



PRESS RELEASE

GENESIS GV80 COUPE RECOGNIZED FOR DESIGN EXCELLENCE AT IDEA® 2024

- Genesis GV80 Coupe was named Finalist for the 2024 International Design Excellence Awards (IDEA®) in the Automotive and Transportation category
- As Genesis' first foray into the coupe SUV segment, the GV80 Coupe embodies the brand's distinctive design ethos with innovative features and refined materials

SEOUL, Sept. 13, 2024 — The Genesis GV80 Coupe was named Finalist in the Automotive and Transportation category of the 2024 International Design Excellence Awards (IDEA®), showcasing the brand's global design competitiveness.

IDEA® stands as one of the world's top design awards, alongside the Red Dot Design Award and the iF Design Award. The program recognizes excellence in design strategy, branding, digital interaction and other related fields.

Unveiled in September 2023, the GV80 Coupe redefines luxury with its striking sporty aesthetics and exceptional performance. The model embodies the brand's design philosophy of athletic elegance with its unique design, dynamic driving and SUV ruggedness. The arch-shaped Parabolic Line extends along the body, perfectly complementing the low, sloping roofline to accentuate the exterior's strong and dynamic profile.

The interior of the GV80 Coupe also exudes a sporty sensibility and distinct coupe identity. The sleek center fascia seamlessly integrates a touch-based HVAC (Heating, Ventilation, and Air Conditioning) system, providing effortless control over the cabin's climate. High-quality materials and design enhancements further elevate the GV80 Coupe's elegance, featuring details such as horn covers with the new Genesis emblem, two-tone steering wheels, an improved pedal design and a meticulously crafted center console.



PRESS RELEASE

New tactile features with gray, red and orange accents add a refined touch to interior elements. Exclusive materials like black spin-patterned aluminum, newspaper real wood and jacquard-type real carbon enhance the GV80 Coupe's distinctive design.

“The GV80 Coupe is a bold statement of Genesis’ commitment to merging practicality with athletic elegance,” said SangYup Lee, Head of Genesis Global Design. “Its sleek silhouette and distinctive design reflect our dedication to innovation and refined aesthetics. The GV80 Coupe exemplifies our ongoing pursuit of creating visually striking designs with features that engage drivers in truly dynamic driving experiences.”

- END -