



PRESS RELEASE

GENESIS G80 NAMED '2025 VEHICLE OF TEXAS,' 'LUXURY VEHICLE OF TEXAS' BY TEXAS AUTO WRITERS ASSOCIATION

- Genesis extends multi-year winning streak at TAWA events
- G70, G90, GV60, GV70 and GV80 previously honored as "Vehicle of Texas," "SUV of Texas," or "EV of Texas"

FOUNTAIN VALLEY, Calif., May 7, 2025 — The 2025 Genesis G80 claimed dual accolades at this year's Texas Auto Roundup, securing both the "Vehicle of Texas" and the "Luxury Vehicle of Texas" titles from the Texas Auto Writers Association (TAWA). The distinctions recognize the G80's exceptional design, innovative technology and refined performance following rigorous evaluation alongside a competitive lineup of leading sedans and SUVs by TAWA's seasoned journalists.

"The G80 continues to set the benchmark for refined performance and an elevated in-cabin experience among executive sedans," said Tedros Mengiste, Chief Operating Officer of Genesis Motor North America. "Texas remains a key market for Genesis, and receiving top honors from the Texas Auto Writers Association reaffirms our commitment to delivering vehicles that captivate customers in the Lone Star State and around the globe."

The newly redesigned 2025 G80 exemplifies Genesis' "Athletic Elegance" design language with a new front and rear fascia, Micro Lens Array (MLA) technology in the iconic Two-Line headlamps and a meticulously crafted interior. The cabin promises an elevated in-car experience with a 27-inch OLED integrated instrument cluster and multimedia screen, an updated dashboard, a three-spoke steering wheel design, and new convenience features that enhance comfort.

Over 20 journalists from across Texas tested a variety of vehicles in their respective categories. Votes were based on each vehicle's interior and exterior quality, value, performance and overall personal appeal. The votes were submitted electronically, calculated by an independent accounting firm and presented to TAWA for the award announcement.

- END -