



PRESS RELEASE

GENESIS GV70 NAMED 'LUXURY SUV OF THE YEAR' BY NORTHWEST AUTOMOTIVE PRESS ASSOCIATION

- Redesigned GV70 impresses with advanced technology, enhanced ride and handling, and elevated cabin experience

FOUNTAIN VALLEY, Calif., May 23, 2025 — Automotive media professionals from the Northwest Automotive Press Association (NWAPA) have named the 2026 Genesis GV70 the Northwest Luxury SUV of the Year, following two days of testing at the Mudfest 2025 Outdoor Vehicle of the Year Competition.

The award recognizes the GV70's bold design, real-world performance and advanced technology among a field of top competitors.

"The GV70's combination of stunning design, refined performance and cutting-edge technology proved its strength across every challenge at Mudfest," said Tedros Mengiste, Chief Operating Officer of Genesis Motor North America. "The GV70 provides a fun and engaging driving experience in a variety of different conditions. This award is a testament to the model's capabilities and Genesis' growing appeal among customers in the Pacific Northwest."

Redesigned for the 2026 model year, the GV70 features an updated front and rear fascia, a bold Crest Grille, and Genesis' signature Two-Line micro-lens array (MLA) headlamps. The GV70's interior introduces an enhanced cabin with a sweeping 27-inch OLED multimedia display, updated dashboard layout, Bang & Olufsen premium sound system and high-end materials throughout, including Nappa leather seats and microsuede headliner. The twin-turbocharged 3.5-liter V-6 engine and electronically controlled suspension deliver confident performance in a variety of conditions.

"Always an engaging vehicle, the changes made to the 2026 Genesis GV70 elevate it to a new level of luxury," said Tom Voelk, President of the Northwest Automotive Press Association. "This is a vehicle that takes its premium mission seriously with new refinements, technology and design details that shoppers will want to experience. NWAPA voting members clearly feel this should be on people's test drive list."

Now in its 31st year, NWAPA's Mudfest competition brings together over 20 automotive media professionals to evaluate more than 20 vehicles in real-world conditions. Day one testing focuses on paved-road performance, including acceleration, handling and braking, while day two challenges vehicles on a custom off-road course to assess traction, ground clearance, articulation and driver-assistance features.

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