



PRESS RELEASE

GENESIS GV60 TOPS SMALL PREMIUM SUV SEGMENT IN J.D. POWER 2024 U.S. APEAL STUDY FOR SECOND CONSECUTIVE YEAR

- GV60 ranks best in six study factors, including powertrain, driving comfort, interior, driving feel, getting in/out and setting up/starting

FOUNTAIN VALLEY, Calif., July 25, 2024 — J.D. Power today released its 2024 U.S. Automotive Performance, Execution and Layout (APEAL) Study, naming the 2024 Genesis GV60 top small premium SUV for the second consecutive year. GV60 topped the study in six categories, including powertrain, driving comfort, interior, driving feel, getting in/out and setting up/starting.

“At Genesis, we design our products with the customer top of mind,” said Claudia Marquez, chief operating officer of Genesis Motor North America. “GV60 delivers on this commitment with its sleek silhouette, dynamic high-efficiency motor and host of advanced technologies. We are pleased our customers continue to recognize the excellent design and performance of GV60, our first dedicated EV, in the J.D. Power APEAL Study.”

GV60 was introduced in 2022 as Genesis’ first dedicated electric model. With its distinctive athletic exterior and interior inspired by classic Korean architecture, GV60 embodies the brand’s design ethos of Athletic Elegance and the Beauty of White Space. Its interior features a spacious layout that incorporates upcycled materials with leading safety and technology features. GV60 also features world-first innovative technologies, such as Face Connect and Crystal Sphere, allowing the driver to further connect with and personalize their driving experience.

The J.D. Power U.S. APEAL Study examines new-vehicle owners’ assessments of their experiences with their new vehicle after 90 days of ownership. The study data provides insight on experiences with design, performance, safety, usability, comfort, and other factors.



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