

# Statement.

This understated premium brand leaves a big impression. *By Joe Sage*



Genesis G80 is both mostly completely new and completely completely new. Mostly, because it was a totally revised gen-two vehicle for 2015. Completely, because Genesis is now a stand-alone brand, rather than a model in the Hyundai lineup. Equus makes the same transition, and then some; while the Hyundai Genesis Sedan has become the Genesis G80, the Hyundai Equus is now the Genesis G90. It's equal parts learning curve and simplification. Simplification dominates, as neither Genesis nor Equus ever bore a Hyundai badge, so many may never even notice a change occurred. And Equus becoming Genesis is another layer of simplification. Genesis still falls under the greater Hyundai Motor America umbrella, a setup not dissimilar to, say, Ford and Lincoln—both have a volume brand sharing the parent company's name, as well as a premium/luxury brand.

For now, Genesis gets a boutique showroom-within-a-showroom at Hyundai dealerships. Equus always kept their customers separate from the Hyundai dealer experience with a program of compli-

mentary maintenance with valet pick up and drop off, and this now covers all of Genesis, both for separation on site and for the premium experience itself that the brand promises its buyers.

Genesis G80 seeks to pull buyers from such established premium brands as Audi, BMW and Lexus, by offering a meticulously finished and highly furnished alternative—premium leather, wood and aluminum inlays, 17-speaker premium audio, full electronics and more—at an aggressively competitive price (and still with that famous 10-year/100,000-mile powertrain warranty).

The rear-drive 420-hp 5.0L V8 sample here is, in fact, the priciest. There are also 311-hp 3.3L V6 models available in both rear- and all-wheel-drive versions, at \$41,400 and \$43,900. And a new 365-hp twin-turbo Genesis G80 3.3T Sport was just revealed at the LA Auto Show, showing up at dealers this spring (pricing to be determined).

Genesis has already been converting premium shoppers, in droves. Proven sales success has been, in itself, one of the prime motivators for the brand to split off as it continues its climb. ■

## SPECIFICATIONS

<b>ENGINE</b> .....	5.0L DOHC GDI & dual CVVT alum V8
<b>HP/TORQUE</b> .....	(w/prem fuel) 420 hp / 383 lb-ft
<b>TRANSMISSION / DRIVETRAIN</b> .....	8-spd auto / RWD
<b>BRAKES</b> ....FR:	14.2 vent 4 piston / R: 12.4 solid discs
<b>STEERING</b> .....	rack-mount elec power w/var ratio
<b>SUSPENSION</b> .....	FR: indep 5-link w/high-perf gas shocks, coils and solid stabilizer bar; R: same
<b>WHEELS</b> ....F:	19x8.5, R: 19x9.0 dark silver alum alloy
<b>LENGTH / WB / CARGO</b> ....	196.5 in / 118.5 in / 15.3 cu.ft
<b>WEIGHT</b> .....	4541 lb
<b>MPG</b> .....	15/23/18 (city/hwy/comb)

**INCLUDES:** Intelligent drive modes: eco-normal-sport-snow, matte wood and aluminum trim, auto bi-xenon HD headlights, LED DRLs/fogs, heated/cooled premium leather, dual zone climate, 16-way/12-way power front seats, rear camera/guides, front/rear park sensors, 7" multi-info display, heads-up display, 9.2" touchscreen w/ nav, Lexicon 17-speaker audio, hands-free power trunk

<b>BASE PRICE</b> .....	<b>\$54,550</b>
<b>OPTIONS:</b> Cargo tray .....	100
First aid kit .....	45
Wheel locks .....	55
<b>DESTINATION CHARGE:</b> .....	950

<b>TOTAL</b> .....	<b>\$55,700</b>
Powertrain warranty .....	10-year / 100,000-mile
Complimentary sched maintenance.....	3-year / 36,000-mile
Complimentary maintenance valet.....	3-year / 36,000-mile

