

GENESIS ANNOUNCES PRICING FOR NEW 2018 G80 SPORT TRIM AND ENHANCED MODEL LINE

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- New 3.3-liter twin-turbocharged V6 joins the 5.0-liter V8 and 3.8-liter V6 as a welcome engine option
- Modern design updates and standard feature enhancements throughout the vehicle offer world-class luxury and driver convenience
- Expanded standard safety features for 2018 provide the most comprehensive suite of safety technology within the midsize luxury segment

FOUNTAIN VALLEY, Calif., April 20, 2017 - Genesis today announced pricing details for the 2018 G80 luxury midsize sports sedan starting at \$41,750. In only the second year of its life cycle, the G80 has received numerous key engineering and design improvements for the new model year, including the availability of a new 3.3-liter twin-turbocharged V6 GDI engine that provides an ideal combination of spirited performance and efficiency. The 3.3L turbocharged V6 engine is exclusively equipped on the new 2018 Genesis G80 Sport trim which is arriving next month at Genesis retailers with a MSRP of \$55,250 (RWD). The rest of the enhanced 2018 Genesis G80 line

up powered by the 5.0-liter V8 and 3.8-liter V6 will be available this Summer.

"We are especially excited about adding the new Sport trim to the enhanced 2018 G80 model line," said Erwin Raphael, general manager of Genesis in the U.S. "The multiple engineering and design enhancements in only its second year make a powerful statement about how the Genesis brand is on a never-ending mission to provide our customers with the best automobile possible, while achieving improved performance capability and competitiveness within the midsize luxury sedan segment."

2018 GENESIS G80 - PRICING STRUCTURE

2018 GENESIS G80	ENGINE	DRIVETRAIN	MSRP
G80 3.8	3.8L V6 GDI	RWD	\$41,750
		AWD	\$44,250
G80 3.3T Sport	3.3L Twin-Turbo V6	RWD	\$55,250
		AWD	\$57,750
G80 5.0 Ultimate	5.0L V8 GDI	RWD	\$57,000
		AWD	\$59,500

*MSRP excludes \$975 freight charge

[Click here for more information on the 2018 Genesis G80's Pricing & Packaging](#)

For 2018, the Genesis G80's bold design is tastefully enhanced with an updated grille and lower bumper fascia along with available LED headlights featuring Dynamic Bending Light for enhanced visibility. Complementing the sleek and distinctive exterior, the 2018 G80 features a striking new 18-inch alloy wheel design as a standard feature. Around the rear, a revised slim-type high mount brake light and lower rear bumper area with a new chrome accent differentiate the latest model.

Inside the richly appointed and spacious Genesis G80 interior, the design aesthetic, convenience features and functionality have been improved. The front tray console, analog clock and rear

view mirror designs have all been upgraded, while the front and rear door premium audio speaker grille now features an upscale stainless aluminum finish. The driver's gauge cluster now sports a new analog fuel meter instead of the previous digital design. Android Auto® and Apple CarPlay® are now standard on all G80 models, while a second USB charging port has been added to the front seat console storage along with available Qi wireless charging for added convenience. Additional enhancements have been included with the Lexicon® Premium audio system including Quantum Logic® Surround and Clari-Fi™ music restoration technology, for an even better in-vehicle audio experience.

All Genesis G80 models come equipped with a plethora of advanced safety technologies for superior passenger and vehicle protection. The 2018 Genesis G80 further ups the ante for vehicle safety with the addition of Pedestrian Detection to the Automatic Emergency Braking (AEB) system as well as Driver Attention Alert as new no-cost standard safety features. Additionally, an available 360 degree multi-view camera system with four exterior cameras provides a clear view of outside surroundings.

2018 GENESIS G80 STANDARD SAFETY FEATURES COMPARISON

Standard Safety Features	2018 Genesis G80	2017 Lexus GS	2017 Mercedes E300	2017 BMW 530i	2017 Volvo S90
Automatic Emergency Braking w/ Pedestrian Detection	S	S	S	O	S
Driver Attention Alert	S	N/A	S	N/A	S
Blind Spot Detection	S	S	O	O	O
Rear Cross-traffic Alert	S	S	O	O	O
Lane Keep Assist	S	S	O	O	S
Lane Departure Warning	S	S	O	O	S
Smart Cruise Control w/ Stop/Start	S	S	O	O	S
High Beam Assist	S	S	O	O	O

