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GENESIS UNVEILS NEWLY DESIGNED GV80 AND GV80 COUPE

- The redesigned GV80 and Genesis' first coupe SUV, the GV80 Coupe, debut in Korea
- The GV80 elevates Genesis' luxurious SUV design with design upgrades including the Two-Line Crest Grille and slim headlamps crafted with MLA technology
- The GV80 Coupe strikes a balance between bold athleticism and sleek elegance with its Parabolic Line and double-layered Crest Grille
- The GV80 creates an elegant interior inspired by 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 GV80 Coupe provides a dynamic driving experience with a 3.5 turbo 48V electric supercharger engine and exclusive features such as Flex Brake and Sports+ driving mode

SEOUL, Sep. 27, 2023 – Genesis unveiled the GV80 Coupe and the redesigned GV80 at an exclusive event held at Genesis Suji in Korea on Tuesday, marking its debut in the coupe SUV segment.

The GV80, Genesis' inaugural SUV that blends luxury aesthetics with cutting-edge technology, has achieved impressive sales figures of over 170,000 units in the global luxury SUV market since its debut in January 2020.

The enhanced GV80 brings the first model change in over three years, featuring the distinct signature of the base model with a comprehensive interior redesign. The model promises an elevated in-car experience with new convenience features for comfort and safety.

The brand-new luxury GV80 Coupe embodies Genesis' design philosophy of "Athletic Elegance." Garnering worldwide attention since the reveal of the GV80 Coupe Concept in April, the GV80 Coupe effortlessly maximizes practicality and sportiness with a distinctive design package, encompassing a dynamic exterior and a sporty, high-tech interior, complemented by a 3.5-liter gasoline turbo 48V electric supercharger (e-S/C) engine.

"Today, we mark an important milestone in our journey to success," Chief Brand Officer of Genesis, Graeme Russell, said during the premiere event. "As the boundaries of luxury continue to be redefined, Genesis believes that the GV80 and GV80 Coupe will cater to the ever-evolving needs of our discerning customers."

The GV80: Refined and Robust Exterior of the SUV

The redesigned GV80 adds luxurious details to the existing model, elevating the experience for drivers and passengers of the GV80.



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The GV80's front includes a newly designed Two-Line Crest Grille and the signature Two-Line headlamps. The Crest Grille refines the model's elegance with smoother corner lines, and the sleek design of the Two-Line headlamps, made possible with MLA (Micro Lens Array) technology¹, underscores Genesis' commitment to the harmonization of state-of-the-art technology and design excellence.

The GV80's robust and athletic SUV persona is accentuated with design elements such as larger air intakes and a wide skid plate on the front bumper, while the Guilloché-patterned² emblem adds an elegant finishing touch to the luxury SUV image.

Along the exterior, a new chrome trim extends seamlessly through the sides, exuding a powerful presence from the front to rear bumper.

Two reinvented wheel designs contribute to the GV80's solid and refined character. The 20-inch design creates a multi-spoke look by intersecting two different spokes with distinct finishings, and the 22-inch option reinterprets the Two-Line design.

At the rear, the muffler tips hidden in the bumper elevate the GV80's sophistication. Key elements of the Genesis design language add to the model's futuristic image with distinctive V-shape chrome trim inspired by the iconic Crest Grille. The lower part of the bumper imparts a sense of stability with its bold body-colored line.

The GV80 offers 12 exterior colors with the new addition of glossy and matte Storr Green.

The GV80: Elegant Interior with High-Tech Sensibility in the Beauty of White Space

The interior of the GV80 is designed to elevate customers' daily lives by offering an in-car luxury experience.

The interior brings to life Genesis' design ethos of the uniquely Korean concept of the Beauty of White

¹ Cutting-edge ultra-precision manufacturing technology to achieve high light output for the headlamp in a compact size

² A decorative technique often seen in luxury watches in which a very precise, intricate, and repetitive pattern is mechanically engraved onto a surface



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Space, incorporating cutting-edge technology to create a sophisticated ambiance. A 27-inch-wide OLED display integrates the cluster and the AVN (Audio, Video, Navigation) screen, exemplifying the harmony in the combination of a high-tech device with luxurious details with its horizontal layout.

Seamless design extends to the center fascia, and the touch-based HVAC (Heating, Ventilation and Air Conditioning) system thoughtfully offers drivers with ease of control.

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

Quality materials and design enhancements add to the GV80's overall elegance, with elements comprising of horn covers with the new Genesis emblem, two-tone-colored steering wheels, an improved pedal design, and crash pads and a center console featuring leather, aluminum, and real wood.

Furthermore, Genesis has accommodated consumer needs with a redesigned wireless smartphone charging tray that enables more convenient charging and provides improved visibility of the phone while it's charging, an enlarged console cup holder, and a knob-type volume/tune adjustment button.

The GV80 comes in a choice of five interior colors, including three new additions: Earth Brown, Bordeaux Brown, and Glacier White.

The GV80 Coupe: Practicality and Sportiness Meet to Define Athletic Elegance

The highly anticipated unveiling of the GV80 Coupe adds a new facet to the Genesis brand, emphasizing a fusion of practicality and sportiness to accommodate any driving lifestyle.

The GV80 Coupe combines the practicality of an SUV, inheriting the design and performance of the base model, with the dynamism of a coupe. The introduction of the GV80 Coupe reaffirms Genesis' unwavering commitment to delivering cars with exceptional performance and emotional appeal.

The exterior creates a high-performance image, boasting an elegant yet daring silhouette, featuring the MLA-powered LED headlamps and double-layered Crest Grille like the redesigned GV80.

