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GENESIS GV70 NAMED 2026 WARDS 10 BEST INTERIORS & UX AWARD WINNER

- 2026 Genesis GV70 3.5T Sport Prestige recognized for excellence in interior design and user experience
- 2026 GV70 3.5T Sport Prestige blends modern technology and refined craftsmanship

FOUNTAIN VALLEY, Calif., May 4, 2026 – WardsAuto has named the Genesis GV70 3.5T Sport Prestige a 2026 Wards 10 Best Interiors & UX Award winner, recognizing the SUV for its interior design, technology and user experience. This marks the second Wards 10 Best Interiors & UX award for Genesis following the all-electric GV60 SUV's inclusion in 2023.

"GV70 has become our most popular model in the U.S. as customers resonate strongly with the elevated craftsmanship of its cabin and intuitive technologies," said Tedros Mengiste, Chief Operating Officer of Genesis Motor North America. "This recognition from WardsAuto highlights our focus on designing interiors that enhance the driving experience through a balance of elegance, comfort and usability."

The interior of the 2026 GV70 3.5T Sport Prestige reflects Genesis' "Beauty of White Space" philosophy with clean architecture and elevated materials. Design elements include Nappa leather seating surfaces, carbon fiber accents and a microfiber suede headliner.

Convenience features include an Ergo Motion driver's seat with power lumbar and cushion extension, three zone climate control, enhanced voice recognition controls, and manual rear door shades. The user experience centers on a new 27-inch OLED integrated instrument cluster and display. Also new for 2026 is Terrain Mode which optimizes vehicle performance based on road conditions – snow, mud or sand.

Genesis' suite of driver assistance technologies includes integrated camera and sensor-based systems, including Highway Driving Assist 2, Forward Collision Avoidance Assist, and Rear Cross Traffic Collision Avoidance Assist. Additional technology features include Bang & Olufsen® premium audio, Genesis Connected Services, and Genesis Digital Key 2.

GV70 is a sport-oriented expression of the Genesis SUV lineup, shaped by the brand's "Athletic Elegance" design philosophy. Its confident proportions and fluid exterior lines set the stage for a cabin that prioritizes refinement and comfort. In the 3.5T Sport Prestige form, the ride and suspension technologies work together to deliver a smooth driving experience. Exterior details reinforce the GV70 3.5T Sport Prestige's confident presence, including 21-inch sport



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alloy wheels, exclusive air intake, dark chrome rear diffuser, dual single muffler tips, multi-lens array (MLA) headlamps and a redesigned G-Matrix Crest Grille.

"This GV70 oozes style and luxury, with its sweeping dash, touch of chrome finish on doors, console and steering wheel and carbon-fiber material on doors and console," said Dave Zoia, judge, WardsAuto. "The quilted seats and splash of color from its orange seatbelts and accent stitching supply the finishing touches. The large, curving screen provides the perfect interface to Genesis' top-notch infotainment tech. The bottom line: The GV70 strikes all the right chords."

The annual Wards 10 Best Interiors & UX Awards honor vehicles that set new benchmarks in cabin design and usability. Winners are selected through comprehensive daily driving evaluations conducted by WardsAuto judges, who assess interior aesthetics, material quality and fit and finish, connectivity and infotainment, comfort and usability of controls, driver assistance technologies and overall value. For 2026, the awards highlight a broader industry movement toward serene cabin environments paired with advanced, thoughtfully integrated user experience technologies.

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