Rearview Camera	S	S	O	O	S
Haptic Steering Wheel	S	S	O	O	S
Pre-Active Seatbelt	S	S	S	N/A	S

For 2018 the Genesis G80 now offers three responsive engine options. The 311 horsepower Lambda 3.8-liter GDI V6 and available 420 horsepower Tau 5.0-liter GDI V8 are both paired with a smooth shifting 8-speed automatic with SHIFTRONIC®, maximizing both performance and fuel efficiency. Further enhancing the sedan's performance capabilities, the new G80 Sport trim features a 3.3-liter twin-turbo V6 with 365 horsepower and 376 lb-ft. of torque matched to a sport-tuned eight speed automatic transmission and an enhanced Continuous Damping Control (CDC) suspension, all combining to provide exhilarating acceleration with an agile ride. All G80 models feature intelligent drive mode select, which allows drivers to select from four driving modes (Normal, Eco, Snow, Sport). For added capability in all weather conditions, the option of AWD is available on all models, with RWD being standard. The advanced G80 platform, validated in the world's most challenging driving environments, has been further enhanced to deliver an improved balance of ride comfort with precise handling capabilities.

2018 Genesis G80 Sport



In addition to the exclusive dynamic 3.3-liter turbocharged powertrain, the new G80 Sport trim offers eye-catching exterior trim enhancements including a revised cross-hatched dark chrome grille, sporty front bumper, and LED headlamps lenses with signature Genesis copper accents around the bulbs. Black mirror covers, sport rocker molding, and all-new dark chrome 19" wheels with distinctive copper accents veil upgraded brakes with Genesis-branded front calipers. Finally, a dark chrome quad exhaust layout, a sport lower bumper diffuser, and dark-tinted taillight lenses complete the G80 Sport's aggressive look.

Two new exclusive colors are available on the G80 3.3T Sport-Polar Ice and Sevilla Red-in addition to the available Casablanca White and Caspian Black.

The already opulent G80 cabin is further enhanced in a stylish sport theme with either black or gray leather sport seats, featuring contrasting stitching and unique copper accents in the perforations. Sleek carbon fiber interior trim on the doors and dash, and a black microfiber suede headliner surround passengers, while the driver will immediately notice the alloy sport pedals and the thicker sport steering wheel with contrasting stitching.

Genesis Experience

The Genesis automotive brand takes the luxury vehicle ownership experience to an unparalleled new level within the midsize luxury vehicle segment, featuring exclusive consumer focused programs and amenities. From service valet appointments scheduled using the Genesis Intelligent Assistant mobile app to complimentary maintenance and Genesis Connected Services, the Genesis Experience is designed to provide the luxury of allowing better convenience and more efficient use of time for Genesis owners.

- 3 years/36K miles Complimentary Scheduled Maintenance
- 3 years/36K miles Complimentary Service Valet
- 3 years Complimentary Genesis Connected Services (including Connected Care, Remote, and Guidance)
- 3 years Complimentary SiriusXM® Travel Link (Traffic & Data)
- 3 years Complimentary Map Care - Annual map updates
- Best-in-Industry Warranty with Enhanced Roadside Assistance and Concierge Service

Every Genesis model also offers Genesis Connected Services to provide advanced telematics with seamless connectivity directly into the vehicle with technology like Destination Search powered by Google®, Car Finder, Enhanced Roadside Assistance, and Stolen Vehicle Recovery.

With a three year complimentary subscription, Genesis Connected Services further enhances driver and passenger safety with SOS Emergency & Automatic Collision Notification (ACN) to provide peace of mind. Furthermore, Amazon Alexa compatibility allows customers to send remote voice commands such as Remote Door Lock/Unlock and Remote Start with Climate Control directly to the vehicle through Genesis Connected Services and an Alexa-enabled device. Genesis Connected Services can also easily be accessed from the controls located on the center stack, the rearview mirror, the internet through the MyGenesisUSA.com website or via an exclusive Genesis owners' smartphone app

Genesis Motor America

Genesis Motor America, headquartered in Fountain Valley, Calif., distributes, markets and services Genesis vehicles in the United States. Genesis is an all-new global luxury automotive brand that delivers 'human-centered' luxury and the highest standards of performance, design and innovation. A total of six new Genesis models will launch by 2021 and will compete with the world's most renowned luxury car brands. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services.

For more information on Genesis and its new definition of luxury please visit www.genesis.com

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