

GV80's Case Against Europe

SUV Takes Aim at BMW, Mercedes With Stunning Design, Impressive Value

By Derek Price

CARGAZING.COM

In an automotive world obsessed with brand cachet, Genesis continues its relentless march toward luxury legitimacy.

Behind the wheel of the refreshed 2025 GV80, it's clear the upstart Korean brand isn't just knocking on the door of the establishment. It's kicking it down with style.

My test vehicle, a loaded 3.5T Prestige AWD model wearing a striking Storr Green matte finish (\$1,500), turned heads everywhere it went.

The massive shield-shaped grille and dual-line LED lighting signature make a bold first impression, while crisp body lines and tasteful chrome accents whisper "old money" sophistication. It's the rare vehicle that manages to look both avant-garde and timeless.

The cabin is a masterclass in understated luxury. A 27-inch panoramic display dominates the dashboard yet somehow doesn't overwhelm it.

Premium materials — soft leather, real wood, microfiber headliner — cover every surface. The attention to detail is impressive. Even the starter button has a knurled metal finish that feels pricey.

The seats are supremely comfortable, especially in Prestige trim which adds power-adjustable bolsters



The 2025 GV80's bold shield grille and dual-line LED lighting create an unmistakable presence, while the optional Storr Green matte paint (\$1,500) draws admiring glances.

and cushion extensions.

Genesis has nailed the technology integration. The widescreen display is crisp and responsive. Wireless Apple CarPlay and Android Auto are standard, and the Bang & Olufsen audio system delivers concert-hall sound quality.

A comprehensive suite of driver aids comes standard, including adaptive cruise control, lane keeping assist and blind spot monitoring. The surround-view camera system makes parking this large SUV surprisingly easy.

Under the hood, a twin-turbocharged 3.5-liter V6 delivers 375 horsepower and 391 pound-feet of torque through an eight-speed automatic transmission in my tes-

ter.

Despite its considerable size and 5,000-plus pound curb weight, the GV80 moves with surprising grace. The adaptive suspension manages to both isolate occupants from road imperfections and provide engaging handling when pushed. It's not a sports car, but it handles winding roads with composure that would make BMW blush.

The driving experience is defined by refinement. Road and wind noise are nearly absent at highway speeds thanks to acoustic glass and extensive sound deadening.

The transmission shifts imperceptibly, and the engine note is muted until you dig deep into the throttle. The electronically controlled

suspension with road preview — which uses cameras to spot bumps ahead — delivers a magic carpet ride.

Storage space is generous, with 34.9 cubic feet behind the second row. The optional power-folding third row, while tight on space, adds flexibility for occasional extra passengers.

Second-row accommodations are properly luxurious, with available heating and ventilation, power adjustments and sunshades.

Some minor gripes: Fuel economy with the V6 is underwhelming at 16 mpg city/22 highway, and Genesis offers no hybrid option. The available third row is best suited for small children or emergency use only. And

while the 10-year powertrain warranty provides peace of mind, Hyundai's recent engine reliability issues may give some buyers pause.

Yet it's hard to dwell on these shortcomings when you consider the value proposition. My fully loaded tester stickered at \$82,150 — tens of thousands less than comparable European offerings.

The GV80 makes a compelling argument that true luxury is about how a vehicle looks and feels rather than the badge on its hood. Between its striking design, refined driving experience and impressive feature content, Genesis has created a legitimate alternative to the established players.

AT A GLANCE

WHAT WAS TESTED?

2025 Genesis GV80 3.5T Prestige AWD (\$79,300). Options: Premium matte paint (\$1,500). Price as tested (including \$1,350 destination charge): \$82,150

BY THE NUMBERS

Wheelbase: 116.3 in.
Length: 194.5 in.
Width: 77.8 in.
Height: 67.5 in.
Engine: 3.5-liter twin turbo V6 (375 hp, 391 ft. lbs.)
Transmission: Eight-speed automatic
Fuel economy: 16 city, 22 highway

RATINGS

Style: 9
Performance: 9
Price: 8
Handling: 9
Ride: 10
Comfort: 10
Quality: 8
Overall: 9

WHY BUY IT?

With striking design, refined driving dynamics and impressive value, the GV80 proves Genesis can compete with luxury's biggest names. It's a confident choice for buyers who care more about substance than status.

CARGAZING



The 2025 GV80's bold shield grille and dual-line LED lighting create an unmistakable presence, while the optional Storr Green matte paint (\$1,500) draws admiring glances.

