raphael, Executive Director, Genesis Motor America. "The premium experiences we provide are often as meaningful to Genesis fans as our beautifully crafted and thoughtfully-engineered vehicles, and we look forward to demonstrating athletic elegance with our trio of exceptional luxury cars."

NFL House Presented By Verizon

From January 31 through February 2, Genesis will have a presence in the private hospitality space, the NFL House Presented By Verizon. Fans can learn more about Genesis craftsmanship and its new definition of luxury and create personalized travel tags at a leather monogramming workshop. VIP guests will be offered premium shuttle service to desired destinations around the Atlanta area.

To keep up-to-date on Genesis activities in Atlanta during The Big Game, stay in touch with us on Twitter at @GenesisUSA and on Instagram at @Genesis\_USA.

For more information 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).

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