



PRESS RELEASE

GENESIS WINS 'BEST BRAND OVERALL' IN AUTO BILD ANNUAL READERS' SURVEY

- AUTO BILD readers choose Genesis as "Best Brand Overall" in 2026 survey
- Genesis' success in this year's survey marks the first time a Korean brand has taken the top spot
- Genesis also first in the "Luxury Class" and "Value For Money" categories
- Over 50,000 readers voted for their favorite out of 52 brands across 14 categories assessing them on three criteria: quality, design and value for money

FRANKFURT, Germany, April 16, 2026 – Genesis has been recognized as the "Best Brand Overall" as part of AUTO BILD's 15th annual readers' survey, one of Germany's largest and most respected reader-led brand evaluations.

Genesis' success in this year's survey marks the first time a Korean brand has taken the top spot - "Best Brand Overall." Genesis also came first overall in the "Luxury Class" category and scored highest in the "Value For Money" category in the same class, highlighting the strength and quality of the brand's position in one of Europe's most competitive automotive markets.

Managing Director of Genesis Motor Europe Peter Kronschnabl comments: "We are thrilled to be recognized by the readers of AUTO BILD in this year's survey. For Genesis, these wins are a strong endorsement of our growing brand appeal and the desirability of our all-electric model lineup in Europe. We are committed to delivering cars that combine refined design, advanced technology and features with a distinctly customer-centric ownership experience.

"These three victories reflect our wider momentum across the region. Genesis now operates in six European markets; Germany, France, Italy, The Netherlands, Switzerland and the U.K., with Spain still to come in 2026. With more brand presence across Europe than ever before, and our first high-performance model, GV60 Magma, arriving this year, we continue to go from strength to strength."

First launched in 2011, the survey reflects the opinions of over 50,000 readers, who evaluated the 52 leading automotive brands across 14 categories. Each brand is comparatively ranked on three criteria: quality, design and value for money. The results provide a direct measure of consumer trust, relevance and desirability of top automotive brands on sale in Germany and across Europe.



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