

BRAYDEN SATHRUM

CHARLOTTE ROYAL

JOSIE SHEPHERD

SOTHEARA NARITH



GENESIS GV60

SITUATION ANALYSIS

GV60

WSU COMSTRAT 380

GENESIS GV60 : SITUATION ANALYSIS

TABLE OF CONTENTS

INDUSTRY 1

COMPANY 4

PRODUCT 7

CONSUMER 10

COMPETITORS 12

MARKET 14

OTHER CONSIDERATION 16

SWOT 17

ELECTRIC VEHICLE INDUSTRY

HISTORY

The electric vehicle industry began modestly in 1828, with small inventors from around the world. The EV's appeal came from its quieter sound in comparison to the internal combustion engines and steam-powered automobiles. By 1896, William Morrison would produce the first successful electric wagon.

In 1900, electric cars accounted for a third of the vehicles in the US. Around this time, Thomas Edison entered the industry to assist in battery production.

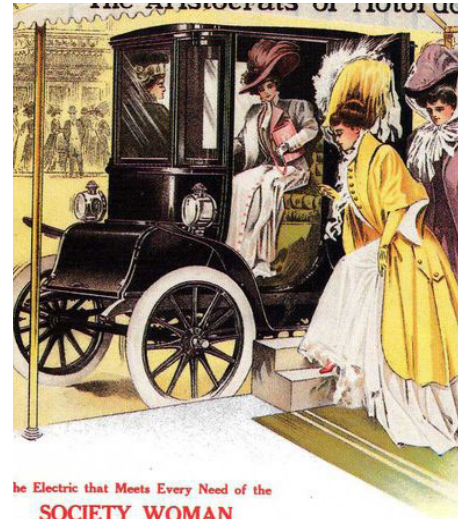
In 1901, Porsche produced the first hybrid vehicle. The introduction of Henry Ford's Model T (1908-1912), the EV market would take a huge blow. By 1935, most electric vehicles were off the roads. Gas prices started to rise between 1968 and 1973, and interest in electric vehicles increased once more.

In 1974, Sebring-Vanguard's CitiCar, an all-electric car, would become the sixth most successful vehicle in the US. By 1979, the electric vehicle market would fade again due to limited performance and range. Fast forward to 1997, when Toyota introduced the Prius, the first mass-produced hybrid vehicle, which saw its worldwide release in 2000. Its success brought it much notoriety.

In 2006, we see the rise of Tesla and its announcement of luxury-tiered EVs with ranges of 200+ miles. Tesla would lead the EV industry to the present day. The nation gained 18,000 charging stations (8,000 of which were public) as a result of the company's investment in charging infrastructures along with assistance from the US Department of Energy.

In 2010, the Chevy Volt was released by GM and was the first commercially available plug-in hybrid vehicle on the market. During this time, Nissan released the LEAF, an all-electric, zero-tailpipe emissions car. The DOE distributed loans toward both vehicles to be produced in Tennessee.

The cost of electric car batteries fell by half in four years, making electric vehicles more affordable for the public. Since 2015, the options for EVs have continued to grow among manufacturers.



The Electric that Meets Every Need of the

SOCIETY WOMAN

you can learn to run The Baker in 30 minutes. It far exceeds all other electric cars in safety, as well as mileage and speed. It is noiseless and clean; having a battery capacity of 100 miles, it is unequalled for city and suburban use.

Write for Our Handsome Booklet

It clearly explains the many advantages of Baker Electric cars, and gives full particulars regarding the elegant 1910 MODEL Coupes, Broughams, Victorias, Landaulets, etc.

LEADER IN THE INDUSTRY



Tesla, Inc. boasts the industry's most advanced features when it comes to technological advances and vehicle performance. The brand sees itself as a technology company that has branched out into different industries and sectors. They not only build cars but are involved in the manufacturing of parts and services. The company positions itself as a leader in renewable

