

PRESS RELEASE

Genesis G70 named GOOD DESIGN® award winner

15 January, 2018 - In December it was announced that the Genesis G70 won 2018 GOOD DESIGN® awards. Genesis joins leading transportation, electronic, consumer and lifestyle product brands in receiving the annual awards from The Chicago Athenaeum Museum of Architecture and Design. The Genesis G80 Sport and GV80 Concept won awards in the previous year's judging.

"At Genesis we believe in the power of design to inspire - and express - our clients' inner spirit," said Luc Donckerwolke, Chief Designer of Genesis. "The G70 demonstrates what we mean by a balance of athleticism and elegance. The GOOD DESIGN® awards are a welcome acknowledgement of our team's passionate dedication to design."

The award, the oldest for design excellence, was founded in 1950 by the legendary Eero Saarinen, Charles and Ray Eames, and architecture historian and philanthropist, Edgar Kaufmann, Jr. This year's jury met in Los Angeles and New York, selecting award-worthy products from 47 countries.

The G70 is the third of six new Genesis models slated to debut by 2021, and the final sedan of the line-up. As the first Genesis model in the highly competitive entry-level luxury segment, G70 will outperform legacy luxury sport sedans with driver-focused performance. G70 resets benchmarks and expectations among luxury sport sedans, with holistic integration of performance, body strength, refined luxury and aerodynamic design.

-Ends-



GENESIS

PRESS RELEASE

About Genesis

Genesis is a global luxury automotive brand that delivers the highest standards of performance, design and innovation. Genesis strives to make a positive difference in the lives of discerning customers, thus becoming an important element of their lifestyle.

Experience more at www.genesis-motors.com.au



GENESIS