



PRESS RELEASE

GENESIS UNVEILS NEWLY DESIGNED G80

- The newly designed G80 is unveiled, with its official launch slated for the end of December 2023
- The G80 embodies the brand's design philosophy of "Athletic Elegance" with design upgrades, including headlamps built with MLA technology and the Two-Line Crest Grille
- The G80 features an elegant interior that embraces the concept of "Beauty of White Space", integrating high-tech elements, such as a 27-inch-wide display and crystal-like Shift By Wire
- The G80 Sport adds a dynamic and sporty appeal with double-layered Crest Grille and expanded air intakes

SEOUL, Dec. 13, 2023 – Genesis unveiled the newly designed G80 luxury sedan on Wednesday, marking a first model change in nearly four years since its third generation debuted in March 2020.

The G80 boasts design upgrades that embody the essence of Genesis' design philosophy, "Athletic Elegance."

The new dual-mesh design accentuates the sophisticated look of the Two-Line Crest Grille on the front, while the iconic Two-Line headlamps equipped with MLA (Micro Lens Array) technology underscore Genesis' commitment to seamlessly blending in cutting-edge technology with elegant design.

The 20-inch five double-spoke wheel design contributes to a dynamic aesthetic, reminiscent of an aircraft propeller, and strikes a perfect balance with the parabolic line of its side profile.

Rear diffusers with hidden mufflers sport a distinctive V-shape chrome trim inspired by the Crest Grille, reflecting an eco-friendly aspect of the sedan in the age of electrification.

The interior maintains Genesis' design ethos of the uniquely Korean concept of the Beauty of White Space, with a touch of cutting-edge technology to create a sophisticated ambience.

The 27-inch-wide OLED display integrates the cluster and the AVN (Audio, Video, Navigation) screen in a horizontal layout and seamlessly extends to the center fascia, enhancing its high-tech sensibility.

The touch-based HVAC (Heating, Ventilation and Air Conditioning) system thoughtfully offers drivers ease of control.

The redesigned crystal-like Shift By Wire (SBW) ensures a comfortable grip and adds a sense of luxury.

In addition, Genesis revealed the images of the newly designed G80 Sport, differentiated by its dynamic design elements.



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The front features the MLA-powered LED headlamps like the redesigned G80, but the G80 Sport's Crest Grille is reinforced with a double-layered G-Matrix pattern and expanded air intakes that contribute to its high-performance image.

The strong presence of the newly designed bumper and diffusers exudes sportiness, while the addition of black garnish that hugs the rear end further accentuates its silhouette, highlighting the sport sedan's dynamic look.

The G80 Sport offers exclusive interior packages, including a D-cut steering wheel and two types of carbon garnish (red/silver).

Both the G80 and G80 Sport are available in 10 exterior colors, including the newly added Brooklyn Brown, along with four interior color options.

Genesis plans to reveal more detailed specifications closer to the official launch date.