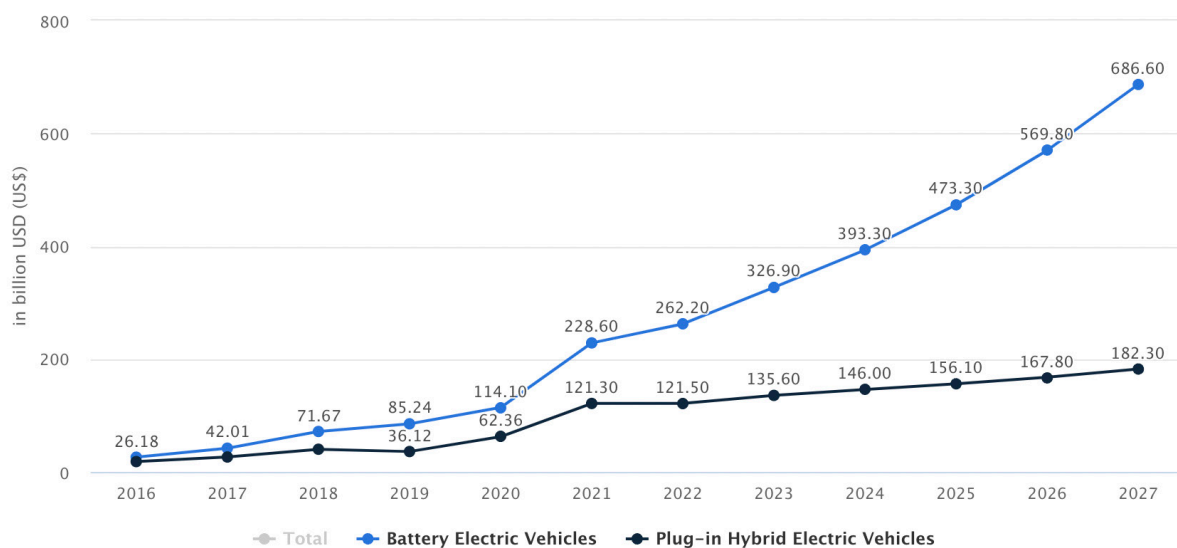
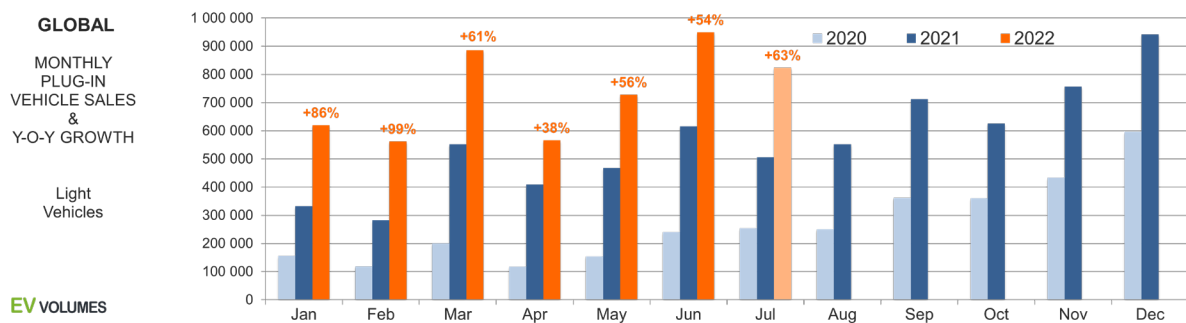
energy, power distribution, self-driving technology, and intelligent software.

Tesla distinguishes itself from most manufacturers by employing a direct sales and service model that eliminates the need for a middleman or dealership franchises.

- Self-driving technology. Tech companies and start-ups are leading the industry in AI-driven autonomous vehicles. Robotaxis is gaining traction to be the first company to have fully autonomous cars on the road.
- Government lead emission standards and net zero initiatives.
- Investments in internal combustion engine vehicles have begun to decrease, allowing for more headway for electric vehicles.
- Newer startups have allowed more businesses to enter the electric vehicle industry, allowing for more success outside of Tesla.
- EV batteries and the technology to build them are beginning to lower in price, resulting in more production.
- The electric vehicle market is projected to increase from roughly eight thousand units in 2022 to over 39 thousand by 2030 due to a higher demand for low-emission automobiles.

SALES + PROFITS

- Revenue in the Electric Vehicles market is projected to reach US\$384.00bn in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2027) of 17.75%, resulting in a projected market volume of US\$869.30bn by 2027.
- Electric Vehicles market unit sales are expected to reach 16,206.9K vehicles in 2027.
- The volume-weighted average price of the Electric Vehicles market in 2022 is expected to amount to US\$53.90k.
- From an international perspective, it is shown that the most revenue will be generated in China (US\$160,400.00m in 2022).



