



PRESS RELEASE

ELECTRIFIED G80 AND ELECTRIFIED GV70 AWARDED CANADIAN ELECTRIC CAR AND CANADIAN ELECTRIC UTILITY VEHICLE OF THE YEAR

- Genesis takes home two 2024 Canadian Car of the Year awards
- Brand dominates electric vehicle categories
- Genesis Electrified G80 and Electrified GV70 named the 2024 Canadian Electric Car of the Year and 2024 Canadian Electric Utility Vehicle of the Year respectively

TORONTO, Feb. 15, 2024 – The Genesis Electrified G80 and Electrified GV70 have been recognized as the best in their class by the Automobile Journalists Association of Canada (AJAC), which today named the vehicles 2024 Canadian Electric Car of the Year and 2024 Canadian Electric Utility Vehicle of the Year.

Since the brand's introduction to the Canadian market in 2016, Genesis' human-centered approach and uncompromising attention to detail have stood out among judges and consumers alike, making it one of the fastest-growing automotive brands in Canada.

Reflecting the brand's commitment to transitioning to a fully electric lineup, the Electrified G80 establishes an unprecedented benchmark for electric luxury sedans through its elegant design, impressive performance and efficiency.

Introduced for the 2023 model year, the Electrified GV70 is the third fully electric vehicle to join the Genesis lineup, reflecting the brand's commitment to electrification. Designed to elevate the electric driving experience, the GV70 stands out for its seamless blend of iconic styling and performance paired with cutting-edge technology and innovation in electric mobility.

"As we embark on new ventures and push boundaries in our pursuit of innovation, we're delighted by the enthusiastic reception our vehicles continue to garner from industry experts," said Eric Marshall, Director of Genesis Motors Canada. "We thank the esteemed AJAC jurors for acknowledging our efforts and dedication to excellence."

Semi-finalists of the four Canadian Car of the Year (CCOTY) categories are selected following thorough, real-world evaluation. The 48 voting AJAC members from across Canada test each vehicle they vote on, evaluating a wide range of factors, including performance, technology, design and value. This year's results were tabulated from over 600 anonymous ballots and verified by the audit and advisory firm KPMG. The results are kept confidential until winners are unveiled on stage at the kick-off of the Canadian International Auto Show in Toronto.

"Integrating electric vehicles into its lineup just three years ago, Genesis has swiftly positioned it as a luxury leader in electrification with two of its models securing two prestigious accolades," said Evan Williams, President of AJAC. "This remarkable achievement, as recognized by AJAC, not only showcases Genesis's commitment to luxury and innovation but also underscores its excellence in crafting vehicles that set the gold standard in the EV segment."