PRESS RELEASE

GENESIS EXPANDS PRODUCT PORTFOLIO WITH NEW HYBRID POWERTRAIN; DEBUTS GV80 HYBRID AND G80 HYBRID

- GV80 Hybrid and G80 Hybrid make their North American and global debuts, featuring the first Hyundai Motor Group hybrid system with a liquid-cooled hybrid battery
- Both models feature a 2.5-liter turbocharged hybrid powertrain producing 347 horsepower and delivering fuel efficiency gains of 24% for GV80 Hybrid and 30% for G80 Hybrid compared to their gasoline models[1]
- Improved efficiency also extends driving range, with both models estimated at more than 500 miles[2]
- New hybrid models broaden the Genesis portfolio, pairing advanced technologies with distinctive design and enhanced comfort features

LOS ANGELES, Nov. 19, 2026 — Genesis has unveiled its next-generation hybrid system, marking a new chapter in the evolution of its product portfolio. At an exclusive event in Los Angeles on Nov. 18, the GV80 Hybrid made its North American debut, and the G80 Hybrid made its global debut. Together, GV80 Hybrid and G80 Hybrid extend electrified performance across the brand's SUV and sedan offerings while providing greater flexibility to meet evolving consumer needs.

"The introduction of hybrid powertrains is a significant step forward for Genesis and reinforces our commitment to offering products tailored to the needs of today's discerning drivers," said Tedros Mengiste, chief operating officer of Genesis Motor North America. "GV80 Hybrid and G80 Hybrid deliver the responsive performance, advanced technologies and elevated comfort our customers expect from Genesis, paired with the benefits of increased fuel efficiency."

[1] Based on Genesis internal testing comparing of 19-inch wheel, AWD GV80 Hybrid and G80 Hybrid models to comparable gasoline-powered GV80 and G80 models. Official EPA fuel economy estimates pending certification.

[2] Estimated driving range based on Genesis internal testing. Final EPA fuel economy and driving range estimates pending certification and may differ from preliminary estimates.

PRESS RELEASE

Developed to provide customers with a refined electrified driving experience, the new models integrate advanced hybrid technology with a range of comfort, convenience and connectivity features.

Next-Generation Hybrid Technology

GV80 Hybrid and G80 Hybrid are powered by the Genesis division's next-generation 2.5-liter Turbo Hybrid System. Engineered specifically to highlight the brand's longitudinal, rear-wheel-drive-based architecture and resulting premium driving characteristics, the system utilizes a parallel hybrid configuration consisting of a starter-generator motor and a drive motor that work alongside a gasoline engine.

The new hybrid system delivers quieter operation, and smooth linear acceleration through expanded electric motor engagement across a broad range of driving conditions. Optimized engine clutch control supports rapid acceleration response and improved reacceleration performance, while EV Mode and a new engine crankshaft damper pulley technology help reduce vibration and noise to create a more refined cabin environment.

The Genesis 2.5 Turbo Hybrid System is also the first hybrid system from Hyundai Motor Group to feature a liquid-cooled hybrid battery system. Compared to an air-cooled system, the liquid-cooled battery system enables more efficient temperature management, allowing for higher maximum discharge output and more extensive use of the battery's available power.

By expanding electric motor engagement across a broader range of driving conditions, the Genesis 2.5 Turbo Hybrid System delivers quieter operation and smooth, linear acceleration, creating a driving experience closer to that of an EV.

Additional hybrid-specific features include Stay Mode, which allows climate control and multimedia functions to operate without starting the engine, Hierarchical Predictive Control, which predicts the driving route and road conditions to the destination and optimally manages the battery's state of charge, and Smart Regenerative Braking, which automatically adjusts regenerative braking levels based on navigation and traffic conditions.

Performance

Both models use a 2.5-liter turbocharged hybrid powertrain that produces 347 horsepower and 391 lb.-ft. of total system torque, matching the torque output of the Genesis 3.5-liter twin-turbo V6 for responsive acceleration from a stop. It is paired with a seven-speed automatic transmission featuring adjustable regenerative braking.

PRESS RELEASE

Based on internal testing, GV80 Hybrid and G80 Hybrid will improve fuel efficiency by 24% and 30%, respectively[1] and will deliver a combined output of 347 horsepower, nearly 16% more than their respective gasoline-powered counterparts. Improved efficiency also extends driving range, with both GV80 Hybrid and G80 Hybrid estimated at more than 500 miles[2].

Both models also feature adjustable regenerative braking with manual and Smart settings, allowing drivers to select their preferred level of regenerative braking or use the Smart function to automatically adjust regenerative braking based on driving conditions.

Design

GV80 Hybrid and G80 Hybrid feature a redesigned front grille featuring a three-dimensional G-Matrix inlay, new wheel designs and new exterior colors giving the models distinctive and elevated appearances.

GV80 Hybrid adds all-new 19-inch, 20-inch and 22-inch wheel designs developed specifically for the hybrid model. The GV80 exterior color palate is further refined through the addition of three colors: Seychelles Beige, Cardiff Green and Brunswick Green Matte.

G80 Hybrid introduces new 18-inch and 20-inch wheel designs and an increased overall length of 5.1 inches (130 mm). The G80 Hybrid also debuts new exterior colors inspired by locations and natural elements from around the world, including Wadden Gray, Milos Blue and Barolo Red.

Inside, both models are available with Nappa leather seating surfaces and distinctive quilting patterns on select configurations. GV80 Hybrid introduces four available new two-tone interior color combinations, real-wood trim options and quilting patterns.

Both GV80 Hybrid and G80 Hybrid are also available in Prestige Black models, featuring exclusive Black Ash Wood, alloy wheels and all-black interior and exterior design elements.

Comfort, Convenience and Connectivity

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PRESS RELEASE

GV80 Hybrid and G80 Hybrid both feature a 27-inch OLED integrated instrument cluster and navigation display. Available features include Bang & Olufsen® premium audio, Genesis Digital Key 2 Premium and Active Noise Control-Road.

GV80 Hybrid offers available heated and ventilated second-row seating, Mood Curator, Digital Center Mirror and Remote Smart Parking Assist 2. G80 Hybrid offers available front passenger Ergo-Motion seating, Vision Roof and Electronically Controlled Suspension with Road Preview.

Safety

Both models feature Genesis' comprehensive suite of advanced driver assistance technologies, including Forward Collision-Avoidance Assist 2, Lane Keeping Assist, Lane Following Assist 2, Blind-Spot Collision-Avoidance Assist, Rear Cross-Traffic Collision-Avoidance Assist, Highway Driving Assist 2, and Parking Distance Warning.

Additional available technologies include Surround View Monitor and Blind-Spot View Monitor, which provide added visibility and confidence behind the wheel, as well as Parking Collision-Avoidance Assist.

North American pricing, specifications, and availability for GV80 Hybrid and G80 Hybrid will be announced closer to launch. Customers can visit genesis.com for more information.

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