

# THE GENESIS DIFFERENCE

THE MAGAZINE FOR GENESIS RETAILERS

ISSUE 2 • NOVEMBER-DECEMBER 2019

## THE 2020 G90: THE NEW LOOK OF LUXURY



INITIAL QUALITY:  
*CONTINUING YOUR SUCCESS*

THE GENESIS MOTOR AMERICA FOUNDATION

TREASURE HUNT WINNERS



GENESIS



# A MESSAGE FROM GENESIS

Welcome to the second issue of *The Genesis Difference*.

As you are starting to see, Genesis has the power to make a difference in many different ways: By the vehicles we produce, such as our new, state-of-the-art G90 flagship sedan. And the way we perform in the industry, like being named number one in J.D. Power's Initial Quality Study (IQS) two years in a row (I think that shocked a lot of people as well as the industry as a whole).

I would also like to take a moment to introduce you to Mark Del Rosso. He is the new Chief Executive Officer of Genesis Motor America. He has over 25 years of experience working with luxury brands such as Lexus, Bentley and Audi. His knowledge and experience will help us accelerate our growth as we continue to climb the ladder of luxury brands.

As you know, when we all work together, we can make a difference. Let's continue to aim high and deliver a Genesis Experience that is second to none!



Erwin Raphael  
Chief Operating Officer  
Genesis Motor America



**ON THE COVER:**  
The second-generation 2020 G90 is pictured on a scenic drive in South Korea.

## IN TOUCH

# STAY IN TOUCH WITH THE GENESIS DIFFERENCE

**This magazine** is not simply a one-way communication from Genesis to you. It's intended to be a dialogue—a conversation—that leads to a world-class experience for our guests and owners. We want to learn about—and share—your ideas, questions and techniques. Based on a relatively light response for our first issue, we'd like to stress that we look forward to hearing from you!

In addition to our **"Treasure Hunt"** contest on page 8, we have three interactive features that will allow you to interact with Genesis headquarters and your counterparts at Genesis retailers nationwide.

### HOW DO YOU MAKE A DIFFERENCE?

We want to know how you make a difference with your Genesis guests and owners. Do you have a special method of follow-up? How does your team facilitate seamless Service Valet appointments?

For each issue, we'll select and publish a winning entry. The winner will receive a **\$100 Amazon gift card**—and the knowledge that his or her entry has improved the Genesis Experience for others.

To enter, simply scan the QR code below, or write to us at [difference@thegenesisdifference.com](mailto:difference@thegenesisdifference.com).

Submit your entry on or before  
**Friday, December 13, 2019.**



### ASK GENESIS

Do you have a question about Genesis—the company, its products or its services? Let us know—and we may answer it in our **"Ask Genesis"** column.

Simply scan the QR code below to ask a question, or write to us at [askgenesis@thegenesisdifference.com](mailto:askgenesis@thegenesisdifference.com).



### TELL US WHAT YOU THINK

We welcome your comments about this and every issue of *The Genesis Difference*. And we would love to hear your suggestions for topics to cover in future issues.

Simply scan the QR code below to submit a comment, or write to us at [tellus@thegenesisdifference.com](mailto:tellus@thegenesisdifference.com).



## COVER STORY

# INITIAL QUALITY: CONTINUING YOUR SUCCESS

**Genesis has** a remarkable reputation when it comes to initial quality. So much so, for the past two years, Genesis was ranked #1 in J.D. Power's annual Initial Quality Study (IQS) in the Premium category. Consumers rely on third-party reviews and awards when making their purchase decisions. We want to continue to earn top results!

To keep this momentum going we need to be prepared for this year's survey. IQS survey data is collected from owners who purchase Model Year 2020 vehicles between November 2019 and February 2020, with surveys going out approximately 90 days after purchase (February – May 2020).

### Focusing on the Guests

When it comes to guests rating Genesis on initial quality, the vehicle plays an important role, but so do you! In fact, guests are directly affected by the treatment they receive from the minute they start searching the Internet for a new car, to the time they arrive at your facility, and concludes when they take delivery of their new Genesis.

