



Genesis Motor North America

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PRESS RELEASE

GENESIS GV60 TOPS SMALL PREMIUM SUV SEGMENT IN J.D. POWER 2023 U.S. APEAL STUDY

- Genesis GV60 ranked first in small premium SUV segment in its first year of eligibility.

FOUNTAIN VALLEY, Calif., July 20, 2023 – Today, the Genesis GV60 was named top small premium SUV in the J.D. Power 2023 U.S. Automotive Performance, Execution and Layout (APEAL) Study.

“We are pleased that our customers have recognized the exceptional design and performance of GV60, our first dedicated electric vehicle, in this year’s APEAL study,” said Claudia Marquez, chief operating officer of Genesis Motor North America. “GV60 represents the brand’s customer-centric focus as our most personalized model yet. With leading technologies like Face Connect, GV60 delivers on our commitment to tailor the vehicle ownership experience to suit customers’ individual needs.”

Introduced in 2022 as Genesis’ first EV model, GV60 represents a bold step towards an all-electric Genesis lineup by 2030. GV60 embodies the Genesis design language of Athletic Elegance and ‘Beauty of White Space’ ethos. Its interior features a spacious layout while incorporating more eco-friendly and recycled materials with leading safety and technology. GV60 also features world-first innovative technologies like 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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At Genesis, we put the customer at the center of every decision we make. Genesis is a global automotive brand that delivers the highest standards of performance, design, safety, and innovation while looking towards a more sustainable future. Genesis designs customer experiences that go beyond products, embodying audacious, forward-thinking, and distinctly Korean characteristics within its unique Athletic Elegance design identity. With a growing range of award-winning models — including G70, G80, and G90 sedans, along with GV60, GV70, and GV80 SUVs — Genesis aims to lead the age of electrification, starting with its Electrified G80 and GV60 electric models. Genesis has stated its commitment to becoming an all-electric vehicle brand by 2030 and to pursuing carbon neutrality by 2035.



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