

Sculpted Confidence

Genesis Pushes Luxury Boundaries With Daring GV80 Coupe

By Derek Price

CARGAZING.COM

Want to see how far Genesis has come as a luxury brand? Take a look at the new 2026 Genesis GV80 Coupe.

A few years ago, the idea of Genesis building an \$90,000 coupe-style SUV that could legitimately cross-shop with BMW and Mercedes-Benz would have sounded ambitious. Now it feels inevitable. The GV80 Coupe is not a tentative step forward. It is a full stride.

Let's start with the obvious. This vehicle is stunning.

I don't say that often about crossovers because most of them feel shaped by wind tunnels and focus groups.

The GV80 Coupe looks like it was shaped by someone who cares about sculpture. The sloping roofline is dramatic without being cartoonish. The proportions are athletic without trying too hard. It stands out in traffic, but it doesn't scream for attention in the wrong way.

Genesis says the Coupe blends practicality and sportiness, and for once that marketing line holds up. It has presence. It has attitude. It looks expensive.

Inside, it feels expensive too.

The cabin in this 3.5T Prestige AWD is first-rate. The stitching and quilting



The GV80 Coupe's sloping roofline and bold front fascia give the luxury SUV a sculpted, athletic presence that stands out in a crowded premium segment.

on the seats make you feel pampered, and the materials rival, and in some cases exceed, what you will find in top Lexus products. There is a solidity to the switchgear and a richness to the surfaces that signal real confidence from this brand.

The 27-inch OLED display stretches elegantly across the dash, integrating the gauge cluster and infotainment into one sweeping panel.

What really impressed me, though, is how comfortable it is.

Under the hood sits a 3.5-liter twin-turbo V6 with a 48-volt electric supercharger, good for 409 horsepower and 405 pound-feet of torque. Those are serious numbers, and they move the GV80 Coupe with authority.

Despite the "Coupe" badge, this is not a canyon carver. It leans toward comfort, and I think that's the right call.

If you are expecting sports-sedan reflexes, you will not find them here. Personally, I'm fine with

that. There are plenty of harsh performance SUVs out there. This one understands its mission.

There are compromises, of course.

The sloping roofline trims some rear headroom and cargo space compared to the standard GV80. If maximum practicality is your goal, the traditional SUV makes more sense. Fuel economy, at 17 mpg city and 22 highway, is also not this vehicle's strong suit. Power has a price, and in this case that price includes frequent stops at

premium pumps.

Then there is the actual price. My tester rang in at \$89,795 as equipped. That is real money, and it puts the GV80 Coupe squarely in competition with established luxury players.

Most importantly, it feels special. It feels like a brand that knows exactly what it wants to be.

Overall, I really like the GV80 Coupe. It is bold without being brash, luxurious without being gaudy and quick without pretending to be a track star.

AT A GLANCE

WHAT WAS TESTED?

2026 Genesis GV80 Coupe 3.5T Prestige AWD (\$87,650). Options: Premium paint (\$650). Price as tested (including \$1,495 destination charge): \$89,795

BY THE NUMBERS

Wheelbase: 116.3 in.
Length: 195.5 in.
Width: 77.8 in.
Height: 67.3 in.
Power: 3.5-liter twin turbo V6 (409 hp, 405 lbs. ft.)
Transmission: Eight-speed automatic
MPG: 17 city, 22 highway

RATINGS

Style: 9
Performance: 9
Price: 6
Handling: 8
Ride: 9
Comfort: 10
Quality: 9
Overall: 9

WHY BUY IT?

The GV80 Coupe delivers striking design, authentic luxury and effortless performance in a package that finally makes the established luxury brands look over their shoulders.

CARGAZING



The GV80 Coupe's sloping roofline and bold front fascia give the luxury SUV a sculpted, athletic presence that stands out in a crowded premium segment.

Sculpted Confidence

Genesis Pushes Luxury Boundaries With Daring GV80 Coupe

By Derek Price
CARGAZING.COM

Want to see how far Genesis has come as a luxury brand? Take a look at the new 2026 Genesis GV80 Coupe.

A few years ago, the idea of Genesis building an \$90,000 coupe-style SUV that could legitimately cross-shop with BMW and Mercedes-Benz would have sounded ambitious. Now it feels inevitable. The GV80 Coupe is not a tentative step forward. It is a full stride.

Let's start with the obvious. This vehicle is stunning.

I don't say that often about crossovers because most of them feel shaped by wind tunnels and focus groups.

The GV80 Coupe looks like it was shaped by someone who cares about sculpture. The sloping roofline is dramatic without being cartoonish. The proportions are athletic without trying too hard. It stands out in traffic, but it doesn't scream for attention in the wrong way.

Genesis says the Coupe blends practicality and sportiness, and for once that marketing line holds up. It has presence. It has attitude. It looks expensive.

Inside, it feels expensive too.

The cabin in this 3.5T Prestige AWD is first-rate. The stitching and quilting on the seats make you feel pampered, and the



Inside, quilted leather seating, rich materials and a sweeping 27-inch OLED display create a cabin that feels both high-tech and genuinely indulgent.

materials rival, and in some cases exceed, what you will find in top Lexus products. There is a solidity to the switchgear and a richness to the surfaces that signal real confidence from this brand.

The 27-inch OLED display stretches elegantly across the dash, integrating the gauge

cluster and infotainment into one sweeping panel.

What really impressed me, though, is how comfortable it is.

Under the hood sits a 3.5-liter twin-turbo V6 with a 48-volt electric supercharger, good for 409 horsepower and 405 pound-feet of

torque. Those are serious numbers, and they move the GV80 Coupe with authority.

Despite the "Coupe" badge, this is not a canyon carver. It leans toward comfort, and I think that's the right call.

If you are expecting sports-sedan reflexes, you will not find them here. Personally, I'm fine with that. There are plenty of harsh performance SUVs out there. This one understands its mission.

There are compromises, of course.

The sloping roofline trims some rear headroom and cargo space compared to the standard GV80. If maximum practicality is your goal, the traditional SUV makes more sense.

Fuel economy, at 17 mpg city and 22 highway, is also not this vehicle's strong suit. Power has a price, and in this case that price includes frequent stops at premium pumps.

Then there is the actual price. My tester rang in at \$89,795 as equipped. That is real money, and it puts the GV80 Coupe squarely in competition with established luxury players.

Most importantly, it feels special. It feels like a brand that knows exactly what it wants to be.

Overall, I really like the GV80 Coupe. It is bold without being brash, luxurious without being gaudy and quick without pretending to be a track star.

A CLOSER LOOK



AT A GLANCE

FACTS, FIGURES AND RATINGS

WHAT WAS TESTED?

2026 Genesis GV80 Coupe 3.5T Prestige AWD (\$87,650).
Options: Premium paint (\$650). Price as tested
(including \$1,495 destination charge): \$89,795

BY THE NUMBERS

Wheelbase: 116.3 in.
Length: 195.5 in.
Width: 77.8 in.
Height: 67.3 in.
Power: 3.5-liter twin turbo V6 (409 hp, 405 lbs. ft.)
Transmission: Eight-speed automatic
MPG: 17 city, 22 highway

RATINGS

Style: 9
Performance: 9
Price: 6
Handling: 8
Ride: 9
Comfort: 10
Quality: 9
Overall: 9

WHY BUY IT?

The GV80 Coupe delivers striking design, authentic luxury and effortless performance in a package that finally makes the established luxury brands look over their shoulders.