Notes: Data shown is using current exchange rates. Data shown does reflect market impacts of Russia-Ukraine war.

Most recent update: May 2022

Source: Statista

HYUNDAI MOTORS, CO.

COMPANY PROFILE

MISSION STATEMENT

“Hyundai Motor Company is striving to provide freedom of movement to everyone by investing in mobility services, by building close relationships with leading mobility service providers and expanding our role beyond the automotive transportation sector. The company will play a pivotal role in global society’s transition to clean energy by helping make hydrogen an economically viable energy source.”



THE GIST OF HYUNDAI

Genesis’ parent company is Hyundai. This popular car company is concerned with humanity; they want to bring mobility to people around the world so that they can provide "freedom of movement." They want to provide people with the tools to better enjoy what it means to be human.

Hyundai represents the future. They are striving to "reinvent the 24 hours that we are equally given into quality time, making every moment truly worthwhile and rewarding." The company represents the improvement of relationships between cars and drivers for the future. One of Hyundai’s main goals is to connect "people with quality time."

HYUNDAI'S HISTORY



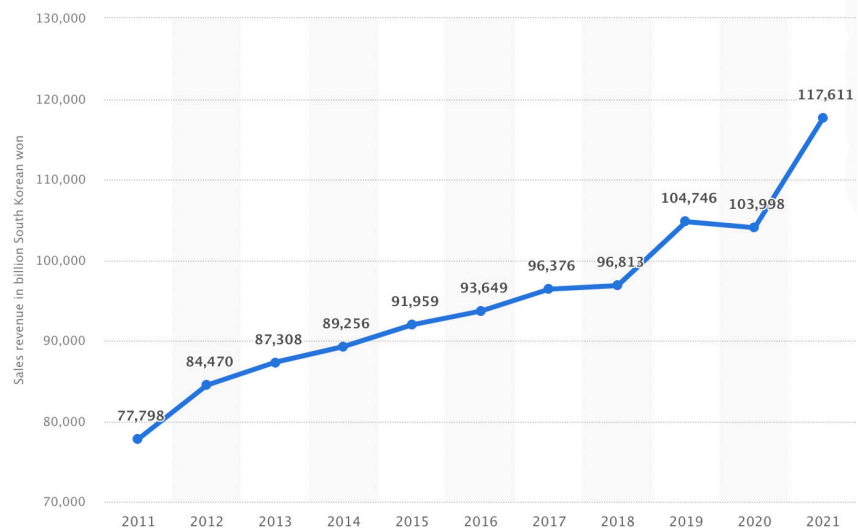
Founded in 1967, Hyundai completed the Ulsan assembly plant in 1968, which is the “world’s largest integrated automobile manufacturing facility.” The first vehicle that was produced by Hyundai, “in cooperation with Ford Motor Company” was the Cortina.

Over the course of several decades, Hyundai continued to make its mark on the car manufacturing industry by releasing several luxury vehicles, the “Acquisition of Kia Motors,” the release of Hyundai’s ever-popular Sonata and Elantra, global growth, and the development of fuel cell electric vehicles. Genesis was launched in 2008, along with several other campaigns throughout the years. In 2019, Hyundai released the Electric Double-Decker Bus; this was an incredible innovation for both the global efforts to combat climate change and the electric vehicle industry.

Today, Hyundai offers a variety of vehicle options. These include cars, sedans, SUVs, CUVs (compact SUVs), and luxury vehicles. Their luxury vehicles are primarily branded through Genesis.

HYUNDAI PROFITS

- The graph to the right shows the sales revenue of Hyundai Motor Company over the past ten years. The numbers seen are in billion South Korean won.
- For 2021, the total revenue was “117.6 trillion South Korean won,” which comes out to be “about 99 billion U.S. dollars).”
- Hyundai’s sales have only increased in the last decade. It is important to note that sales went through the roof from 2020 to 2021.



