

GENESIS QUARTERLY

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If you have any ideas on new ways to introduce Genesis vehicles to prospective owners, please email James Stewart, Senior Group Manager, Genesis Brand Sales, at jstewart@genesismotorsusa.com

INAUGURAL ISSUE

GENESIS: THE BIRTH OF A NEW BRAND OF LUXURY

With the birth of the new Genesis brand, we'd also like to welcome you to the inaugural issue of the new *Genesis Quarterly* newsletter. This newsletter is dedicated to all things Genesis, from vehicles to lifestyles, plus everything in between. Enjoy reading our premiere issue!



The Genesis brand represents a progressive step forward with a new approach to luxury, focused on providing world-class products, unprecedented convenience and a truly exclusive customer experience.

“The launch of the Genesis brand is an exciting time and an opportunity to pioneer change and

rethink luxury within the automotive space,” said Erwin Raphael, General Manager of the Genesis brand in the U.S. market. “The ultimate luxury is time, and it is our goal not only to develop best-in-class products, but also to create a stress-free ownership experience through thoughtful and personalized processes.”



GENESIS



GENESIS EXPERIENCE MANAGER IMMERSION

Genesis is committed to crafting vehicles and services that exceed the luxury expectations of connoisseurs around the globe. And we recognize that luxury means something different to each guest.

To ensure every guest receives an exceptional experience, Genesis conducted a series of Genesis Experience Manager (GXM) Immersions. These three-day events focused on what makes Genesis unique, from defining human-centered luxury to creating winning outcomes for both our guests and our dealership teams.

GXM participants discovered the innovative Genesis Sales Experience, a stress-free approach that enables guests to complete much of their sales process online at their convenience and personalizes product presentations at the dealership by connecting Genesis features to guest needs.



GXMs learned its many owner benefits, and how to present its many benefits to their guests:

Complimentary Scheduled Maintenance

- Complimentary Scheduled Maintenance for 3 years or 36,000 miles, whichever comes first
- Complimentary oil changes every 7,500 miles

Genesis Service Valet

- For service and maintenance appointments, guest vehicles are picked up at the guest's location
- Guests are provided a Genesis loaner vehicle to use in the meantime

Multimedia and Navigation Updates

- Three years of complimentary map updates to the vehicle's navigation system

24/7 Enhanced Roadside Assistance

- Three years of complimentary 24/7 Roadside Assistance
- Timely towing to the nearest Genesis dealership or authorized service facility

Genesis Connected Services

- A suite of valuable safety, guidance and remote telematic features
- Includes Automatic Collision Notification, Enhanced Roadside Assistance and Destination Search powered by Google®



SiriusXM® Traffic & Data

- Three years of complimentary SiriusXM® Traffic & Travel Link®
- Provides detailed information on traffic, sports, weather, fuel prices, and more

Genesis Intelligent Assistant®

- Uses owner's smartphone and the Internet to provide multiple layers of convenience
- Sends proactive notifications and recommendations to owners in preparation for their drive

Genesis Concierge Service represents a new kind of luxury — and the Immersion showed GXMs how this service, along with the entire Genesis Experience challenges the status quo and elevates



GENESIS TEAMS UP WITH AMAZON TO BRING CONNECTED CARS TO CONNECTED HOMES

"Alexa. Tell Genesis to start my G90 and set the temperature to 72 degrees."

"OK. Request for remote start with climate control has been sent."



Genesis is the first automaker to launch an Alexa skill, enabling remote voice commands to control connected cars. Genesis Connected Services can launch these tasks and more, right from inside an owner's home, using the Alexa voice service on Amazon Echo, Echo Dot and Amazon Tap.

Alexa provides a set of built-in capabilities, referred to as skills. For example, Alexa's abilities include:

- Playing music from multiple providers
- Answering questions
- Providing weather forecasts
- Completing remote commands for Genesis vehicles

The all-new Genesis Skill is available right now across Alexa-enabled devices.



"The Amazon Alexa skill for Genesis demonstrates our commitment to technology that is intuitive and owner-focused. It aligns with our belief that time and convenience are the ultimate luxuries," said Erwin Raphael. "From remotely locking your car from your living room to starting your G90 and setting its temperature from your bedroom, the Alexa skill for Genesis offers a new level of ease for owners."

