

A GOOD THING GOIN' BY JOE SAGE

Genesis GV80 suffered the fate of many products and businesses, launching in 2020 during the distractions and general chaos of covid lockdowns. But you do not want to miss it.

Nominally a midsize, this largest of three Genesis SUVs evokes more of the style and character of the larger sedans that launched the brand. Refreshed for 2025, GV80 has a new interior and revised style details inside and out. But while differences can be identified point by point, there is no mistaking it overall. You don't mess with success.

There are seven different versions available of the GV80, distilling down to four trim levels, two engines (plus an even more powerful version of the larger one) and two body styles. It's both simpler and more complex than that sounds, as not

every combination exists. (Also, all are all-wheel-drive.) The smaller engine comes in four trim levels, the larger engine in just the top two of those trims, making six two-box SUVs. The Coupe body style is not specified by trim, but matches the top trim of the others. That's the one with a few more horses, though, as perhaps they thought body style alone would not be enough to help people decide (and even then, its price is only \$150 higher).

Stepping inside and sitting down is a perfectly impressive premium experience, with luxury quilted and bolstered seats in a tame and businesslike, even sporty pattern. Materials vary a bit by trim and price, but (although we haven't seen the others) the experience is always top tier. This first impression alone is enough to see the value in a base

trim at just \$58,200.

Power is likely to be a bigger differentiator than trim level, for most buyers, at least in the upper two trim levels, where both engines are available. It's about \$8 or 9 grand more to move from the 300-hp 2.5T to the 375-hp 3.5T. The use of key aluminum body panels keeps weight somewhat under control, but at 5,000-plus pounds, more horses are a plus, although fuel mileage drops three points city and two points highway or combined. More simply, it's 25 percent more horses for 12.5 percent higher cost, a twofold advantage for the power difference. A wild card—only the bigger engine SUVs have a third row, while the 2.5T is a two-row.

As for the Coupe, that's another 9 percent jump in horsepower for virtually no change in price, but it's also a two-row despite the bigger engine. Cargo volume is close enough not to matter to a lot of people who value its style—about 10 cubic feet

less with the second row down, or about six less behind an erect second row.

As with everything from home repairs to hotel service, we've noticed that often the less we had to say about a vehicle over a week, the better it was—perhaps less obvious in specifications, but more noticeable in the voice memos we accumulate during our time with each. Our hearts kind of sink when we see we have made dozens of remarks—not only because we have to play them all back and transcribe them, but also because we've almost surely noted a lot of annoyances large and small. But the Genesis GV80? This generated a grand total of just four notations. Wow. We knew we had been impressed from the get-go, but it is a tacit commendation that we had just about nothing to nitpick (see sidebar note about the shifter and its confusing companion).

Overall, it's hard to beat what we said the first time we drove the Genesis GV80 in 2021: first impressions are important. Lasting impressions are, too. And this is a beauty inside and out. ■



SPECIFICATIONS

ASSEMBLY	Ulsan, South Korea
ENGINE/TRANS BUILD	SKorea / SKorea
PARTS CONTENT	SKorea 85% / US/Can 3%
SEATING	(opt: Prestige) eight
ENGINE	3.5L twin turbo-6 24v DOHC w dual CVVT, alum/alum, dual exhaust
HP/TORQUE	375 hp / 391 lb-ft
COMPRESSION RATIO	11.0:1
TRANSMISSION	8-spd auto, shift-by-wire, paddles
MODES	comfort-smart-eco-sport-custom
DRIVETRAIN	AWD, electronic LSD
SUSPENSION	F/R: multi-link, high performance gas shocks, electronically controlled, road preview
STEERING	rack-mtd motor-driven pwr rack & pinion, variable ratio
BRAKES	F: 14.9 vented, 4-piston; R: 14.2 vented, 1-piston; integrated electronic booster
WHEELS / TIRES	(opt) 22x9.5J / 265/40R22
LENGTH / WHEELBASE	194.5 / 116.3 in
GROUND CLEARANCE	8.1 in
TURNING CIRCLE	39.3 ft
HEADROOM (F/2/3)	40.2 / 38.4 / 34.3 in
LEGROOM (F/2/3)	41.6 / 38.7 / 30.3 in
CARGO CAPACITY	36.5 / 71.7 / 108.7 cu.ft
WEIGHT	5082-5148 lb
TOW CAPACITY	(w trailer brakes) 6000 lb
FUEL / CAPACITY	prem unl / 21.1 gal
MPG	16/22/19 (city/hwy/comb)

BASE PRICE	\$79,300
PAINT: Uyuni White (UYH)	.650
DESTINATION CHARGE	.1350

TOTAL	\$81,300
<i>Note sticker price varies from current info below.</i>	

2025 GENESIS GV80 LINEUP

GV80 2.5T (300 hp)	
2.5T Standard	\$58,200
2.5T Select	62,100
2.5T Advanced	66,100
2.5T Prestige	70,950
GV80 3.5T (375 hp)	
3.5T Advanced	\$74,300
3.5T Prestige	▼ 79,800
GV80 3.5T COUPE (409 hp)	
3.5T	\$79,950

(At right) Genesis masterfully locks in key identifiers—Two-Line lights and other details; Crest Grille—with refreshes kept simple. One quick way to spot the newest generation is its “double-layered” grille.

The stepped-scale quilting of the GV80's luxury seating surfaces adds to an interior experience beyond its price, while also reflecting key exterior style points.

One criticism is with dueling knobs on the console—a less-needed controller competing for tactile attention with the shifter, leading to either a crisis or eye-off-road distraction, e.g. in parking lots.

The 3.5T Coupe, \$150 more, is further differentiated by a bump from 375 to 409 hp.

