

# Mastery.

Tackling the stratosphere at an earthy price. *by Joe Sage*

**W**e made an unusually high volume of notes on the Genesis G90. One minute, we would see it with the understated elegance of a Bentley (at a third of the price), the next minute needing more pizzazz. We noted ponderous big boat handling in certain conditions, then concluded that an aggressive driver can coax the tight, solid performance they seek. We had to really dig through some interface puzzles, while praising the genius of others. We found the placement of the Park button hard to find and hard to reach one minute, then the next minute—well, this does need to be fixed. Some things just needed time to master, and they probably don't take long, just as it has not taken Genesis long to master the luxury segment.

In a badge-conscious world, displacing established German luxury brands is a very tall order. The Japanese built up their premium brands' mystique for a significant period of time before revealing any cars. It's a different challenge for the Koreans, as Genesis cars already existed under prior

nameplates. Genesis, a separate brand since late 2015, comprises the former Hyundai Genesis as a Genesis G80 and the former Hyundai Equus as a Genesis G90. The transition was subtle, as neither Genesis nor Equus ever carried a Hyundai badge.

The line-topping G90's full range of four models—V6 or V8, in RWD or AWD—are within \$4000 of one another. Premium features for all include Nappa leather, 22/16-way heated/cooled power seats, 12.3-inch screen, multiple backup and top view cameras, 17-speaker Lexicon audio, power doors/trunk/sunshades, ambient lighting in seven colors and much more, plus a full suite of driver assist systems. Rear tires are an inch wider than in front, delivering purposeful grip and a smooth, powerful launch (all are same-diameter, to suit the AWD option). Ours here is the base rear-drive V6. The 5.0L V8 adds 15 percent more horsepower for two percent more price and upgrades the already spacious rear seat experience (see sidebar).

Genesis G90 was a North American Car of the Year finalist in its debut season. Genesis overall ranks highest among premium automakers in the JD Power Initial Quality Study. We noted aggression from other premium vehicle drivers, perhaps attributed to envy at all this with lower cost. ■

## SPECIFICATIONS

<b>ENGINE</b> .....3.3L DOHC 24v twin turbo V6 / dual CVT GDI	
<b>DRIVETRAIN</b> .....RWD (AWD available)	
<b>HP/TORQUE</b> .....365 hp / 376 lb-ft	
<b>TRANSMISSION</b> ...8-spd auto w/Shiftronic manual mode	
<b>SUSPENSION</b> .....Adaptive control w/electronic damping and intelligent drive mode; 5-link front and rear, with 25mm front and 17mm rear solid stabilizer bar	
<b>STEERING</b> .....rack-mounted motor-drvn, variable gear ratio	
<b>BRAKES</b> .....F: 14.2 vented disc / R: 13.4 vented disc	
<b>WHEELS/TIRES</b> .....Front: 19x8.5 / P245/45R19	
.....Rear: 19x9.5 / P275/40R19	
<b>LENGTH/WHEELBASE</b> .....204.9" / 124.4"	
<b>TURNING CIRCLE</b> .....39.2 ft	
<b>WEIGHT</b> .....4630 lb	
<b>LUGGAGE CAPACITY</b> .....15.7 cu.ft.	
<b>FUEL CAPACITY</b> .....21.9 gal	
<b>MPG</b> .....17/24/20 (city/hwy/comb)	

**GENESIS G90 RWD 3.3T PREMIUM**.....**\$68,100**

Add HTRAC® AWD System:

**GENESIS G90 AWD 3.3T PREMIUM**.....**\$70,600**

**ADD FOR 5.0L ULTIMATE MODEL:** 5.0L V8; full LED headlights with dynamic bending; rear seats upgraded w/ventilation, 12-way left & 14-way right seat power w/memory, power head restraints w/manual tilt, ventilated rear seats, 12-way left and 14-way right rear power seats w/power head restraints w/manual tilt, rear seat illuminated vanity mirrors.

**ENGINE**.....5.0L DOHC 32v V8 / dual CVT GDI

**HP/TORQUE**.....420 hp / 383 lb-ft

**GENESIS G90 RWD 5.0L ULTIMATE**.....**\$69,700**

Add HTRAC® AWD System:

**GENESIS G90 AWD 5.0L ULTIMATE**.....**\$72,200**

