

Motoring - Genesis G70 - G80 - GV70 - GV80...



Ally Ballingall



Lorraine Stevenson



2021 Genesis G70



2021 Genesis G80

When we heard that we had been invited to test drive a new range of cars by Genesis on the banks of Loch Lomond we were pretty excited. Firstly, because we confessed to not actually having heard of Genesis but we were to be staying at the newly reopened Cameron House Hotel.

You too could be forgiven for not knowing the brand as it is new to Britain but it is well known in its home market in Korea where it was launched six years ago and also in the USA, but we reckon if all goes according to plan, in years to come, the name Genesis will be as famous as the band with the same name. Hyundai has already made great inroads to the market here and Genesis is Hyundai Motor's luxury brand.

We have been here before with manufacturers wanting to expand into the luxury market, think of DS, Cupra, Infinity and Lexus, some have been more successful than others because one of the downsides has always been badge-snobbery. Not a problem for Genesis, they have been extremely clever here as their badge is already being mistaken for even more upmarket brands and fellow guests at Cameron House thought it was a Bentley or an Aston Martin Event that was taking place.

At the moment the range consists of two saloons, a G70 and a G80 and two SUVs, the GV70 and the GV80 with Sportbrake, Electric versions and Hybrids arriving later. In this issue, we will concentrate on the G80. This could be a very short report; the car is simply "Fanbloomingtastic. We reckoned though that you might want a bit more detail!



It has been a while since we have driven such a head-turning car, some of it is curiosity of course but to be honest the exterior is clean and elegant and so striking that I would defy anyone not to want a closer look. It is officially a saloon but with its sleek outline it more resembles a coupe.

We took the cars out to drive before knowing the pricelist and there was some debate en-route. We were pleasantly surprised at the entry level prices and of course there are many optional extras, however even the "ultimate" car can cost much less than you would expect given how luxurious it is. So how does that come about? Well, firstly there are no showrooms or sales executives waiting to make a pretty bonus. Instead buyers/prospective buyers are allocated a Genesis "Personal Assistant" who will take them through the test drive process, then assist with the choosing and configuration of their car of choice.

Servicing has always been an issue with small or specialised brands and we really don't want to drive for two hours to get our car serviced, no matter how much we love it, time is precious after all.

Genesis has thought of that and your "personal assistant" will arrange for a transporter to arrive with your like for like courtesy car on board to then take your own car away for servicing and returned when done. Sounds amazing, no hassles at showrooms and if it all works according to plan, then this is a direction many buyers will find attractive.

Prices start from around £38,000, just compare that to even non-premium cars and you will be pleasantly surprised.

Ally says - The interior is stunning and just oozes with class, luxury and comfort and will give all of its rivals a run for their money.

Lorraine says - The G80 will exasperate not just the Germans but those at Jaguar and Volvo too.

5 year warranty, 5 year servicing and 5 year road side assistance