



PRESS RELEASE

GENESIS NAMED BEST LUXURY CAR BRAND BY U.S. NEWS & WORLD REPORT

- Recognized for excellence in design, technology and performance in first-ever win from U.S. News 2026 Best Vehicle Brand Awards

FOUNTAIN VALLEY, Calif., Nov. 21, 2025 — Genesis was named Best Luxury Car Brand by U.S. News & World Report as part of the publication's 2026 Best Vehicle Brand Awards.

"At Genesis, we are committed to delivering vehicles that blend timeless design, advanced technologies and a refined driving experience," said Tedros Mengiste, chief operating officer of Genesis Motor North America. "Genesis continues to elevate our product lineup, and this recognition from U.S. News as Best Luxury Car Brand is a testament to our continued focus on exceeding customer expectations."

Genesis' award-winning lineup includes both sedans (G70, G80 and G90) and SUVs (GV60, GV70, GV80 and GV80 Coupe), offering a comprehensive suite of advanced safety and convenience features, including Forward Collision-Avoidance Assist[i], Blind-Spot Monitor[ii], Surround View Monitor, Rear Cross-Traffic Avoidance Assist[iii], Parking Distance Warning, and Highway Drive Assist[iv].

In addition to a focus on leading safety, drivers can enjoy intuitive technology, such as an available 27-inch OLED display integrating the gauge cluster and infotainment system, available Bang & Olufsen® premium audio, Genesis Digital Key, as well as carefully crafted designs that reflect the brand's "Son-nim", or honored guest, elevated hospitality approach.

"Genesis has been consistently crafting world-class products and a premium customer experience for nearly a decade," said Alex Kwanten, Autos managing editor at U.S. News & World Report. "That's reflected in vehicles that regularly upstage established luxury competitors. Four Genesis models top their classes in our rankings, and particularly strong scores from the GV70 and G90 helped clinch this award."

The U.S. News & World Report Best Vehicle Brand Awards evaluate 39 automotive brands across six key segments, including cars, SUVs, trucks, and luxury vehicles. To determine the award winners, U.S. News Best Cars averaged the overall score of all the given brand's products in each award class. The vehicle scores are derived from the U.S. News Best Cars rankings, which take into account a range of data points like safety ratings and reliability data, as well as the consensus opinion of the automotive press. The brand with the highest average score was designated the winner in that specific category. Genesis earned top honors in the luxury category for its consistently high ratings in quality, comfort, and innovation.



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The 2026 Genesis lineup is available now at Genesis retailers nationwide. For more information, customers can visit www.genesis.com.

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