

Interior Insight: Genesis GV70

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Inside story on the Genesis GV70

The Genesis GV70 is designed to compete with premium SUVs like the Audi Q5, Mercedes-Benz GLC and BMW X3. It also offers a variety of trim packages and customizable options, making it appealing to a wide range of buyers seeking both comfort and performance in a luxury vehicle. We take a closer look inside.



The cabin radiates luxury with its quilted leather seats and a meticulously crafted dashboard featuring elegant, layered designs. It accommodates five passengers comfortably, with adjustable front seats and an optional comfort seat pack that includes massage functions. High-quality materials like Nappa leather and suede enhance the interior, while the rear seats fold in a 60:40 split configuration for added versatility.

The dashboard combines leather and aluminum for an aesthetically pleasing yet functional design, with controls and displays easily accessible to minimize distractions. The steering wheel is available in two styles, and the intuitive layout of buttons enhances usability. The center console features the Genesis integrated controller for seamless infotainment navigation.

Ample storage solutions, including felt-lined door pockets and a leather-upholstered mobile phone compartment, add practicality. Although rear passengers enjoy good knee and headroom, foot space can be cramped due to the large transmission tunnel. The boot, with an electrically assisted lid, offers 542 liters of space (503 liters in the electric model) but is limited by its 60:40 split-folding rear seats.

Notable design features include clamshell door bottoms that protect the interior from road grime, making entry and exit easier, especially for children. The GV70 offers various trim packages, including the premium line, luxury line and sport line.

Central to the interior is a massive 14.5-inch touchscreen that provides access to navigation and audio settings, supporting Apple CarPlay and Android Auto via wired connections. The touchscreen is responsive, and an optional 12.3-inch digital instrument cluster offers customizable information. Climate controls remain separate, and the digital instruments provide a clear, 3D effect.

Connectivity options include Bluetooth for hands-free calling and multiple USB ports for charging. The Genesis Connect system enables over-the-air updates and smartphone integration, while voice recognition technology allows hands-free control of various functions. The system also features user profile transfer for personalized settings across vehicles.

To further personalise the vehicle, an optional fingerprint authentication integrates biometric technology. Once registered through the infotainment system, users can create a customized profile that adjusts the driver's seat, steering wheel, head-up display, and updates navigation destinations and infotainment volume settings.

Another noteworthy and clever piece of technology is a "road preview" system that enhances the ride quality by working with electronically controlled suspension damping. Using a front-facing camera to "read" the road ahead, it automatically adjusts the adaptive dampers to minimize body movement and wheel impact over obstacles like speed bumps.

A 15-speaker Lexicon audio system incorporates QuantumLogic sound and Clari-Fi music restoration technology. The system includes under-seat subwoofers and two immersive listening settings,

audience mode and on stage mode.

The GV70's advanced driver assistance technologies include smart cruise control, highway driving assist and forward collision-avoidance assist, enhancing safety and convenience.

In summary, the Genesis GV70 stands out in the luxury SUV market, offering a unique ownership experience and a comprehensive five-year care plan package, making it a strong competitor against its German rivals.

S&P Global Mobility's latest report on [next-generation seat comfort solutions](#) offers a detailed analysis of technologies that are contributing to enhancing seating comfort in vehicles.

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