



PRESS RELEASE

GENESIS RANKS HIGHEST OVERALL IN JD POWER TECH EXPERIENCE STUDY FOR FIFTH CONSECUTIVE YEAR

- GV80 received the Connected Vehicle Award for phone-based digital key in the premium segment

FOUNTAIN VALLEY, Calif., Aug. 21, 2025 — JD Power today designated Genesis as its highest ranked brand overall and in the premium segment in the JD Power 2025 U.S. Tech Experience Index (TXI) StudySM. Genesis earned the top Innovation Index score by offering a range of advanced technologies across its product lineup. This represents the fifth year in a row that Genesis took top honors in the U.S. TXI study. The Genesis GV80 was awarded best connected vehicle technology for a phone-based digital key, known as Genesis Digital Key 2, in the premium category.

“At Genesis, we pride ourselves in making vehicle ownership a personalized experience by treating every customer as our ‘Son-nim,’ or honored guest,” said Tedros Mengiste, chief operating officer of Genesis Motor North America. “We prioritize offering intuitive technologies that enhance the driving experience and are tailored to consumer needs. We’re delighted that these efforts have been recognized by our customers for five consecutive years.”

The Genesis GV80 was awarded the connected vehicle technology award for Genesis Digital Key 2, which allows the owner to access and drive the vehicle using their mobile phone. Genesis Digital Key 2 is compatible with Apple, Samsung and Google Wallet, as well as watchOS and Android Smart Watch.

The TXI Study measures the effectiveness of emerging technologies automotive brands bring to market on a 1,000-point scale. The index combines the level of adoption of new technologies for each brand with excellence in execution. The measurement of execution examines how much owners like the technologies and how many problems they experience using them.

The TXI Study analyzes 40 technologies divided into five categories: comfort & convenience, driver assist, electric vehicle, connected vehicle, and smart vehicle.



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