



PRESS RELEASE

GENESIS G80 AND G90 SECURE TOP SAFETY PICK+ HONORS

- 2024 Genesis G80 sedan and G90 flagship sedan upgraded to TOP SAFETY PICK+ designation for vehicles built after October 2023
- Improvements to rear occupant protection reflect brand's strong commitment to customer safety

FOUNTAIN VALLEY, Calif., May 3, 2024 — The Insurance Institute for Highway Safety (IIHS) announced that the 2024 Genesis G80 sedan and G90 flagship sedan have earned TOP SAFETY PICK+ (TSP+) recognition.

The TSP+ award applies to 2024 model-year vehicles built after October 2023, when Genesis modified the rear seat belts in the G80 and G90 to improve rear occupant protection. Cars built before that date still qualify for the TOP SAFETY PICK award.

IIHS' top safety award identifies the best vehicle choices for safety within size categories during a given year. This year's evaluation upgraded G80 and G90 from their previous TOP SAFETY PICK ranking. G80 and G90 now join the 2024 GV60 and GV80 with top honors.

"The top IIHS rating for G80 and G90 vehicles built after October 2023 proves our commitment to safety remains firm," said Brian Latouf, Global Chief Safety and Quality Officer for Genesis. "With two more vehicles added to the growing lineup of Genesis models proudly bearing the TOP SAFETY PICK+ designation, customer safety remains a top commitment for the brand."

To qualify for IIHS TSP+, a vehicle must earn:

- Good ratings in the small overlap front, and updated side tests
- Acceptable or good headlights standard across all trims
- Advanced or superior ratings for pedestrian front crash prevention



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To earn the TSP+ award this year, an acceptable or good rating in the updated moderate overlap front test is required, while a good rating in the original moderate overlap front test remains sufficient for the lower-tier TOP SAFETY PICK.

Each vehicle in the Genesis line-up offers standard advanced safety features that help avoid crashes and provide advanced occupant protection when crashes do occur.

The 2024 Genesis G80 and G90 sedans are equipped with the latest in safety and driver assistance technologies, including:

- 10 standard airbags, including front center airbag between the driver and center console, minimizing collision damage between driver and passengers.
- Forward Collision-Avoidance Assist which can help mitigate the risks of collisions with detected vehicles, pedestrians and cyclists in certain conditions.
- Blind-Spot Collision-Avoidance Assist and Rear Cross-Traffic Collision-Avoidance Assist, helping reduce the chance of potential impact with a vehicle that is detected in the blind spot.
- An innovative platform — with strong focus on safety — including passenger compartment protection and reinforcement areas using advanced high strength steel for rigidity and safety.
- Genesis Connected Services and Connected Care, providing always-on connection and allowing for peace-of-mind safety features like Automatic Collision Notification, Enhanced Roadside Assistance and SOS Emergency Assistance when the vehicle has access to a cellular network connection.
- Other convenience features include Hands On Detection (HOD) steering wheels, Lane Keeping Assist, Remote Smart Parking Assist 2 (RSPA 2), Parking Collision-Avoidance Assist (PCA-F/S/R), Built-In Cam 2 and Digital Center Mirror.

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