

# ELECTRIFYING BY JOE SAGE

Genesis has a small lineup—three sedans and three SUVs, by size—but it's not that simple. Among the sedans—G70, G80, G90—the G80 is available as either gasoline or a EV, the latter called the Electrified G80. The SUVs—GV60, GV70, GV80—may seem to follow suit, with a gasoline GV70 and an Electrified GV70 (an EV). But the GV60 is an all-new clean-sheet EV, though without any clue to its EV stature in its name (as of now).

Other than GV60, this underscores a cautious move into the EV space to date—and here they are not alone—via adaptation of gasoline models. “Electrified” seems a confusing term, though, as it is used more commonly by other automakers for hybrids, PHEVs, high-voltage boost systems and such, while EVs are generally specifically named.

Driven here is the Genesis Electrified GV70, the full-EV adaptation of the gasoline GV70.

We drove the gasoline GV70 in late 2021 and loved it, from styling to performance, also witnessing its wins in several comparo events. We then raved about driving the (EV-only) GV60 in late 2022.

We figured we'd love the Electrified GV70 (EV). But the comparison turns out to be more complex.

Differences overall are few or as expected. It has the GV70's same “Two Lines” styling, coupe-like yet with full SUV height for cabin and cargo. Basic dimensions are the same. The EV has 20-inch wheels instead of 21 and 0.4 inch less ground clearance. Battery space costs a little legroom, rear headroom and cargo capacity. Weight runs about 650-850 pounds higher for the EV. Tow capacity is the same, 3500 pounds, when equipped.

The interior, though, is not as distinctive as the

clean-sheet EV GV60 with its stunning future-is-now cockpit featuring ultramodern controls, interfaces and styling. The Electrified GV70 (EV) has a repurposing of the gasoline GV70's interior, without the “crystal sphere” dome of the GV60. Without both side-by-side, it's harder to compare, but we had praised the GV60 screen and setup, while the GV70's could use those updates. All of the above, though, suffer from two shift and interface knobs being essentially similar dials, by size and shape, one above the other, too easy to confuse in quick use without taking your eyes off the road.

We started out with positive performance notes—acceleration and power, tracking, steering and suspension are all very good. Its implementation of smart seat bolsters we might've shut off turned out to be smarter than expected, and we often enjoyed their decisions.

In slow speed turns—parking lot maneuvers—suspension could pitch us around a bit. And, probably for different engineering reasons, we encountered notable torque steer at times on surface street cornering, surprising in all-wheel-drive.

We discovered the brakes at our first intersection and experienced a few surprises. Full regenerative braking commonly makes itself known, as the transfer of energy back to power does give a different feel. In this, however, in a normal stop, with normal foot pressure on the pedal, the vehicle wanted to push forward a bit more, seemingly on its own. This repeated in many situations all week, not affected by drive mode experiments. We got used to figuring we'd just have to give the brakes a prompt second pump. It reminded us of the phenomenon of “dieseling” (pre-ignition or after-run) in a spark plug gasoline engine, where igni-

tion is triggered by residual heat, mimicking a restart. More than a little curious, we checked with colleagues who had recently driven the same vehicle in other parts of the country. Not only had they not noticed it, one told us he had noted that it had some of the best braking he has experienced.

But drive it for yourself (and the GV60, too). Fine points aside, the Electrified GV70 may be less a look at itself and more a look at the bigger picture. As the clean-sheet EV trend continues apace (see expansion and assembly in sidebar), this “Electrified” model will ultimately surely prove to be a transitional effort. Looked at this way, the unusual naming scheme starts to make sense (although we'd still suggest adding “EV” to the GV60 and any others now in the pipeline, at least until that's all there may be). ■

*Our notes on the Electrified G70 were far longer and more detailed than usual, much more than we can present here. Ideally, we would follow up by driving additional copies of the same vehicle, to see whether any of this varies. Perhaps we'll have another crack at it at one of the upcoming press group comparos.*



## SPECIFICATIONS

ASSEMBLY.....	Montgomery, Alabama
MOTOR/TRANS BUILD.....	S Korea / S Korea
PARTS CONTENT...S Korea 85% / US/Can 12%	
MOTORS.....	320 kW: F: 160 kW; R: 160 kW
	10-sec boost mode = 360 kW
POWER.....	429 hp (boost mode 483 hp)
TORQUE.....	516 lb-ft
BATTERY.....	.697V lithium-ion polymer,
	77.44 kWh, 394 kw output (discharged),
	350 kw output (charged)
BATTERY WEIGHT.....	1063.3 lb
TRANSMISSION.....	gear reduction unit
DRIVETRAIN.....	AWD
SUSPENSION.....	electronic w road preview;
	F: MacPherson strut multi-link, strut-type
	gas shock; R: multi-link, gas shock
STEERING.....	rack-mtd pwr asst rack & pinion
BRAKES..F:	14.2 vented, 4-piston, Mando IEB
	boost; R: 13.6 vented, single-piston
WHEELS.....	20-in alloy
TIRES.....	265/45R20
LENGTH / WHEELBASE.....	185.6 / 113.2 in
HEADROOM (F/R).....	38.6 / 38.3 in
LEGROOM (F/R).....	41.3 / 36.6 in
TURNING CIRCLE.....	37.8 ft
GROUND CLEARANCE.....	6.9 in
CARGO CAPACITY.....	28.7 / 56.5 cu.ft
WEIGHT.....	4982-5038 lb
TOW CAPACITY.....	(w brake) 3500 lb
CHARGING TIME.....	AC std 120V / 12A ± 68 hrs
	240V / 48A (10-100%) ± 7.9 hrs
	50kW Rapid Charge (10-80%) 73 min
	250kW Rapid Charge (10-80%) 18 min
RANGE.....	236 miles
MPGe.....	98/83/91 (city/hwy/comb)
<b>BASE PRICE.....</b>	<b>\$65,850</b>
PAINT: Saville Silver.....	575
PRESTIGE PKG: Nappa leather seats, leatherette	
upper instrument panel, microfiber suede	
headliner, 12.3-in 3D digital instrument cluster,	
heads-up display, Lexicon premium audio,	
active road noise control, heated 2nd	
row seats, heated steering wheel, manual	
rear door shades.....	6800
DESTINATION CHARGE.....	1125
<b>TOTAL.....</b>	<b>\$74,350</b>

## 2023 GENESIS GV70 LINEUP

GASOLINE	RWD	AWD
2.0T RWD/AWD.....	\$39,400	\$41,500
3.3T RWD.....	44,900	---
ELECTRIC		
Electrified GV70.....	▼ 65,850	

## EV EXPANSION & US ASSEMBLY

Hyundai, Genesis and Kia have been investing in EV operations in North America. The best-selling gasoline Genesis GV70 is built in South Korea, while the GV70 Electrified is built in Montgomery, Alabama. Starting with MY 2024, all GV70s for the US will be made in Montgomery. A \$5.5 billion EV and battery Metaplant is under construction near Savannah, Georgia, to open in January 2025. Six models are planned for Georgia, at a capacity of 300,000 EVs a year or based on demand up to 500,000. Three are likely to be Genesis. Hyundai may also move Ioniq 7 to Georgia, and Kia and Hyundai midsize EV pickups aimed at the US market in late 2026 are both candidates for the Metaplant. ■