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## GENESIS GV80 SUV DEBUTS IN NORTH AMERICA

- GV80 is the first SUV for the Genesis brand, based on rear-wheel-drive architecture unique to Genesis
- Introduces world-first innovations in vehicle quietness, suspension tuning, ADAS and in-car connectivity
- Available with a choice of 2.5-liter or 3.5-liter turbocharged engines

MIAMI, Fla., January 28, 2020 — Today, the Genesis GV80 sport-utility vehicle debuted in North America for the first time, at a media reveal event held in Miami, Fla. GV80, the first SUV from the Genesis brand, introduces a variety of firsts for the Genesis brand, including responsive electronic control suspension, active road noise cancellation, and an active motion driver's seat.

"GV80 is our proof of concept that we infuse the spirit of youth and wonder into everything we do," said Mark Del Rosso, CEO, Genesis Motor North America. "We developed GV80 by looking inward and asking ourselves how Genesis brand DNA could differentiate our very first SUV. I'm overwhelmed by the bench strength at Genesis and what the Design, Engineering and Development teams have accomplished with the GV80."

The North American event follows a global event held in Seoul, South Korea, earlier in January 2020.

"Two weeks ago, we revealed GV80 to the world in our home of Seoul, South Korea, and the response was overwhelming," said William Lee, Executive Vice President and Global Head of the Genesis Brand. "In a few short hours, we received thousands of pre-orders from customers, and this level of enthusiasm is proof to us that we're on the right track."

The "V" in the GV80 marque represents versatility that only a Genesis SUV can offer. The production GV80 realizes the vision of the GV80 Concept first shown at the 2017 New York Auto Show.

### Athletic Elegance Takes New Shape

The GV80 SUV joins the lineup of G70, G80 and G90 sedans with more than a common thread of design identity. The interior and exterior styling of GV80 was a collaboration

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among Genesis Design studios located in South Korea, the United States and Germany.

"We enjoyed the challenge of applying our 'Athletic Elegance' design language to an SUV architecture," said Luc Donckerwolke, Executive Vice President, Chief Design Officer of Hyundai Motor Group. "The precise proportions and attention to every detail denote that GV80 is authentic to Genesis design principles."

Signature Genesis design elements are immediately visible on the GV80 from every vantage point. The Crest Grille emphasizes gravitas consistent with the positioning of GV80. The Parabolic Line runs smoothly along the side with precise execution, accentuated by power lines above each wheel emphasizing stance and presence. The Quad Lamps, which flank the Crest Grille, are made possible with sophisticated lighting technology.

"The Quad Lamp graphic will become the most recognizable, unique signature of Genesis design, as the simplest of lines communicate a distinct identity," Donckerwolke said. "Two lines will come to define Genesis."

The G-Matrix pattern that appears in light fixtures throughout the exterior is inspired by beautiful orchids seen when diamonds are illuminated by light. The pattern also appears on the available 22-inch wheels.

The body structure of GV80 is enhanced with hot-stamped, high-strength steel, as well as lightweight aluminum used on the doors, hood, and tailgate that allow it to achieve competitive curb weight. GV80 measures 195 in. x 77.8 in. x 67.5 in. (LWH), with a wheelbase of 116.3 in.

## Luxury in Space

The interior of GV80 focuses on "the beauty of white space," characteristic of the elegant South Korean architectural philosophy. The concept of "luxury in space" defines the open feeling of the cabin of GV80, with the G-Matrix pattern as a motif.

"We were able to express a luxurious feel for the interior of GV80 through reductive design and channeling the Korean roots of the Genesis brand," said SangYup Lee, Senior Vice President, Head of Genesis Design. "The concept of the 'beauty of white space' is a hallmark of Korean design."

The width of the interior of GV80 was emphasized through the design of sleek, thin air

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vents that run across the passenger compartment. A 14.5-inch, split-screen infotainment display sits front and center atop the dashboard. The number of hard buttons and switches was intentionally kept to a minimum, both for aesthetic purposes and ease of use. In up-level variants, soft materials cover every surface, from the inside of the door handles to the quilted knee pads that line the lower sides of the console.

The ornate center control unit on the center console covers an electronic, shift-by-wire transmission base with dial-style shift. Handwriting recognition through the Genesis Integrated Controller helps users set a destination or enter data without having to operate a keyboard on the navigation screen—simply by using handwritten letters on the writing recognition control system.

