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## GENESIS G70 NAMED 2019 NORTH AMERICAN CAR OF THE YEAR

**DETROIT, Mich., January 14, 2019** - Today, the Genesis G70 was awarded the 2019 North American Car of the Year. In receiving this highly coveted industry award, Genesis joins leading luxury and mainstream automotive brands to have won the award and stands as the youngest brand to have done so.

“At Genesis, our brand and products must perfectly match our customers’ lifestyles, mindsets and desires,” said Manfred Fitzgerald, Executive Vice President and Global Head of the Genesis Brand. “This award is a testament to the G70, which combines luxury with sports-focused elegance. And now, for the entire Genesis brand, I’d like to thank the North American Car of the Year jury for taking the time to see and experience our design and engineering teams’ intent.”

“For a still-young brand, winning this highly prestigious award, as well as the other significant awards the G70 has collected, will certainly give Genesis a presence boost in the marketplace,” said Erwin Raphael, Executive Director, Genesis Motor America. “We’re thrilled to give more people the opportunity to get behind the wheel and experience the compelling qualities and capabilities the expert NACTOY jurors voted for.”

“The Genesis G70 is a game changer for the sedan market,” said Lauren Fix, NACTOY President. “G70 offers a sophisticated, impressive vehicle that delivers an inspired driving experience, safety and technology at a reasonable price.”

The award is bestowed annually upon the car that achieves benchmark status based on innovation, design, safety, handling, driver satisfaction and value for the dollar. The verdict was decided for 2019 by 54 jurors from outlets in the United States and Canada.

As the first Genesis model in the highly competitive entry luxury segment, G70 outperforms 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. Pricing starts at \$34,900.

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## Genesis Motor America

Genesis Motor America, LLC is headquartered in Fountain Valley, Calif. Genesis is a global luxury automotive brand that delivers the highest standards of performance, design and innovation. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services. In just the first half of 2018, Genesis has won highest-ranked brand in the automotive industry awards for quality and owner satisfaction from industry experts such as J.D. Power, AutoPacific, and Strategic Vision.

For more information on Genesis and its new definition of luxury, please visit [www.genesis.com](http://www.genesis.com).

Please visit our media site for the latest news at [www.genesisnewsusa.com](http://www.genesisnewsusa.com).

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