GV80's Case Against Europe

SUV Takes Aim at BMW, Mercedes With Stunning Design, Impressive Value

By Derek Price
CARGAZING.COM

In an automotive world obsessed with brand cachet, Genesis continues its relentless march toward luxury legitimacy.

Behind the wheel of the refreshed 2025 GV80, it's clear the upstart Korean brand isn't just knocking on the door of the establishment. It's kicking it down with style.

My test vehicle, a loaded 3.5T Prestige AWD model wearing a striking Storr Green matte finish (\$1,500), turned heads everywhere it went.

The massive shield-shaped grille and dual-line LED lighting signature make a bold first impression, while crisp body lines and tasteful chrome accents whisper "old money" sophistication. It's the rare vehicle that manages to look both avant-garde and timeless.

The cabin is a masterclass in understated luxury. A 27-inch panoramic display dominates the dashboard yet somehow doesn't overwhelm it.

Premium materials — soft leather, real wood, microfiber headliner — cover every surface. The attention to detail is impressive. Even the starter button has a knurled metal finish that feels pricey.

The seats are supremely comfortable, especially in Prestige trim which adds power-adjustable bolsters and cushion extensions.

Genesis has nailed the technology integration. The widescreen display is crisp and responsive. Wireless Apple CarPlay and Android Auto are standard, and the Bang &



A sprawling 27-inch display anchors the GV80's sophisticated cabin, which features premium materials and thoughtful details throughout.

Olufsen audio system delivers concert-hall sound quality.

A comprehensive suite of driver aids comes standard, including adaptive cruise control, lane keeping assist and blind spot monitoring. The surround-view camera system makes parking this large SUV surprisingly easy.

Under the hood, a twin-turbocharged 3.5-liter V6 delivers 375 horsepower and 391 pound-feet of torque through an eight-speed

automatic transmission in my tester.

Despite its considerable size and 5,000-plus pound curb weight, the GV80 moves with surprising grace. The adaptive suspension manages to both isolate occupants from road imperfections and provide engaging handling when pushed. It's not a sports car, but it handles winding roads with composure that would make BMW blush.

The driving experience is defined by refinement. Road and wind noise are nearly

absent at highway speeds thanks to acoustic glass and extensive sound deadening.

The transmission shifts imperceptibly, and the engine note is muted until you dig deep into the throttle. The electronically controlled suspension with road preview — which uses cameras to spot bumps ahead — delivers a magic carpet ride.

Storage space is generous, with 34.9 cubic feet behind the second row. The optional power-folding third row, while tight on space, adds flexibility for occasional extra passengers.

Second-row accommodations are properly luxurious, with available heating and ventilation, power adjustments and sunshades.

Some minor gripes: Fuel economy with the V6 is underwhelming at 16 mpg city/22 highway, and Genesis offers no hybrid option. The available third row is best suited for small children or emergency use only. And while the 10-year powertrain warranty provides peace of mind, Hyundai's recent engine reliability issues may give some buyers pause.

Yet it's hard to dwell on these shortcomings when you consider the value proposition. My fully loaded tester stickered at \$82,150 — tens of thousands less than comparable European offerings.

The GV80 makes a compelling argument that true luxury is about how a vehicle looks and feels rather than the badge on its hood. Between its striking design, refined driving experience and impressive feature content, Genesis has created a legitimate alternative to the established players.

A CLOSER LOOK



AT A GLANCE

FACTS, FIGURES AND RATINGS

WHAT WAS TESTED?

2025 Genesis GV80 3.5T Prestige AWD (\$79,300).
Options: Premium matte paint (\$1,500). Price as tested (including \$1,350 destination charge): \$82,150

BY THE NUMBERS

Wheelbase: 116.3 in.
Length: 194.5 in.
Width: 77.8 in.
Height: 67.5 in.
Engine: 3.5-liter twin turbo V6 (375 hp, 391 ft. lbs.)
Transmission: Eight-speed automatic
Fuel economy: 16 city, 22 highway

RATINGS

Style: 9
Performance: 9
Price: 8
Handling: 9
Ride: 10
Comfort: 10
Quality: 8
Overall: 9

WHY BUY IT?

With striking design, refined driving dynamics and impressive value, the GV80 proves Genesis can compete with luxury's biggest names. It's a confident choice for buyers who care more about substance than status.