HOW IT WORKS

To send commands to Genesis vehicles via Alexa, users must enable the Genesis skill in their Alexa app available on iOS, Android and Fire devices, then link their existing Genesis Connected Services Account within the Alexa app. Voice commands will only be sent to Genesis vehicles after Alexa prompts owners for their Genesis Connected Services Personal Identification Number (PIN). See the Genesis Owner Portal for more Information and frequently asked questions.

How to Start Genesis Amazon Alexa

Example User Statement to Alexa	Example Alexa's Response to User
"Alexa, open Genesis."	"Welcome to the Genesis skill. What remote command would you like to send?"

Genesis Skill (via Alexa): Remote Services

Remote Services	Examples of Voice Commands to Alexa
Remote Start with Set Temperature	"Alexa, tell Genesis to start my car at 70 degrees."
Remote Start	"Alexa, tell Genesis to start my Black G90."
Remote Stop	"Alexa, tell Genesis to stop my Gray G90."
Remote Lock	"Alexa, tell Genesis to lock my car."
Remote Unlock	"Alexa, tell Genesis to unlock my car."
Remote Lights	"Alexa, tell Genesis to flash the lights on my G80."
Remote Horns and Lights	"Alexa, tell Genesis to honk the horn on my car."

GENESIS G80 HIGHLIGHTS

The **2017 Genesis G80 mid-luxury sedan** delivers an unprecedented combination of refined performance, human-focused technology and segment-leading safety features.



The G80 standardizes advanced safety technology with a suite of active safety features for superior passenger and vehicle protection.

It is incredibly well-equipped in every configuration:

- Powered by either a 3.8-liter V6 or 5.0-liter V8 engine
- Rear wheel drive or available HTRAC® AWD system (on V6)
- Best-in-class front leg room, head room and rear shoulder room
- Driver-selectable Intelligent Drive Mode
- Automatic Emergency Braking (AEB)
- Blind Spot Detection (BSD) with Rear Cross-Traffic Alert (RCTA)
- Lane Keep Assist (LKA) and Lane Departure Warning (LDW)
- High Beam Assist (HBA)
- Pre-safety seat belt and nine airbags
- Smart Cruise Control with Stop/Start capability
- Electronic Parking Brake with Automatic Vehicle Hold
- 8-inch touchscreen navigation system with rearview camera
- Hands-free smart trunk
- Available Heads-Up Display (HUD)
- CO₂ sensor control system

The G80 3.8L also offers Premium and Ultimate equipment packages to provide additional luxury and convenience features such as a panoramic sunroof and a 17-speaker Lexicon® premium audio system. The top of the line G80 5.0L comes fully equipped with larger 19-inch wheels, quad exhaust tips and illuminated door sill plates.



GENESIS G90 HIGHLIGHTS

The **2017 Genesis G90 flagship sedan** competes at the top of the premium luxury car segment with world-class technological innovations and the highest levels of refinement, convenience and dynamic performance.

The G90 is available in both rear-wheel and HTRAC® all-wheel drive configurations, along with an impressive array of innovative technology and premium comfort features:

- Choice of an all-new 3.3-liter direct-injected, twin-turbocharged V6 engine or 5.0-liter direct-injected V8 engine
- Driver-selectable Intelligent Drive Mode
- Genesis Adaptive Control Suspension with electronic damping control
- Electronically-controlled, 22-way power driver's seat
- Automatic Emergency Braking (AEB) with Pedestrian Detection
- Driver Attention Alert (DAA)
- Smart Blind Spot Detection (SBSD) with Rear Cross-Traffic Alert (RCTA)
- Lane Keep Assist (LKA) and Lane Departure Warning (LDW)
- Dynamic Bending Light (DBL) and High Beam Assist (HBA)
- Pre-safety seat belt and nine airbags
- Smart Cruise Control with Stop/Start
- Electronic Parking Brake with Automatic Vehicle Hold
- Multi-view and forward-view cornering camera
- Front and rear parking sensors
- Full Color Heads-up Display

The Genesis G90 truly redefines the luxury experience at every level.

*Ruedas*ESP^N NAMES THE 2017 GENESIS G90 BEST LUXURY SEDAN IN ITS CLASS!

The 2017 Genesis G90 flagship sedan was honored with the Ruedas ESPN Best Luxury Sedan Award at the 2016 Miami International Auto Show. Ruedas ESPN has solid credibility among Hispanic consumers and is one of the most prestigious and highly anticipated awards during the official start of the auto show season.