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2026 GENESIS G70 PRESTIGE GRAPHITE NAMED LUXURY VEHICLE OF TEXAS BY TEXAS AUTO WRITERS ASSOCIATION

- 2026 G70 Prestige Graphite recognized for its refinement, performance and overall driving experience
- Genesis has been awarded Luxury Vehicle of Texas for four consecutive years

FOUNTAIN VALLEY, Calif., March 27, 2026 — The Texas Auto Writers Association (TAWA) has named the 2026 Genesis G70 Prestige Graphite its Luxury Vehicle of Texas. Genesis has been awarded Luxury Vehicle of Texas for four consecutive years, reinforcing the brand's continued momentum in the Lone Star State and underscoring its commitment to delivering bold design and refined performance.

"This recognition of G70 Prestige Graphite from the Texas Auto Writers Association reflects our commitment to craftsmanship and performance," said Tedros Mengiste, chief operating officer of Genesis Motor North America. "G70 continues to resonate with enthusiasts and everyday drivers alike, delivering a refined yet dynamic experience."

TAWA's panel of automotive journalists and content creators evaluated vehicles based on a sliding scale across key criteria including interior, exterior, performance and overall personal appeal. They tested vehicles on the road during the Texas Auto Roundup, an annual event designed to evaluate and recognize standout vehicles across performance, refinement and innovation categories.

G70 Prestige Graphite distinguished itself amongst a diverse lineup of competitors with its athletic driving character, enhanced craftsmanship and distinctive design.

"The Genesis G70 redefines the modern sports sedan, achieving a rare harmony between elevated luxury, razor-sharp handling, and confident, linear power delivery," said Marc Newman, president, TAWA. "Its exceptional level of refinement and dynamic precision sets a benchmark that even the most established European competitors find challenging to match."

G70 Prestige Graphite blends confident performance with refinement, powered by a 3.3L twin turbocharged V6 engine available in RWD or AWD and enhanced by a sport electronic controlled suspension (ECS) for composed and engaging handling. G70 Prestige Graphite comes exclusively in Ceres Blue or Vatna Gray paint and features dark chrome accents on the Crest Grille and dark-finish 19-inch wheels.

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Inside, the driver-focused cabin features Ultramarine Blue Nappa leather with orange contrast stitching, a microfiber suede headliner and a 12.3-inch 3D digital instrument cluster. Advanced driver assistance technologies further elevate comfort, confidence and everyday usability.

The 2026 G70 Prestige Graphite has a starting MSRP of $56,900 and is currently available at Genesis retailers nationwide.

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