Every step of the way is a chance to create a positive impression – an impression that has a lasting effect on their ownership experience.

So, what can your retailer team do?

**Monitor vehicle inventory:** You'll want to keep your inventory ready-to-deliver by monitoring PDI, cleanliness and key operation items. Download the Continuing Your Success pamphlet (see QR code in the sidebar) for useful details.



**Orient New Owners:** When new owners don't understand feature operation, they often assume the vehicle is not working correctly—and report it as a problem. Use the Delivery and Reconnect Visit to explain key features – especially those of interest to the owner.

**Review the last page of the Quick Reference Guide (QRG):** Refer to the Genesis Continuing Your Success brochure so you can review each step.

### It's More Than IQS

As Genesis is a relatively young brand, this coming year marks the first time J.D. Power will publish results of surveys of Genesis owners for Service Satisfaction (CSI) and for third year Vehicle Dependability (VDS).

All three of these surveys—IQS, CSI and VDS—play a vital role in how current owners and the general public view the Genesis brand. Continued great results communicate to prospective and current owners that they can be proud to be associated with Genesis.



Scan the QR code below to view *Continuing Your Success* IQS readiness pamphlet





# THE 2020 G90: THE NEW LOOK OF LUXURY



“Our designers believe that people buy luxury products as a reward for their success they have achieved in their lives. In this regard, each luxury product must stand out,” said SangYup Lee of Genesis Global Design Center.

## The beauty of Genesis is that, as a brand, we follow no one.

We create vehicles that stand out from the crowd, like the all-new 2020 G90. It represents an evolution toward smarter luxury with features that make driving more fun and technology to improve safety, all wrapped with styling that communicates exclusivity.

### Athletic Elegance

Flagship sedans often look conservative and boring. This extensive model revision breaks that mold. The new G90 is bold and dramatic with athletic proportions, precise craftsmanship and attention to every detail, like the way the shimmering “G-Matrix” design elements stand out—since they were inspired by the way a diamond sparkles in the light.

### Refined Performance

The G90 delivers responsive agility balanced with refined manners, rolling proof that comfort and performance are compatible concepts. The new G90 continues to allow guests to choose from a 420-hp Tau 5.0-liter GDI V8 engine, or a responsive 365-hp Lambda 3.3-liter Twin-Turbo V6.

All-Wheel Drive is also available for drivers who want all-weather peace of mind.

### Mindful Innovation

Genesis engineers strive to make the driving experience exceptional. Case in point, the new G90 has Auto Comfort Control — which automatically adjusts steering wheel heat and seat heating (or cooling) based on:

- Cabin & outside temperatures
- Sunlight intensity
- HVAC temperature control settings



G-Matrix design elements sparkle like the facets of a diamond



The G90 also abounds with the latest navigation/infotainment system that features a 12.3-inch high-definition display, full touchscreen capability, and Android Auto/Apple CarPlay integration.

There’s even an advanced 3-zone+ HVAC system that provides effective cooling for the rear seats, as well as a smart heating and cooling system with a CO<sub>2</sub> sensor.

### Premium Comfort

When a guest takes a seat in a 2020 G90, they experience the ultimate in luxury. Premium materials include Nappa leather, genuine open-pore matte wood and real aluminum trim.

The 22-way adjustable driver seat now offers Smart Posture Care—which uses a few specifications, input by the driver, to create an orthopedically approved seating position—one of two that can be stored in the Position Memory System.