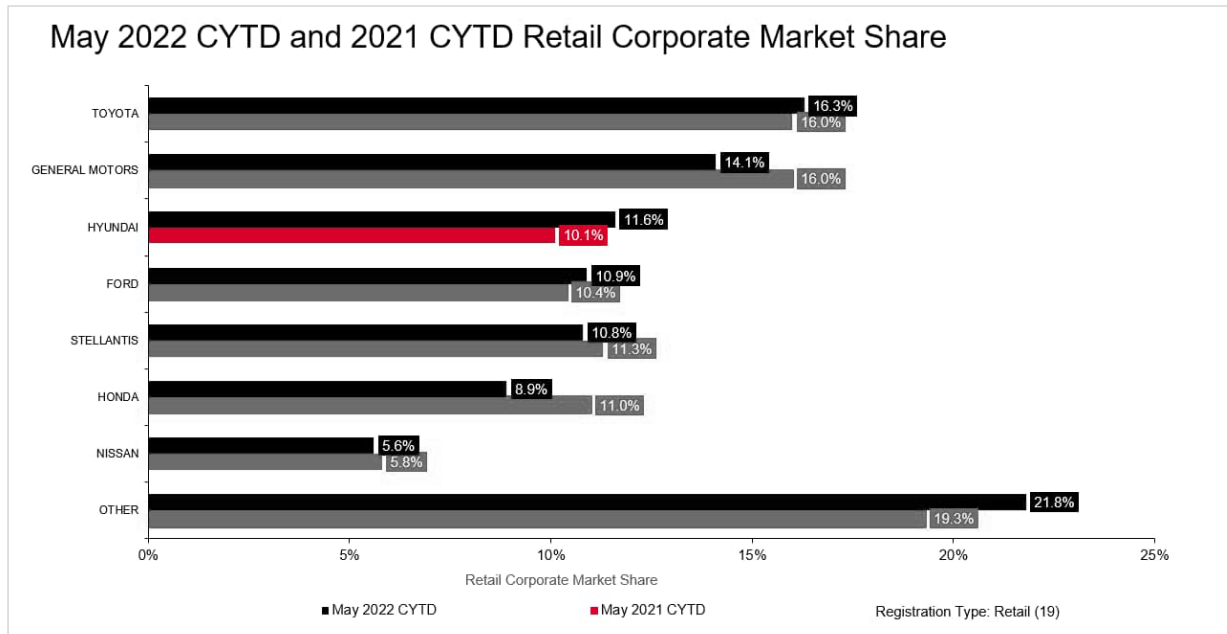
Details: Worldwide; FY 2011 to FY 2021

© Statista

MARKET SHARE + SHARES

In 2020, Hyundai only held 4.56% of market shares worldwide.

Hyundai drastically increased its standing among the market between 2021 and 2022, even passing Ford in ranking for market shares. As of July 2022, they are standing as #3 in the market, holding 12% of the shares in the United States.



KEY PERSONNEL

Chung Ju-yung faced many hardships while growing up. As the oldest of six, he was expected to take over his father’s farm. Over the course of several years, Ju-yung was able to find opportunities to make his future his own. “Nothing is impossible if you break the mould.” When Ju-yung founded Hyundai Motor Company in 1967, he ingrained his legacy on the world.

Today, **JaeHoon Chang** stands as Hyundai’s President and CEO with Dong Seock Lee as his Vice President and CEO. Before JaeHoon Chang was promoted in 2020, he “led the domestic sales team at Hyundai Motor and served as the global head of Genesis.”



GENESIS GV60

PRODUCT OVERVIEW: ATTRIBUTES + FUNCTION



The **2023 Genesis GV60**, starting out at \$58,890, is an athletic coupé crossover utility vehicle (CUV) that has "the perfect balance between Athletic and Elegance, [that] define the design experience exclusive to genesis." The interactive design is meant to develop a strong relationship between driver and vehicle, something that the Genesis brand strives to achieve.

In addition to the heated front and rear seats and the double-glazed soundproof glass on the windows, the primary features of the GV60 that increase the interactivity between driver and car include safety, technology, and charging.

SAFETY HIGHLIGHTS

- **Highway Driving Assist**
 - Helps keep the vehicle centered "within the lane and automatically maintains a selected distance and speed from the vehicle ahead."
- **Blind Spot Collision Avoidance Assist**
 - When the turn signal is activated to change lanes, sensors lookout "for potential unseen hazards to the rear, warning and assisting with braking if necessary to avoid a collision."
- **Blind Spot and Surround Monitor View**
 - Shows a digital view of the blind spots when changing lanes, and when using the Smart Parking Assistant to view potential obstacles.
- **Rear Cross-Traffic Collision-Avoidance Assist**
 - When backing out, this feature "provides audible and visual display warnings and applies braking if it senses a collision is imminent."
- **Remote Smart Parking Assist**
 - This feature lets the driver step out, use the remote and let the GV60 park itself in tight spots.