The front design is further accentuated with an expanded air intake, Active Air Flap, and four air vents, which improve engine cooling while also contributing to the coupe SUV's bold appeal.



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When viewed from the side, the arch-shaped Parabolic Line spanning the body and the low, sloping roofline strike a perfect harmony, completing the strong and dynamic exterior design. Adding to its sporty profile, the GV80 Coupe grabs attention with Coupe-exclusive 20- and 22-inch wheels with distinctive spokes.

At the rear, the GV80 Coupe features a unique design with LED surface-emitting rear combination lamps and a wide integrated auxiliary brake light on the tailgate. A centrally descending rear spoiler adds a sporty touch.

The GV80 Coupe is available in a range of 13 exterior color options, including the exclusive Bering Blue.

The GV80 Coupe: Coupe-specific sporty design package and ample space

The interior of the GV80 Coupe captures a sporty sensibility with a design unique to a coupe.

The two-tone D-cut steering wheel reinforces its driving dynamics and maintains an elegant interior image. Unique carbon garnish patterns and seats with the coupe-exclusive patterns and stitching further contribute to the refined design.

To minimize the risk of slipping during operation and to maximize high-performance sensibility, metal accents were added on the brake and accelerator pedals³.

Additionally, the GV80 Coupe has optimized the layout of the engine room and chassis and incorporated rear seat reclining functionality to provide a spacious interior. An optimized trunk package and a foldable luggage shelf offer ample space and storage capacity.

The GV80 Coupe allows customers to personalize unique interior spaces, offering a selection of six coupe-specific interior packages.

Outstanding Power Performance with the 3.5 Turbo 48V Electric Supercharger

The GV80 is equipped with two powertrain options: a gasoline 2.5 turbo engine, which delivers a robust 304 horsepower and 43.0 kgf·m of torque, and a gasoline 3.5 turbo engine, which produces a maximum

³ Limited to the gasoline 3.5 turbo 48V electric supercharger model



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output of 380 horsepower and 54.0 kgf·m of torque. The GV80 Coupe offers three engine choices, including the gasoline 3.5 turbo 48V electric supercharger (e-S/C), which features a robust 415 horsepower and 56.0 kgf·m.

This innovative engine compresses air twice – once through the motor in the low engine (rpm) range and again through the 3.5T e-S/C – to advance the maximum torque and improving acceleration response at low and medium speeds.

The GV80 and GV80 Coupe both include advanced driving technologies to provide drivers and passengers with driving stability and a smooth riding experience in any driving environment. Preview Electronic Control Suspension (Pre-view ECS) optimizes control of the suspension by anticipating road conditions, and the second-generation Engine Mounting Control Unit (EMCU) detects road surfaces to reduce driving vibrations. Additionally, crosswind stabilization assists drivers with high-speed driving during strong wind conditions, and Auto Terrain Mode utilizes AI to assess road conditions and automatically adjusts to the appropriate driving mode.

Genesis has achieved best-in-class tranquility, boasting quiet serenity by incorporating noise-absorbing tires, materials, and improving the soundproofing of the tailgate.

In the GV80 Coupe, drivers can replicate the sound of a large-displacement sports coupe's exhaust with Active Sound Design, and allow brake pedal responsiveness customization with Flex Brake feature.

Genesis has introduced additional functions exclusively for the 3.5T e-S/C model, including Sports+ driving mode, Launch Control, and a cluster that displays oil temperature, torque, and turbo pressure, engaging drivers with a more agile and dynamic experience in the car.

Improved Customer Safety and Convenience Features

Genesis has given the newly released GV80 and GV80 Coupe various cutting-edge technologies to offer improved convenience and safety features, enriching the driving experience from departure to arrival.

Independently controlled temperature mode bestows maximum comfort for air-conditioning and airflow from four separate areas, including the driver's seat, passenger seat, and the second and third rows.

The cars come with an array of convenience features, including Digital Key 2, Fingerprint Authentication System, UVC disinfection trays, heated armrests, touch-based handle sensors, and a fragrance system that disperses pleasing scents throughout the car's interior. Other notable additions include a 14.6-inch



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rear-seat display for streaming services and a Bang & Olufsen sound system.

Furthermore, in line with Genesis' utmost priority for safety, both the GV80 and GV80 Coupe come with 10 airbags, including a front-center airbag, and powerful monoblock brake calipers.

New convenience features enhance the driving experience to ensure a smooth and comfortable journey. A Digital Center Mirror (DCM) displays the rearview camera feed, and the Built-In Camera 2 features improved image quality and recording capabilities. Hands On Detection (HOD) allows easy deactivation of ADAS (Advanced Driver Assistance Systems) with a simple touch on the steering wheel.

The upgraded ADAS system is a combination of features that assist the driver, including Lane Following Assist 2 (LFA 2), Forward Collision-Avoidance Assist 2 (FCA 2), Blind-Spot Collision-Avoidance Assist (BCA), Rear Cross-Traffic Collision-Avoidance Assist (RCCA), Remote Smart Parking Assist 2 (RSPA 2), Highway Driving Assist 2 (HDA 2), Smart Cruise Control 2 (SCC 2), Front/Side/Rear Parking Distance Warning (PDW-F/S/R), and Front/Side/Rear Parking Collision-Avoidance Assist (PCA-F/S/R). This system autonomously assesses the driving environment and proactively responds to prevent accidents, ensuring that customers can always enjoy safe and comfortable driving.

Genesis plans to collaborate with renowned designers to showcase the GV80 and GV80 Coupe with an exhibition at Genesis Suji from October 7th to 15th and at the Busan International Film Festival from October 4th to 13th.

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