



PRESS RELEASE

GENESIS GV80 NAMED WINTER SUV OF THE YEAR BY NEW ENGLAND MOTOR PRESS ASSOCIATION

- GV80 Coupe recognized as Best Premium Midsize SUV and G80 as Best Premium Car

FOUNTAIN VALLEY, Calif., August 1, 2025 — The New England Motor Press Association (NEMPA) has recognized Genesis in three award categories following its annual Winter Testing, further solidifying the brand's reputation for delivering vehicles that excel in performance, design, and year-round usability.

The 2025 Genesis GV80, named Winter SUV of the Year, was praised for its confident handling, advanced all-wheel-drive system, and elevated comfort in challenging weather conditions. The GV80 Coupe, a bold new addition to the Genesis lineup, earned the title of Best Premium Midsize SUV, while the Genesis G80 was honored as Best Premium Car, continuing its legacy as a refined and technologically advanced sedan.

"Genesis is committed to providing vehicles that not only deliver on design and innovation, but also meet the real-world demands of customers," said Tedros Mengiste, Chief Operating Officer of Genesis Motor North America. "Winter performance and safety are essential, and these recognitions from the New England Motor Press Association reinforce the strength of our lineup in all conditions."

NEMPA is the only automotive press association that formally conducts cold-weather testing. Each year, NEMPA's annual awards recognize vehicles that offer exceptional capability and safety for drivers in the New England region. Winners are selected by a panel of veteran automotive journalists who evaluate vehicles in real-world winter driving conditions.

"At a time when established luxury brands are cheapening their products and skating by on name recognition, Genesis continues to lead on quality and originality in every vehicle segment," said Clifford Atiyeh, President of the New England Motor Press Association. "This is a brand that resonates in New England, where many buyers prefer quiet luxury and strong value from their investments. The G80, the GV80, and the GV80 Coupe do not miss a beat. For year-round elegant design and driving enjoyment, these Genesis models overdeliver in our testing."

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