GENESIS GV60



TECHNOLOGY

- **Face Connect**
 - Facial recognition to enter the vehicle without your key.
- **Genesis Digital Key**
 - Lets the driver lock, unlock, and add personalized settings with the ease of a smartphone.
 - Allows for a keyless start simply by syncing the driver's fingerprint to the app.
- **Fingerprint Authentication System**
 - "Load personalized driver profiles" to create "personal connections" with the vehicle.
- **High Beam Assist**
 - The high beams are adjustable to have them on without disturbing oncoming traffic.

CHARGING

- **"Ultra Fast"**
 - Can charge from 10% to 80% in just 18 minutes.
 - Five minutes of charging gives 60 miles of range.
- **High Beam Assist**
 - The high beams are adjustable to have them on without disturbing oncoming traffic.

BRAND POSITIONING

One of Genesis' main goals is to "create the finest automobiles and related products and services for connoisseurs around the world and to make a positive difference in our customers' lives." CEO of Genesis, Mark Del Rosso, positions the brand as "the youngest luxury brand," making it extremely attractive to millennials. The relationship-driven essence of the Genesis brand that targets emotional experiences creates a strong affinity among consumers.

GENESIS GV60



BRAND POSITIONING

The **Genesis GV60** will initially be hard to come by; it will only be available "for purchase and servicing at select Arizona, California, Connecticut, New Jersey, Nevada, New York, Utah, and Washington retailers." Not only does this give Genesis an advantage in terms of supply and demand, but it may also help the company compete in the crowded electric vehicle market.

The complimentary fast charging with Electrify America is one of the enticing promotions being used for the Genesis GV60. Genesis states that upon purchase of the GV60, the buyer will receive" three years of 30-minute complimentary charging sessions on the Electrify America public charging network."

There are three main optional package add-ons that increase the consumer's experience and relationship with the GV60:

- **Comfort Seats**
 - "zero-gravity position to relieve stress"
- **Digital Side Mirrors**
 - The outside camera streams to the inside digital monitor giving the driver wide-angle views, nearly eliminating blindspots.
- **Bang & Olufsen Sound System**
 - Allows a customizable "sound mix for specific atmospheres encompassing four 'moods' (Relax, Energetic, Bright, and Warm)."
 - This feature is also used to control the allotted road noise.

ELECTRIC VEHICLE CONSUMER PROFILE



INTO THE FUTURE

Pew Research found that 47% of Americans support the phasing out of gas-powered vehicles.

Since 2019, the buyers of electric vehicles have been educated white men between the ages of 40 and 55 who have earned a salary of over \$100,000 annually. The buyers' political affiliations tend to lean more toward a democratic viewpoint.

An April 2021 Pew Research Survey on future purchases was quite mixed. Less than 40% of car-buying adults in the US are willing to purchase an EV, while about 46% wouldn't even consider it. Among generations, it's pretty evenly split. Gen Z is almost even with the idea of getting an EV. Millennials were the most in favor, with 47% willing to purchase an EV. Gen X saw the reverse, where 48% wouldn't think of owning one.

INTO THE FUTURE

- The gender gap between male and female EV owners is expected to close between 2021 and 2030 as vehicle ranges change and the number of new vehicles on the market increases.
- As Gen Z and Millennials age, the average number of EV owners will stabilize.
- Public charging stations are expected to expand and reduce the need for at-home charging as a deterrent for those interested in purchasing an EV.

INFLUENCES

- Affordability will be the biggest factor for new buyers of EVs.
- Lowering the cost of the vehicle's purchase and ownership will be key.
- Government incentives will need to continue to play a role.
- The ability to go farther and spend less time charging will be a major influence.
- The availability of charging whether at home, in public, or at work is quite important.



