



PRESS RELEASE

GENESIS G70 PRESTIGE GRAPHITE NAMED 2026 CAR OF TEXAS BY TEXAS AUTO WRITERS ASSOCIATION

- Genesis recognized as TAWA Car of Texas for fourth consecutive year
- G70 Prestige Graphite pairs a 3.3L twin turbocharged V6 engine with advanced technology, refined craftsmanship and elevated cabin

FOUNTAIN VALLEY, Calif., April 24, 2026 – The Texas Auto Writers Association (TAWA) named the Genesis G70 Prestige Graphite its 2026 Car of Texas. G70 Prestige Graphite was recognized for its compelling blend of turbocharged performance, effortless all-wheel drive capability and refined sport-sedan handling. The award builds on a growing list of accolades from TAWA, further highlighting the brand's commitment to delivering an elevated driving experience.

"The Genesis G70 Prestige Graphite embodies Athletic Elegance, elevated craftsmanship and everyday versatility, making it the ideal sport sedan," said Tedros Mengiste, chief operating officer of Genesis Motor North America. "G70 Prestige Graphite delivers an exceptional balance of performance and comfort, which is why it continues to resonate with enthusiasts and everyday drivers alike."

G70 Prestige Graphite delivers a distinctive expression of sport sedan refinement, powered by a 3.3L twin turbocharged V6 engine available in RWD or AWD and paired with a sport electronic controlled suspension (ECS) for poised, engaging road feel. Exclusively finished in Ceres Blue or Vatna Gray, the model stands apart with dark chrome Crest Grille accents and dark finish 19-inch wheels, sharpening Genesis' Athletic Elegance design into a more purposeful, performance-inspired presence.

Inside, the driver-focused cabin makes an immediate statement with Ultramarine Blue Nappa leather and orange contrast stitching, complemented by a microfiber suede headliner and 12.3-inch 3D digital instrument cluster. A full suite of advanced driver assistance technologies enhances comfort, confidence and everyday usability, reinforcing the G70 Prestige Graphite's balance of luxury craftsmanship and engaging capability.

During the Texas Auto Roundup, TAWA journalists and content creators tested and scored vehicles across a sliding scale of key attributes including interior and exterior design, performance, value and overall personal appeal. Vehicles were evaluated in real-world driving conditions, allowing the panel to assess everything from daily usability to overall capability.



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G70 Prestige Graphite stood out amongst a diverse lineup of competitors with its refined craftsmanship and bold on-road capabilities.

“With 300 horsepower, razor-sharp handling, and a bold, sophisticated design, the Genesis G70 redefines what a modern sedan can be,” said Marc Newman, president of TAWA. “Genesis continues its momentum, securing the top award at the TAWA Auto Roundup for the fourth straight year.”

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