## A Mobile Oasis

All journeys in GV80 are intended to be as stress-free as possible, whether a commuting to the office or embarking on a weekend trip.

GV80 features the world's first application of Road Active Noise Cancellation (RANC) technology, which dramatically reduces road noise while driving. Based on the science of digital signal processing, RANC overcomes the limitations of existing noise control technologies that rely on physical technology, such as materials and body structures, to quiet the cabin. RANC generates sound waves of opposite phases in 0.002 second by analyzing road noise in real time, dramatically reducing irregular, simultaneous road noise.

Other exciting and impressive features found in the all-new 2021 Genesis GV80 SUV are the Ergo Motion Driver's Seat that contains seven air cells to reduce fatigue from long hours of driving. One-touch comfort control, adjustable from the front row, that allows for limousine-level relaxation in the second-row seats. Also, heated and ventilated seats are available in the first two rows.

## Innovation in Powertrain for Go-Anywhere Versatility

As an authentic Genesis, GV80 is based on a unique rear-wheel-drive platform; all-wheel drive is optional. Two turbocharged gasoline engines will be available for the North American market: a 2.5-liter inline four-cylinder, and a 3.5-liter V-6. All-wheel-

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drive models will be equipped with electronically controlled Limited Slip Differential at the rear axle. Full vehicle specifications will be announced at launch.

Electronically controlled suspension with road preview, another Genesis first, helps provide passengers with optimal ride comfort by recognizing information on the road ahead in advance via the front camera.

## Advanced Safety Is Not an Option

Like each member of the Genesis lineup, GV80 provides an unmatched level of standard active and passive safety systems, as part of a brand-level engineering commitment to passenger security and comfort. GV80 features the following advanced driver-assistance systems (ADAS), including several world-first technologies:

- Smart Cruise Control with Machine Learning (SCC-ML): A world first, SCC-ML advances the science and engineering behind smart cruise control. It is an artificial intelligence-based intelligent navigation technology that enables GV80 to independently learn the driving characteristics of its drivers and implement autonomous driving similar to that of human drivers.
- Highway Driving Assist II (HDA II): This system helps assist the driver in a wider variety of situations than before, including lane change when the turn signal is used, and helping to merge in congested situations.
- Forward Collision-Avoidance Assist (FCA): This system is able to help automatically bring GV80 to a stop, if there is a risk of collision with an approaching vehicle on the left or right side of the intersection. GV80 is also able to detect potential collision risks, if a pedestrian is in close proximity to the vehicle while in motion.
- Blind-Spot Collision Avoidance Assist (BCA): BCA helps reduce the chance of potential impact with a moving vehicle, upon departing a parallel parking spot.
- Rear Cross-traffic Collision-Avoidance Assist (RCCA): This system uses rear side radar to help detect and prevent impact with obstacles.
- Driver Attention Alert Warning (DAW): This system monitors the driver's attention when driving, by analyzing driving patterns and behaviors, including intermittent steering and unnatural deceleration, through vehicle signals, such as steering angle and steering torque and vehicle position in traffic lane. A forward-looking camera monitors the driver and generates pop-up messages and warning tones when fatigue or forward-looking neglect is determined.

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GV80 also includes 10 standard airbags, including a center-mounted airbag between the front occupants to mitigate interior impact.

## Next-Generation Convenience

GV80 leverages the Genesis brand-wide commitment to service and convenience with industry-leading remote technology. Smartphone-enabled technology also allows GV80 drivers to remotely check on their vehicle and its surroundings.

Like all Genesis models, GV80 will come standard with Service Valet, the 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 market-leading convenience and time savings:

- 3 years/36,000 miles of complimentary scheduled maintenance
- 3 years/36,000 miles complimentary Service Valet
- 3 years of complimentary Genesis Connected Services, including Enhanced Roadside Assistance, Destination Search powered by Voice and Remote Start with climate control
- 3 years of complimentary SiriusXM® Travel Link (Data Services)
- 3 years of complimentary Annual Multimedia and Navigation Updates
- Lifetime complimentary traffic data
- Best-in-class warranty with Enhanced Roadside Assistance and Concierge Services, including tire changes or transportation to the nearest Genesis retailer or authorized service facility, and reimbursement for inconvenience.

## 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. Within the past year, Genesis has won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from industry experts such as J.D. Power and Consumer Reports. In just its first year in the US Market, the Genesis G70 luxury sport sedan garnered unprecedented third-party industry expert acclaim, winning 18 major awards and accolades.

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