Smart Posture Care adds a new dimension of driver comfort

### A Long List of Genesis-First Technologies

Genesis continues to provide leading technologies that make driving safer and more convenient:

- **Lane Following Assist**—helps manage steering to keep the G90 in the middle of its lane
- **Highway Auto Curve Zone Slowdown**—when Smart Cruise Control is active, the vehicle automatically reduces speed as it approaches a curve, then resumes speed after the curve
- **Highway Driving Assist**—when the Smart Cruise Control speed is set to match a U.S. interstate highway’s posted speed limit, the vehicle will automatically adjust to any changes in posted highway speed limits later, during the drive
- **Blind-Spot View Monitor**—displays a video image of the neighboring lane in the instrument cluster when a vehicle is in the blind spot and the driver activates the turn signal
- **Rear Cross-Traffic Collision-Avoidance Assist**—while in Reverse, the driver is alerted when there is a possible collision; if no action is taken, the system automatically applies the brakes
- **Parking Collision-Avoidance Assist – Reverse**—If an object is detected, while in Reverse, a warning is given; if no action is taken, the system automatically applies the brakes
- **Safe Exit Assist**—warns passengers exiting the vehicle of other vehicles approaching from the rear, in the adjoining lane



New Blind-Spot View Monitor shows a video image of neighboring vehicles

### Taking Desire to the Next Level

At Genesis, our goal is to create vehicles that appeal to guests with the highest standards and taste. With the substantially revised 2020 G90, our flagship sedan elevates the luxury experience at every level.



## SUPPORTING YOUTH ARTS EDUCATION: THE GENESIS MOTOR AMERICA FOUNDATION

**Genesis realizes** that the future lies in the youth of America. That's why we established the Genesis Motor America Foundation (GMAF)—to support education through the arts.

Genesis believes if you educate a child, you can change their life; but if you inspire a child, you can change the world. GMAF is dedicated to funding arts programs that immerse children in creative endeavors. These programs ignite different dimensions of thinking and performing—which sparks inspiration and confidence.

### Here are two recent GMAF grants:

- GMAF awarded a \$250,000 grant to the Adrienne Arsht Center for Performing Arts of Miami-Dade County in Miami, FL. This two-year grant will strengthen its innovative theatrical and arts programs in the Miami area, in partnership with Miami-Dade County Public Schools, local teaching artists, arts organizations and resident companies. Further, this grant will help the Adrienne Arsht Center program provide hundreds of Miami area students access to culturally diverse and inclusive events.
- GMAF awarded a \$100,000 grant to the Miami Music Project (MMP), in Miami, FL, allowing the program to expand its innovative music training and performance program in the Miami area, in partnership with local area schools, community musicians and children. Further, this two-year grant will help the Miami Music Project program provide hundreds of Miami area students access to free music classes.

“Genesis is committed to inspiring ingenuity and creativity in children,” says Erwin Raphael, COO, Genesis Motor America. “Our mission is to support programs that immerse students in various artistic experiences and enhance personal development beyond the classroom.”



## G70 NAMED TOP ASPIRATIONAL LUXURY CAR IN AUTOPACIFIC 2019 IDEAL VEHICLE AWARDS

**“The ideal vehicle awards** measure how well a vehicle meets the desires of its buyers,” said Dan Hall, Vice President at AutoPacific. “This award shows that Genesis understands their buyers and has developed a car that is ideal for them.”

AutoPacific’s Ideal Vehicle Awards study asks owners to consider 14 vehicle attributes that they would want to change, and winners are selected based on the lowest desire for change.

This award for G70 continues a string of recognition by AutoPacific of Genesis leadership in the luxury automotive space. Last year, Genesis was named Highest Satisfaction Premium Brand, and the G90 flagship sedan was awarded the AutoPacific Vehicle Satisfaction Award for Luxury Car.



## G70 RANKED #1 IN J.D. POWER MULTIMEDIA QUALITY AMONG ALL COMPACT PREMIUM SEGMENT CARS AND SUVs

**For today’s buyers,** the quality of the infotainment system is a top priority as it’s how the driver and passengers interface with the car. The G70 took top segment honors in J.D. Power’s 2019 Multimedia Quality and Satisfaction Study that measures customers’ satisfaction with audio, communication, entertainment and navigation (ACEN) systems.

