



PRESS RELEASE

GENESIS RANKS HIGHEST OVERALL IN J.D. POWER TECH INNOVATION STUDY FOR FOURTH CONSECUTIVE YEAR

- GV70 received emerging automation award for front cross-traffic warning technology in premium segment

FOUNTAIN VALLEY, Calif., Aug. 22, 2024 — J.D. Power today designated Genesis as its highest ranked brand overall and in the premium segment in the J.D. Power 2024 U.S. Tech Experience Index (TXI) Study for the fourth consecutive year.

Genesis earned the top Innovation Index score of 584 by offering a range of advanced technologies across its product lineup. In the premium category, the Genesis GV70 was awarded best emerging automation for front cross-traffic warning technology, known as Forward Collision-Avoidance Assist (FCA).

“Genesis is committed to putting our customers’ needs first by offering intuitive technologies that enhance the driving experience,” said Claudia Marquez, Chief Operating Officer of Genesis Motor North America. “Our goal is to make vehicle ownership a personalized experience, and we are delighted that customers continue to find our technologies innovative and tailored to their needs.”

FCA is a comprehensive monitoring system that warns drivers of potential collisions, and if necessary, applies brakes to help prevent them. The system utilizes a front view camera, front radar and front corner radars to detect vehicles, pedestrians, powered two-wheelers and cyclists.

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 the excellence in execution. The measurement of execution examines how much owners like the technologies and how many problems they experience using them.



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The TXI Study analyzes 40 technologies divided into four categories: convenience, emerging automation, energy and sustainability, and infotainment and connectivity.

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