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GENESIS WINS 2015 GOOD DESIGN AWARD FOR RANGE-TOPPING G90 LARGE LUXURY SEDAN



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- Brand-new large luxury sedan G90 gains recognition for design excellence
- Investment in premium design rewarded by oldest and most prestigious architecture and design award in the industry
- Winning design products selected from thousands of submissions

December 23, 2015 – Only a few weeks after it was unveiled, the All-new Genesis G90 large luxury sedan has earned a prestigious accolade at the 2015 GOOD DESIGN Awards. The annual awards are conferred by The Chicago Athenaeum: Museum of Architecture and Design, and The European Centre for Architecture Art Design and Urban Studies, in recognition of the world's most innovative and cutting-edge industrial, product, and graphic designs.

“I believe this award will help the Genesis brand gain valuable further profile as it establishes a foothold in the North American luxury car market. Genesis focuses on articulating brand values through exemplary design – a characteristic which will be evident in all of our future range of models. This early endorsement of our approach bodes well for our future product line-up,” said Byung-Seob Lee, Senior Vice President and Head of the Hyundai Design Center.

The international jury of design professionals at the GOOD DESIGN Awards consisted of architects, experts and cultural leaders. For the 2015 Awards they met in New York to select the best design and products among thousands of submissions from manufacturers and graphic firms from 47 countries.

The range-topping model from the new Genesis brand's luxury car line-up, the G90 has been designed with insightful elegance, natural dignity and grandeur by the Prestige Design Division, which is responsible for crafting the visual identity of all new Genesis models. The G90's exterior silhouette is powerful and gives an impression of refinement, with its long hood and sophisticated rear styling cues. Inside the car, the finest artisan materials meet human-centered ergonomics to provide occupants with absolute convenience and luxurious comfort.

The GOOD DESIGN Awards honor the achievements of the best industrial and graphic designers, as well as car manufacturers from around the world for their pursuit of extraordinary styling and design. Recognizing excellence since 1950, the GOOD DESIGN Awards is the oldest and the most prestigious architecture and design award scheme in the industry.

The award for the G90 is a major accomplishment for the flagship Genesis brand, and gaining celebrated status in North America represents a significant step for Genesis in the biggest luxury car market in the world.

The award-winning G90 will be given its public debut at the Detroit Motor Show in January.

All of the winners of the GOOD DESIGN Awards are posted on the Museum's website at www.chi.athenaeum.org and www.europeanarch.eu and will be published in the GOOD DESIGN Awards Yearbook for 2015 2016.