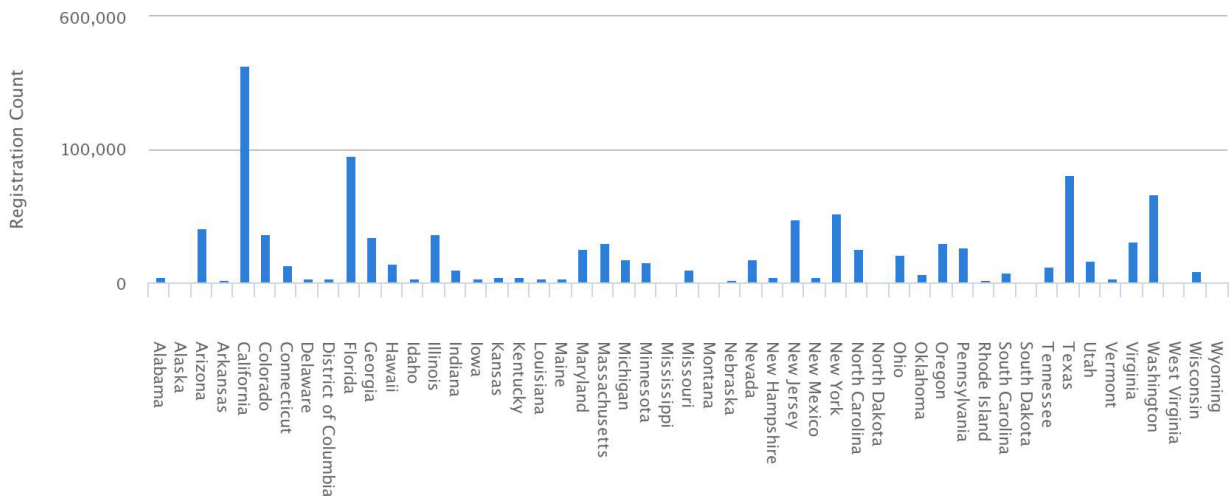
GEOGRAPHICAL + FINANCIAL

Data published for the year ending in 2021 by the Alternative Fuel Data Center (AFDC) show that over 1.4 million EVs were registered, which is an increase of a little more than 40% over 2020. Most EVs are registered in California, which saw an increase of 32% over the previous year. The state of Oklahoma saw a 111% increase in registered EVs. The top three states for EVs in 2021 are California, Florida, and Texas. At the bottom of the spectrum, the states with the least growth were North Dakota, Wyoming, and South Dakota.

Looking at EV registration against the top 10 highest incomes by state, we see that four out of the ten were among the top 10 for EV registration.

Economic strife is a likely reason that Gen Z and Millennials may not consider an EV as factors such as student debt, wage stagnation, and the employment outlook will affect their purchasing power since EVs remain at a higher price point than gas vehicles.

Electric Vehicle Registrations by State



Last updated: June 2022
Printed on: September 27

GENESIS GV60

COMPETITORS



2023 Tesla Model Y

The Tesla Model Y and the Kia Ev6 were identified as potential competitors to the Genesis GV60. These cars share several characteristics with the GV60, such as being fully electric vehicles, holding at least five passengers, and having a brief charging time. If the Genesis GV60 is to be a success, these two brands should be analyzed for their marketing strategies, particularly those geared towards Millennials. Each company has its own unique take on this target audience and how they want to approach them.

The biggest threat between the two vehicles is the Tesla Model Y. Owned by Elon Musk, Tesla has a strong grip on the electric car industry due to its brand being backed by a well-known celebrity. Tesla's Twitter account holds the highest number of followers of any other electric car company at over 16 million. Along with this, they sold over 200,000 cars in 2018, 70,000 more than their nearest competitor. In contrast, Genesis was only able to sell 21,000 in 2019.



2023 GENESIS GV60

Besides their brand image and selling rates, Tesla has begun an online marketing strategy that promotes the safety of their latest vehicle. The Model Y totes an NHTSA 5-star safety rating and was the IIHS top safety pick, both of which can be found on the car's website. Their Twitter account often posts environmentally friendly content, such as advocating for solar panels. Both of these aspects could appeal to different kinds of Millennials. Those with families could be intrigued by the Model Y's safety specs, whereas those who are more focused on the environment would appreciate their advocacy for greener alternatives. Besides these positives, Tesla has the shortest charging time of the four vehicles, which could be appealing to families with young

children. One area in which the Genesis defeats Tesla is in price, with the Model Y costing over \$10,000 more than the GV60. Furthermore, despite their high sales volume, Tesla is regarded as one of the least reliable automobiles.

