



PRESS RELEASE

GENESIS GV80 NAMED 'LUXURY SUV OF TEXAS' BY TEXAS AUTO WRITERS ASSOCIATION

- GV80 recognized for exceptional in-car experience and elegant design

FOUNTAIN VALLEY, Calif., Dec. 13, 2024 — The 2025 Genesis GV80 was named Luxury SUV of Texas [by the Texas Auto Writers Association \(TAWA\)](#) at the 31st Annual Texas Truck Rodeo, a distinction earned alongside a competitive lineup of leading SUVs.

“The GV80 represents the pinnacle of our commitment to blending ‘Athletic Elegance’ with cutting-edge technology in our SUV lineup,” said Claudia Márquez, Chief Operating Officer of Genesis Motor North America. “Texas is a key market for the GV80 and the Genesis brand, and this recognition from the Texas Auto Writers Association underscores our dedication to delivering vehicles with unparalleled comfort, safety and innovation.”

The newly enhanced 2025 GV80 includes updated exterior design elements and a comprehensive interior redesign that elevates the in-car experience, featuring a 27-inch OLED integrated multimedia cluster and navigation screen.

Over 40 journalists from across Texas tested a variety of vehicles in their respective categories. Votes were based on each vehicle’s interior and exterior quality, value, performance and overall personal appeal. The votes were submitted electronically, calculated by an independent accounting firm, and presented to TAWA for the award announcement.

As winner of the Luxury SUV of Texas category, the 2025 GV80 earns consideration for one of TAWA's highest honors — SUV of Texas — which will be announced at the Houston Auto Show in January 2025.

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