

Genesis is taking what can be seen as either an evolutionary or a two-prong approach—in developing their electric vehicle line-ups. On the one hand are pure EVs, built on all-new, dedicated, purpose-engineered platforms. On the other are previously existing models, adapted to replace their gasoline powertrains with equally pure fully battery electric power, along with revised architecture to work in concert with it.

To stir things up, Genesis calls their adapted vehicles “Electrified”—a term used by most of the industry as an umbrella for hybrids and plug-in hybrids, as well as for full EVs themselves, presumably hoping to catch EV interest via familiar and longstanding (though evolving) technologies. And that’s okay. It’s just lingo. But it sells these Genesis full EVs short, and it could confuse the consumer.

Neither approach seems to have more of a com-

mitment than the other. The Electrified G80 (an EV adaptation of the gasoline model) was revealed in April 2021—the brand’s first-ever EV, first-ever appearance at Auto Shanghai and first-ever new product reveal outside Korea. Then came the dedicated-EV-platform GV60 (with new, distinctly different styling) in August, followed by the Electrified GV70 (another gasoline model adaptation) in November.

We’ve driven the other two before (see GV60 in our January-February 2023 issue, Electrified GV70 in September-October 2023). The GV60 was more of a pure experience, as you might expect—both in engineering and all-important general presence—with the Electrified GV70’s balance and handling, superbly engineered though they may be, giving hints of its adapted nature.

While you should of course drive both for yourself, our thoughts after the Electrified GV70 had

been that “fine points aside, the Electrified GV70 may be less a look at itself and more a look at the bigger picture. As the clean-sheet EV trend continues apace, this ‘Electrified’ model will ultimately surely prove to be a transitional effort.”

Seen this way, the transitional naming scheme starts to make sense. There is still room for confusion in the lineup, though, as the names of original pure gasoline models or the newest dedicated-platform EVs include nothing to indicate what they are—only the “Electrified” EV adaptations do. It seems the whole lineup (and the EV push itself) would benefit by adding “EV” to the GV60 and any others in the pipeline, at least until that’s all there is.

In short, our take on the Electrified GV70 had been that “having already apparently joined most of the world in loving the (highly awarded) gasoline GV70, we

figured we’d love the Electrified GV70 (EV). But the comparison turned out to be more complex.”

And in short, that’s pretty much what we experienced with the Electrified G80 sedan.

This sample was a 2023. With a base price the same for 2023 or 2024, about \$80,000, our only option was Verbier White matte paint (\$1500).

A healthy 365 horsepower is sent to all four wheels, 50-50 front/rear, with a massive 516 lb-ft of torque. Its 350kW rapid charge time is just 22 minutes from 10 to 80 percent (or about seven and a half hours on 240V), sufficient for many people’s daily drivers overnight. Range is just 282 miles, a healthy number when released, but not a lot for an otherwise great open road cruiser, as this spec is growing rapidly in the industry. Cargo volume of just over 10 cubic feet is also quite small for a car this size and for any long distance mission.

The G80 sedan occupies a high position,

executive class in size, just below the flagship G90 full-size sedan (top Genesis sedans and SUVs kind of share flagship status, depending upon perspective). By any measure, they are a tremendous value for content and prestige delivered for the dollar.

By definition, the Electrified G80 was the first effort at an EV by Genesis. The evolutionary state of things might make you think about waiting for its clean-sheet EV replacement. However, with sedan volumes lower than SUVs and likely to stay that way, you’ll do best to give the Electrified G80 a try. By definition, it is the state of the art. ■

The first-ever original

BY JOE SAGE



SPECIFICATIONS

ASSEMBLYUlsan, South Korea
MOTOR/TRANS BUILDS Korea / S Korea
PARTS CONTENTS Korea 95% / US/Can 2%
MOTORS272 kW: F: 136 kW; R: 136 kW
POWER365 hp
TORQUE516 lb-ft
BATTERY524V lithium-ion polymer, 87.2 kWh, 307 kw output
BATTERY WEIGHT1204.2 lb
TRANSMISSIONsingle-speed reduction gear, shift-by-wire
DRIVETRAINAWD
SUSPENSIONelectronic w road preview; F: multi-link, high-performance gas shock; R: multi-link, high-performance gas shock
STEERINGmotor driven pwr asst rack-mtd
BRAKESF: 14.2 vented, 4-piston, integrated electronic boost; R: 14.2 vented, single-piston, integrated electronic boost
WHEELSaluminum: F: 19x8.5J; R: 19x9.5J
TIRESF: 245/45R19; R: 275/40R19
LENGTH / WHEELBASE197.0 / 118.5 in
HEADROOM (F/R)40.3 / 36.6 in
LEGROOM (F/R)42.1 / 35.9 in
TURNING CIRCLE, GROUND CLEARANCEna
CARGO CAPACITY10.8 cu.ft
WEIGHT5038 lb
CHARGING TIMEAC std 110V / 10A: 80 hrs 240V / 48A (10-100%): 7 hrs 22 min 350kW Rapid Charge (10-80%): 22 min
RANGE282 miles
MPGe105/89/97 (city/hwy/comb)
BASE PRICE\$79,825
PAINT: Verbier White (matte)1500
DESTINATION CHARGE1125
TOTAL\$82,450

2023 model; 2024 prices not yet released.

GENESIS G80 LINEUP (*2023/24)

GASOLINE (*2024)	
2.5T AWD : 300-HP 4-CYL\$54,150
3.5T AWD : 375-HP TWIN TURBO V664,000
ELECTRIC (*2023)	
Electrified G80 AWD▼ 79,825

We had a high level of annoyance from some of the interface features—a great many boops and beeps for ghost reasons, and a nav voice determined to endlessly announce it was recalculating a route we had not entered and, try as we might, never could defeat.