

# Potent high-tech cruiser BY JOE SAGE

Genesis is gaining traction fast. A separate brand since 2016, US sales for 2022 hit about five- or six-fold what they had been in prior years. A growing SUV lineup has ignited this brandwide, while sedan sales also remain healthy. Their biggest sedan, the G90, is the smallest seller, which can be seen as a positive thing for those seeking its exclusivity. Engines have long included a V8 or a V6, with RWD-AWD availability varying, often by engine, creating a dilemma. AWD is now universal across the lineup. But as of this year, there is no longer a V8. Two trims now both have the same 3.5-liter twin-turbo V6, but the upper adds a high performance, mild hybrid 48-volt electric supercharger, pushing output

from its base 375 hp to 409 and torque from 391 to 405 lb-ft—comparing favorably with the old V8’s 420 hp and 383 lb-ft. While the car weighs almost 5,200 pounds, tests indicate a zero-to-60 time of just 5.1 seconds, and we achieved 21.2 MPG over a week’s combination of locals street and a highway cruise. Another highest-of-the-high-end-only feature on the e-Supercharged top trim—rear-wheel steering—brings the big sedan’s turning circle from a more ponderous 40.1 feet in the base G90 down to just 37.1 in the upper trim, nimble and efficient, tighter than many considerably smaller vehicles. Next on the top trim is a surprisingly effective air suspension system, smooth as silk

even on the most brutal speed bumps. Genesis has totally nailed its visual identity in recent evolutions, from a full-V crest grille (earlier models had the bottom truncated) to the trademark two-line treatment from headlights to taillights. The new G90 has its headlights updated, though the two-line treatment is only somewhat reflected in the taillights, which bear a bit of a two-line echo, but not the full distinctive front-side-rear tie-together. This may be a factor of low volume and will catch up in the next refresh, or it may be quite intentional, a bigger and bolder style in the rear for this bigger and bolder sedan. The driver interface and creature comforts are feature-laden, but straightforward and applied wisely. Details are quite innovative, for example a menu of preference cues rath-

er than numbers and bars to adjust its B&O audio—unconventional, but highly effective—with many visual items from the upper screen also accessible via a controller knob on the console (unfortunately side-by-side with a similarly sized shift knob). Cameras offer a stunningly accurate angled aerial view of everything around you and your motions among it—it’s like having a follow-me drone, entertaining as well as informative. The G90 addresses the substantial doors of a large sedan with additional elegance. Outside, one touch extends the full length of its flush handle, while inside, an easy-to-reach button electrically opens or closes the door. The Korean brands originally made their way into our market via economy, often with an emphasis on small size. They accelerated sales with brilliant 10-year powertrain warranties (beating any hesitancy while simultaneously showing this would seldom be needed).

From there, they built product lines to compete across all segments (except big pickups), equal in every way while still generally delivering more value than average. Moving into top luxury was a challenging but obvious next step—challenge accepted and met. While many designers pile on tech for its own sake, often making simple user functions become cumbersome, Genesis—while also better than average at that—is more importantly applying advanced tech where a vehicle wants it—to powertrain, steering and suspension performance, and even to tangible items like entry and egress. Nice priorities. The top trim’s e-Supercharged powertrain, steering and suspension can entice anyone, if budget allows. But ten grand is ten grand, and the same basic luxury yacht style and experience are yours in either build—either one starting under \$100 grand, most notable of all in this rarified segment. ■



The 2023 Genesis G90 has been named Motor Trend Car of the Year, Cars.com Luxury Car of 2023 and a Car and Driver Editors' Choice.



## SPECIFICATIONS

ASSEMBLY	Ulsan, South Korea
ENGINE / TRANSMISSION	Korea / Korea
ENGINE	3.5L 24v DOHC V6 twin turbo Dual CVT, GDI+MPI, plus 48V e-Supercharger
HP/TORQUE	409 hp / 405 lb-ft
COMPRESSION RATIO	11:1
TRANSMISSION	8-spd auto, shift-by-wire
DRIVETRAIN	AWD
SUSPENSION	F/R: multi-link, multi-chamber air suspension
STEERING	rack-std motor-driven power
BRAKES	F: 14.2 vented, four-piston; R: 14.2 vented, single piston; copper-colored calipers
WHEELS	F: 21x8.5J; R: 21x9.5J
TIRES	F: 245/40R21; R: 275/35R21
LENGTH / WHEELBASE	207.7 / 125.2 in
GROUND CLEARANCE	5.8 in
OVERHANG (F/R)	33.5 / 49.0 in
TURNING CIRCLE (w rear-wheel steer)	37.1 ft
HEADROOM (F/R)	39.4 / 38.0 in
LEGROOM (F/R)	42.3 / 37.8 in
CARGO CAPACITY	10.59 cu.ft
CURB WEIGHT	5192 lb
GVWR	6195 lb
FUEL / CAPACITY	premium unl / 19.3 gal
MPG	17/24/20 (city/hwy/comb)
BASE PRICE	\$98,700
PAINT: Uyuni White	575
DESTINATION CHARGE	1095
TOTAL	\$100,370

## 2023 GENESIS G90 LINEUP

3.5T AWD	\$88,400
3.5T AWD e-Supercharger	▼ 98,700