



PRESS RELEASE

GENESIS BRINGS PRESTIGE GRAPHITE TRIM TO GV70 SUV

- Prestige Graphite trim brings dark-tone elements, carbon fiber components and exclusive colors to 2027 GV70
- 2027 GV70 Prestige Graphite will be on display at the New York International Auto Show from April 3-12, 2026

NEW YORK, April 1, 2026 – Genesis today announced the expansion of its Prestige Graphite lineup, adding the trim to its popular GV70 SUV. Following its debut on the G70 sport sedan, the Prestige Graphite trim brings a further sport-oriented option to the award-winning GV70 SUV, reaffirming the brand's commitment to bold designs and refined performance.

"GV70 continues to set the benchmark by seamlessly blending athletic capability, bold designs and everyday versatility," said Tedros Mengiste, chief operating officer of Genesis Motor North America. "The Prestige Graphite trim amplifies GV70's already confident character, making it an ideal choice for those who like to make a bold impression."

The exterior of the 2027 GV70 Prestige Graphite features a darker, performance-driven character that sets it apart from the rest of the lineup. The vehicle has 21" dark metallic glossy alloy wheels that enhance its athletic stance. Complementing the wheels are new, exclusive red brake calipers that emphasize the model's performance orientation and give the exterior a bold touch. Gloss black mirror caps add a sleek, athletic feel, while dark chrome accents applied throughout the exterior further refine GV70's already distinctive styling.

Inside, GV70 Prestige Graphite features Nappa leather seating surfaces with suede inserts and headrest logo embossing, creating a refined yet athletic interior environment. New carbon fiber trim adds a high-performance edge to the cabin's aesthetic and provides a striking visual contrast to the soft touch materials. The unique startup animation further enhances the digital experience from the moment the driver enters the vehicle.

Customers can choose from two new exterior paint colors, Ceres Blue Matte and Bering Blue, both of which deepen the vehicle's visual impact. GV70 Prestige Graphite is also available in Makalu Gray and Uyuni White.

GV70 Prestige Graphite features include:

- Red brake calipers



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- Gloss black mirror caps
- Dark chrome and gloss black exterior accents
- New exterior colors:
 - Ceres Blue Matte
 - Bering Blue
- Interior Ultramarine Nappa leather seating surfaces with suede inserts and Genesis logo headrest embossing
- Unique interior startup animation
- New carbon fiber interior trim

The 2027 GV70 Prestige Graphite will be on display at the New York International Auto Show from April 3-12. More details, including availability and pricing, will be shared soon.

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