Although Tesla is the leader, Kia also poses a threat to Genesis. While the Kia Ev6 doesn't possess Tesla's specs or a high follower count, it has the largest range of the three cars at 310 MPGe. Besides miles, Kia is also the cheapest option of the three at \$51,000. Rather than focusing on environmental issues, Kia's marketing boasts high speeds, instant acceleration, and race car-inspired handling. These different elements could appeal to Millennial fathers who want to feel like they can have a fast car while still being responsible. Given Kia's spacious interior, the vehicle would still work for larger families, making it more accessible. Their advertising has proven to be successful, with over thirty-three thousand prospective buyers and seven thousand reservations. Kia's lower pricing should also be taken into account as families often look towards cheaper costs over luxurious add-ons.



2023 KIA EV6

Tesla and Kia's newest vehicles threaten the Genesis in several key areas. Many millennials prefer a vehicle that can transport their families over longer distances. The GV60's lesser range may be detrimental. The Tesla and Kia also sell more cars on average than the Genesis and are more recognizable. Even though some of these cars are not electric, their ability to spread their brand may inspire others to invest in their other vehicles. Moving forward, Genesis should consider how they will combat these competitors as the launch dates approach.



ELECTRIC VEHICLE MARKET ANALYSIS

By the end of 2022, the global electric vehicle market is expected to bring in \$384 billion. As consumers' knowledge of EVs grows, it's expected that by 2027 the market could climb as high as \$869.30 billion. That's an annual growth rate of roughly 17.75% between 2022 and 2027. The EV market's growth is predicted to expand globally as environmental laws and climate plans aimed to reduce greenhouse gases and carbon emissions are adopted. The state of California announced that it has approved a new rule that aims to end the sale of gasoline-only vehicles by 2035. ³ This announcement is the first of its kind in the United States and will likely trickle down to other progressive states, like Oregon and Washington, which are planning to introduce similar laws. Future legislation will be the driver of the EV market as major car companies adapt their fleet of vehicles to not only meet the demands of the laws but also those of consumers.



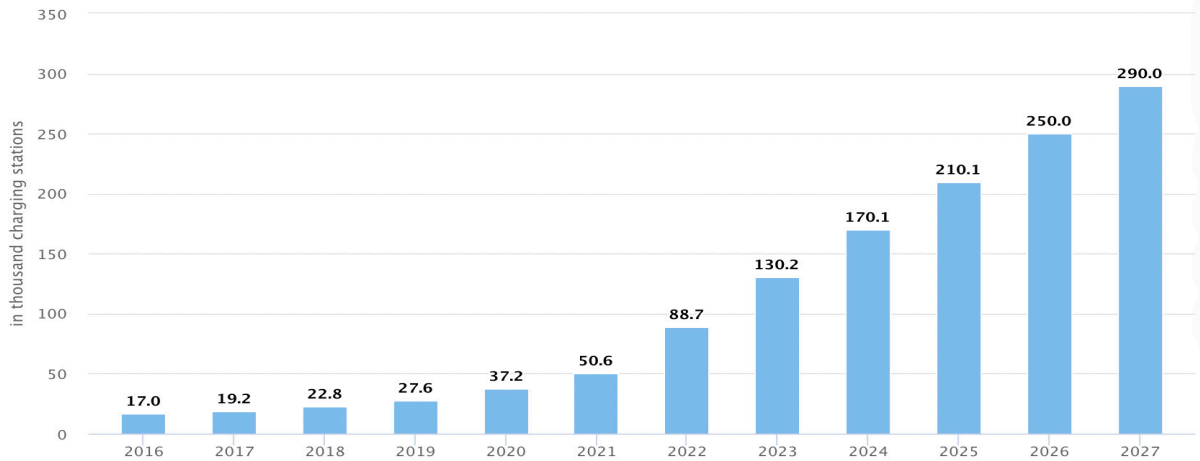
EV battery cost from 2006-2020

GROWTH FACTOR

Companies like Ford Motors, which was once the leader of the car market, now aim to lead again in America's EV revolution. The company has invested \$11.4 billion to build a campus for producing batteries. Ford's bold move will inevitably set the tone for other car makers to create similar plans to be competitive. Globally, we have seen governments offer incentives to consumers who purchase an EV. The allurements range from tax breaks to subsidies and grants. Financial offerings will also help push savvy consumers toward an EV since it boasts a better overall cost-benefit.

