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GENESIS ELECTRIFIED GV70 TAKES HOME 'PREMIUM CAR OF THE YEAR'

- Genesis Electrified GV70 awarded Premium Car of the Year at Scottish Car of the Year Awards 2025
- The win marks the second title awarded to GV70 by the Association of Scottish Motoring Writers after winning "Best Large SUV" in 2022
- The award follows after the model benefited from significant mid-cycle enhancements in 2025

LONDON, Nov. 28, 2025 — Genesis has taken home the enviable title of "Premium Car of the Year" for the recently updated Electrified GV70 following the Scottish Car of the Year Awards 2025.

In 2022, the GV70 range - including Electrified GV70 - was awarded "Best Large SUV," marking the second award win bestowed by the Association of Scottish Motoring Writers for the model. Following the Electrified GV70's refresh in 2025, the enhancements have earned the model the top spot in the Premium category against tough competition from luxury competitors.

"It is a true testament to the Electrified GV70 that it has now received two awards at the prestigious Scottish Car of the Year Awards," said Ben Sargeant, Director of Genesis UK and Customer Strategy, who accepted the award on behalf of the brand.

"At Genesis we strive to continuously elevate our products and support our customers through our 'Son-nim' customer-centric approach. This can be seen in the thoughtful updates in the newest Electrified GV70 model, bringing a sense of exclusivity to the SUV segment. Thank you to the Association of Scottish Motoring Writers for the award; it is an honor to receive the recognition particularly given the brand's strong ties and investment in Scotland."

Category winners are voted for by members of the Association of Scottish Motoring Writers, who praised the Electrified GV70 for its performance, refinement and superior interior. Ally Ballingall, President of the Association of Scottish Motoring Writers, remarked: "The Genesis Electrified GV70 secured the Premium award for its masterful mix of luxury, refinement and electric performance. Judges admired its serene cabin, exceptional build quality and effortless, near-silent power delivery. In particular its superb interior with its premium feel elevated it above established rivals. With distinctive design and a truly impressive driving experience, it proved an outstanding winner."

Mid-cycle updates to the Electrified GV70 saw the model gain a bigger battery of 84 kWh, increasing range yet maintaining Genesis' quick charging speeds of 10 to 80 percent in just 19 minutes. Building upon the existing level of luxury in the cabin, recent updates included a new



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panoramic 27-inch OLED display, premium soft touch materials and new aluminum interior accents, combining with “Milky Way” patterned mood lighting to create an elegant and sophisticated feel.

The refresh introduced selectable Virtual Gear Shift technology, which simulates the behavior of a conventional gearbox and offers a deeper level of control and engagement, whilst retaining “Boost Mode,” allowing drivers to unlock the full 490 PS of power when required.

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