

AUTOMOTIVE

Genesis expands EV sales to more US markets

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These six new states join nine others including California, Connecticut, Colorado and New York, where Genesis currently sells its electric models. Image credit: Genesis

By LUXURY DAILY NEWS SERVICE

South Korean auto brand **Genesis** has made its electric vehicles available in six additional states across the United States.

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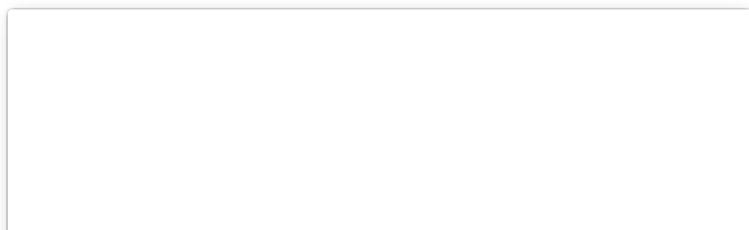
The Electrified G80 executive sedan, the GV60 SUV, and the Electrified GV70 which was named Best Compact Luxury SUV at the 2023 Kelley Blue Book Best Buy Awards ([see story](#)) are now sold in select locations in Wisconsin, Virginia, Maryland, Massachusetts, Louisiana and Texas. This marks the Hyundai-owned brand's latest effort to become all-electric by 2030.

"This expansion of EV sales in the United States marks a significant milestone in our journey towards an all-electric lineup by 2030," said Claudia Marquez, chief operating officer of Genesis Motor North America, in a statement. "We are pleased to now be offering our ... lineup of electric vehicles to a much broader audience of American customers."

Future is electric

The 2023 Electrified GV70 was introduced earlier this month in a campaign which compared it to the original GV70 model.

This was the third electric vehicle Genesis released in less than a year ([see story](#)). Last August, the brand delivered its new flagship G90 sedan to U.S. customers in a campaign that featured partnerships with *Vogue* magazine and New York-based fashion label Monse ([see story](#)).



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A post shared by Genesis (@genesis_worldwide)

In addition to expanding its locations, Genesis Motor America has partnered with Electrify America, a network of electric vehicle charging stations across the U.S. that is owned by the Volkswagen Group.

Through this partnership, Genesis is offering drivers complimentary charging in 30-minute increments for three years beginning at the time of vehicle purchase.

Owners of the 2023 Electrified G80, the 2023 Electrified GV70 and the 2023 GV60 can locate Electrify America stations via the company's mobile app or through Genesis Connected Services, a series of remote services and digital applications.

Genesis has provided its customers with a number of different services in an ongoing effort to create personalized experiences.

In 2020, during the height of the COVID-19 pandemic, the automaker debuted its at-home shopping service Genesis Concierge, providing guests with a personal guide to walk them through the process of shopping and purchasing their vehicle ([see story](#)).

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