

ontheCover



Welcome to Genesis

Hyundai announces launch of new luxury brand

By John Stein
For Auto Edition

When 2015 was coming to a close, Hyundai had one more surprise in store – the pending launch of their new Genesis luxury brand in 2017. Hyundai's move into the luxury segment follows a distinct path travelled by several other very successful Pacific luxury brands: Lexus from Toyota, Infiniti from Nissan, and Acura from Honda. It has been a long haul for Hyundai brand as it has slowly increased consumer acceptance of its products as a vehicle that is far more than just value priced.

For Kevin McGrath, vice president of McGrath Acura and McGrath Hyundai, a position he has held for more than nine years, there is a real sense of excitement about launching the new Genesis brand. "The McGrath family has been in luxury auto sales for 25 years," he says. "We understand what is required when working with high-end clients and Genesis will follow a very similar approach."

McGrath says there are 450 Genesis dealerships across the country that are targeting up to 80,000 vehicle sales annually. Over the next five years, he says, the Hyundai and Genesis brands will share existing dealership space. McGrath City Hyundai is located at 6750 W. Grand Ave. in Chicago.

Hyundai's existing network of dealerships, and a stable full of proven powertrain designs, make the formula for launching any new brand that much more probable for success.

Add one of the best warranties and customer service ratings in the marketplace and you have a great opportunity.

Helping take advantage of that opportunity will be the Genesis Experience, which will provide customers unprecedented service levels. Customers may request an at-home pickup for their Genesis while undergoing routine maintenance – and have a loaner dropped off at the same time. A new relationship with Uber will also offer Genesis clients unequalled convenience getting around while their car is in the shop.

According to McGrath, the first shipment of the flagship Genesis G90s were all sold as soon as they were delivered to the dealership the first week of November.

McGrath says he expects the 2017 Genesis G90, formerly the Hyundai Equus, to compete with the likes of the Lexus LS, Audi A8, BMW 7 Series and Mercedes-Benz S-Class, but at a fraction of the cost.



2017 Genesis G90

Passengers:	5
Format:	Rear-Wheel Drive (optional) AWD
Length:	205 inches
Weight:	4,630 - 4,905 lbs
Engine:	3.3-L V6; 5.0-L V8
Horsepower:	(V6) 365-hp; (V8) 420-hp
MPG:	17 city/ 24 highway
Warranty:	5 yr/60,000 mi basic; 10 yr/100,000 mi powertrain
Base Price:	\$68,100

