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GENESIS SURGES TO SECOND OVERALL IN JD POWER 2026 US INITIAL QUALITY STUDY

- Genesis rises seven positions to earn second overall in the JD Power 2026 U.S. Initial Quality Study
- G70, G80 and GV80 each achieve top-three finishes in their respective segments
- Significant improvements from G80 drive results

FOUNTAIN VALLEY, Calif., July 1, 2026 — Genesis has achieved a No. 2 overall finish in the JD Power 2026 U.S. Initial Quality StudySM, climbing seven positions from ninth place in 2025. This significant improvement reflects continued progress across the Genesis lineup and a strong showing in key vehicle segments.

Genesis delivered exceptional results across multiple categories, including top three finishes for the G70 compact premium car, G80 upper midsize premium car and GV80 upper midsize premium SUV. These recognitions underscore the brand's ongoing focus on craftsmanship, engineering and owner satisfaction in the first 90 days of ownership.

"Genesis continues to push forward with a strong commitment to excellence in every aspect of the vehicle ownership experience," said Tedros Mengiste, chief operating officer of Genesis Motor North America. "As we continue to expand our product offering, we are pleased to see SUVs and sedans across our lineup receiving top accolades in industry tests. This JD Power rankings further highlights our relentless pursuit for excellence in quality and reinforces the trust our customers place in the Genesis brand."

Driving the brand's rise were substantial improvements from the G80 sedan. The model saw meaningful reductions in reported customer issues, with gains concentrated in infotainment systems, features and controls, and overall usability.

Finishing second in its segment, GV80 posted strong, broad-based gains across multiple quality attributes including infotainment, features/controls and exterior and ranked among the top performers in the Upper Midsize Premium SUV segment, continuing to demonstrate the model's strength.

"Earning the No. 2 overall ranking in the JD Power Initial Quality Study is a meaningful milestone for Genesis and reflects the entire organization's dedication to delivering vehicles of the highest standards," said Barry Ratzlaff, chief customer officer, Genesis Motor North America. "The continued momentum on GV70, GV80 and our sedan lineup highlight our ability



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to listen to customers, act quickly and continuously refine the experience. These rankings are a testament to the collaboration across our organization and our commitment to setting new standards for quality.”

Study Highlights:

- Overall industry initial quality improved significantly year over year, with fewer problems reported across nine of 10 categories evaluated.
- Initial quality is measured by problems per 100 vehicles (PP100) during the first 90 days of ownership; a lower score indicates higher quality.
- JD Power’s 2026 study is based on responses from 78,514 purchasers and lessees of new 2026 model-year vehicles.
- Infotainment is the only category showing increased challenges, driven primarily by smartphone connectivity issues such as Android Auto and Apple CarPlay integration.

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