“Our customers constantly tell us how technological innovation is one of their top purchase reasons. We are always striving to bring meaningful technological innovations into our cars. So, receiving this recognition from industry leader J.D. Power reinforces our commitment to deliver the best ownership experience to customers through our focus on incredible audio entertainment and effortless communication and navigation systems,” said Erwin Raphael, COO, Genesis Motor America.



# TREASURE HUNT

## The Genesis Difference

“Treasure Hunt” is your chance to hunt for answers to questions—and possibly win a bit of treasure as a result.



All of the answers to the five questions below can be found in this issue of *The Genesis Difference*. Once you’ve found them, follow the instructions at the bottom of the page to submit them. If you score 100%, your name will be entered in our drawing. The first name we draw from each Genesis area (Central, East, South and West) will win a valuable Genesis merchandise prize.

The deadline for submission is **Friday, December 13, 2019**. Good luck!

1. How many years in a row has Genesis been ranked #1 in the Premium division by J.D. Power & Associates?
2. What new Genesis G90 feature helps the vehicle match a U.S. interstate highway’s posted speed limit?
3. What does the Genesis Motor America Foundation say about inspiring a child?
4. True or false: For a high IQS rating, you’ll want to keep your inventory ready-to-deliver by monitoring PDI, cleanliness and key operation items.
5. Which Genesis vehicle took top segment honors in J.D. Power’s 2019 Multimedia Quality and Satisfaction Study and was named top inspirational luxury car by AutoPacific?

To enter, simply scan the QR code to send us an email, or write to us at [treasurehunt@thegenesisdifference.com](mailto:treasurehunt@thegenesisdifference.com).



You must be employed at an authorized Genesis retailer in the U.S. at the time your entry is selected to be eligible for prizes. All decisions are final. Winners’ names will appear in the January/February 2020 issue of issue of *The Genesis Difference*.

# HOW TO MAKE A DIFFERENCE WINNER

**Congratulations** to Zack McKeefry of Genesis of Green Bay. Zack clearly approaches his Genesis guests the way he would like to be approached. It’s true that luxury customers expect something special in their sales or ownership experience. Zach’s philosophy is a great foundation for success.



### Here’s his tip:

*“I give all my guests the best experience and treat them as if I were the customer and how I would want to be treated. Genesis owners and guests have very high expectations and I want them to think I’m going above and beyond.”*

Zack McKeefry

Genesis of Green Bay  
Green Bay, Wisconsin

**Note to all Genesis Retailer readers:** We only received a few entries for our inaugural *How I Make a Difference* feature. That’s our way of saying that your odds are good for winning—especially if you have a distinctive Sales, Ownership or customer service approach. This includes verifiable stories of going above and beyond. Please send your brief entry in—there’s a \$100 Amazon gift card waiting for you!

**Here are the dates and locations for the upcoming auto shows.** Be sure your retailer team is ready when the show is in your town, since attendees get excited!

GENESIS AT THE AUTO SHOW, 2020		
JANUARY	CITY	DATES
San Diego International Auto Show	San Diego, CA	January 01-05
Silicon Valley International Auto Show	San Jose, CA	January 09-12
Ft. Lauderdale International Auto Show	Ft. Lauderdale, FL	January 09-12
New England International Auto Show	Boston, MA	January 16-20
Houston Auto Show	Houston, TX	January 22-26
Washington Auto Show	Washington, DC	January 24-February 02
FEBRUARY		
Philadelphia Auto Show	Philadelphia, PA	February 08-16
Chicago Auto Show	Chicago, IL	February 08-17
Cleveland Auto Show	Cleveland, OH	February 21-March 01
Atlanta International Auto Show	Atlanta, GA	February 26-March 01

### Last Issue’s TREASURE HUNT WINNERS

- East Area:** Gus Gretsas, Genesis of Fairfield
- West Area:** Tony Wahl, Earnhardt Genesis of North Scottsdale
- Central:** Matt Weyers, Genesis of Racine
- South:** James Crnkovich, Genesis of New Bern



Winners received deluxe Wenger Genesis-branded padfolios.

