



PRESS RELEASE

GENESIS ELECTRIFIED G80 NAMED COMPANY CAR OF THE YEAR 2025

- Genesis Electrified G80 wins Company Car of the Year 2025 award in the upper mid-range import category
- Awards ceremony took place during IAA Mobility in Munich
- Genesis also presents new models and electric mobility at the IAA

FRANKFURT, Germany, Sept. 12, 2025 — The Genesis Electrified G80* was named the winner in the imported upper mid-size category at yesterday's Company Car of the Year 2025 awards ceremony. The prestigious award was presented at IAA Mobility in Munich.

The Company Car of the Year award recognizes the best vehicles for commercial use in 17 categories. A total of 266 models were nominated. An independent jury of fleet experts first selected three favorites per category and then, optionally, the best import models.

"We are delighted that the Genesis Electrified G80 impressed the jury. This award confirms our claim to set standards in the demanding fleet segment with timeless design, state-of-the-art technology and premium service," explains Christian Henkes, Head of Marketing at Genesis Motor Germany.

The Genesis Electrified G80 impresses in the 2025 model year with striking innovations such as a 94.5 kilowatt-hour battery for ranges of up to 570 kilometers, rear-axle steering and a wheelbase extended by 13 centimeters. Inside, a seamlessly integrated 27-inch OLED display provides a luxurious high-tech experience. The generous standard equipment includes a new 17-speaker audio system from Bang & Olufsen with Dolby Atmos, which guarantees an immersive sound experience. At the beginning of the year, the Genesis Electrified G80 received recognition in the Car and Driver Editors' Choice Awards 2025, where it was honored alongside other Genesis models for its design, technology and driving comfort.

The awards ceremony follows on from other highlights for Genesis at IAA Mobility. On Tuesday, the brand presented its model portfolio at the Genesis Studio Munich on Theatinerstrasse. The revamped GV60 celebrated its German premiere and the official start of orders. Visitors can also experience the brand's electric models — including the Electrified G80, Electrified GV70 and GV60 — during test drives on the IAA Blue Lane. With the presentation of the GV60 Magma Concept, Genesis also provided a glimpse of future high-performance models.

*The models and engines have the following fuel consumption and emission values:



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Genesis Electrified G80 – WLTP combined energy consumption: 18.1 kilowatt-hours/100 kilometers; CO₂ emissions: 0 grams/kilometer; CO₂ class: A.

Genesis GV60 – WLTP combined energy consumption: 16.7–19.0 kilowatt-hours/100 kilometers; combined CO₂ emissions: 0 grams/kilometer; CO₂ class: A.

Genesis Electrified GV70 – Combined energy consumption: 19.4 kilowatt-hours/100 kilometers; CO₂ emissions: 0 grams/kilometer; CO₂ class: A.

The specified fuel consumption and emission values are determined based on the Worldwide Harmonized Light Vehicles Test Procedure (WLTP). For vehicles newly type-approved since January 1, 2021, the official figures are only available according to WLTP.

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