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Genesis 2025 Model Year GV70 – First Impressions

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Robin Roberts (and WheelsWithinWales) takes a look at, and first drive in, the 2025 Model Year all-electric Genesis GV70...

Some 21-years after Genesis was created as the first premium brand by a South Korean car maker, the company is forging ahead with evolving its models, range and sales operations.

Being part of the Hyundai Group alongside its bigger-brother Kia, Genesis has enormous resources to utilise design, engineering, production, marketing and finance. Although conceived as an idea in South Korea, Genesis is very much an international brand with a Californian design studio and a German R&D centre, all working with its Asian assembly plant and another in Alabama.

It took over a decade to expand out of its homeland to the USA and a few years later into Europe where it arrived with the concept to bring the brand to discerning buyers who enquired on-line or by phone, serving to show-off models in two London studios and one in Birmingham. Models are delivered to new owners, collected and returned for servicing with a replacement courtesy car left and the whole thing is managed by a dedicated personal assistant for an owner.



That concept remains but the number of studios will expand as the range evolves and from petrol and diesel models, through pure electric models and into hybrids, while not forgetting Hyundai has experience in hydrogen fuel cell powertrains as well. It sponsors and supports a number of leading sporting and social events worldwide and this year will enter long distance endurance racing throughout Europe. So it's all changing.

Just like the pure electric Genesis GV70 which has undergone its first revision since launching 2.5 years ago.

The new series has redesigned front and rear ends, a new powertrain underneath with enlarged battery pack for longer range as well as quicker recharging and better performance, a striking new fascia and revisions to cabin details intended to enhance the look, feel and comfort of the car.

The bigger 84 kWh battery pack, which can be boosted to 80% capacity in 19 minutes, lifts range to an optimum 298 miles and feeds front and rear motors with 490 PS power output giving a 0 – 62 mph time of just 4.4 seconds and maximum speed over 140 mph, all through the four wheels. For limited periods you can also boost responses through a finger button on the steering wheel.

In the powertrain settings you have the familiar eco, normal, sport and individual modes, which now include auto-terrain refinement so the vehicle uses its sensors and Artificial Intelligence to assess the best grip underneath in snow, sand or mud. Drivers can also enjoy a virtual gearshift display to mimic manual changes if desired. The powertrain now features a heating and cooling system to prolong battery-pack life.

Immediately noticeable compared to the outgoing model is the 27-inch virtual cockpit display – one of the largest in production cars today – which can be used to select a wide range of infotainment channels such as Netflix, YouTube, Bloomberg, Disney and news channels all through voice commands.

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On-board sensors and cameras work with live navigation to pinpoint position and dangers and get over the air updates so they are continually accurate.

The car's clever technology includes active sound road noise cancelling to smooth out suspension and tyre noises with counter sound waves while an optional UV-C light box sanitises mobile phones or other small items in a dedicated compartment.

There are Pure, Dynamic and Luxury trim levels from £65,915, £70,715 and £74,915 respectively.

FIRST IMPRESSIONS



Visually striking with its new nose, tail and interior, the Genesis GV70 EV definitely stands out from competitors.

Then the driving experience backs up the impression of being something different. It's mechanical quietness, which you'd expect in an EV, is matched by an absence of road noise as well while the suspension really smoothes out the bumps and poor surfaces to give a level of ride you'd probably only realise in a much bigger limousine.

The sound system is probably the greatest source of noise and it's all very good, filling the cabin with a richness and depth.

Acceleration is good even in eco mode, and slipping into sporting set up gave the car a tauter and even more responsive feel on twisting lanes, together with some eye-opening push.

The seats provided comfort and control, the heating and ventilation kept everything crisp and there was plenty of room throughout for four but maybe a bit tight for five.



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Handling felt more like a good, well sorted saloon rather than an SUV.

VERDICT

This latest GV70 must be a model which deserves to be considered alongside the best from Germany and the Far East.