In the past, EVs got a bad rap because of the constraints of battery maintenance. This has since changed as technologies have advanced and batteries are being mass-produced on a larger scale. The availability of more batteries means the cost has gone down, and we could see them decline considerably in the future. The above graphs show a 16% annual decline in the cost of batteries from 2006-2020. As companies like Ford invest more money and resources toward better technology, we can assume this will only get better.

CHARGING STATIONS



Most recent update: May 2022

Source: Statista

RESTRAINTS

It is rather exciting to see the potential of the EV market, but those benefits don't come without constraints. Supply chain issues will hinder the market's growth as the materials needed to build vehicles go up in value. In 2021, we saw the prices of steel rise by as much as 100%, aluminum reach 70%, and copper reach 33% over the previous years. Adding insult to injury, the market for lithium used in EV batteries is seeing record increases of over 150% each year. An increase in the production of materials used in EV batteries must be prioritized. If the current trend continues, we will see materials like cobalt and lithium decline in availability, forcing a global shortage by 2025.

SALES TREND

US electric vehicle sales in the first and second quarters of 2022 show a bit of growth. Q2 saw all-electric vehicle sales rise 66%, while decreases were observed among other electrified vehicles such as hybrids and plug-in hybrids. Overall, the electrified market saw an increase of 12.9% over last year. Domestically, Florida made a surprising surge, besting other regions like New York by 10,000 units sold, landing in second place, trailing the nation's leader, California.

In the luxury EV market, Tesla remains the leader among brands like Audi, BMW, Cadillac, Lexus, and Mercedes-Benz. While Tesla is holding strong in the luxury market, it might see its shares drop as more EVs enter the market, narrowing its position as a whole.

CONSUMER TRENDS

- Buyers of electric vehicles show the most promise in premium markets. This is due to EV prices remaining relatively high.
- Mass-market consumers are showing a strong desire for EVs.
- New vehicle buyers in the west are 31% more likely to consider an EV, while southerners are 26% more likely, and both the northeast and north central are 22% more likely.

ELECTRIC VEHICLE OTHER CONSIDERATIONS



RISE RATES + GEOPOLITICAL RISKS

Stocks have fallen from record highs as interest rates rise. However, the market should stabilize as price pressures lessen and the Fed takes a more neutral posture. The market's shortcomings also likely reflect worries of further economic dislocation from the war in Ukraine.

Investors have always known that interest rates would eventually increase. The market has currently discounted the removal of monetary stimulus. At the same time, profits are staying at historically high levels, thanks in part to decisions made during the pandemic that have increased efficiencies.

ENVIRONMENTAL IMPACT

California remains the leader in electric vehicle sales in the U.S. While EVs are helping to reduce carbon emissions, the growing market poses a different environmental threat: battery waste. The chemicals within the batteries can seep out into the environment, creating a potential for hazardous waste within our landfills. Improper disposal has huge implications. Currently, the US only has five plants capable of recycling EV batteries, and California has none.

GENESIS GV60

SWOT ANALYSIS



STRENGTHS

- Premium add-ons such as facial recognition, one-pedal driving, and digital keys.
- Rich faux leather interior, with easy access in and out of the vehicle.
- Strong battery with a 400/800-volt multi-rapid-charging system.
- Strong acceleration, can get to 60 mph in 4.3 seconds.
- Charges quickly at 10 to 80 percent in 18 minutes.
- Capacity for large storage spaces and enough room for five passengers.

OPPORTUNITIES

Technological improvements will continue over time.

Electric vehicles are becoming more prominent which could boost Genesis' popularity.

More environmentally friendly tech is being introduced.

Diesel and petrol car ban in the UK may make it easier for electric cars to sell overseas.

Consumers are beginning to purchase electric over diesel or petrol vehicles.

WEAKNESSES

Genesis GV60 Performance falls at #27 in rank when comparing range to other electric cars (here). While the range for the GV60 Performance is not terrible, coming in at 235 miles, and the GV60 Advanced coming in at 248 miles, it still ranks below several competitors, including the 2023 Cadillac Lyriq, which reaches up to 312 miles per charge and starting at \$62,990 (here). To compare these vehicles, both the 2023 Genesis GV60 and the 2023 Cadillac Lyriq are luxury SUVs in a similar price range.

The Interior is lacking compared to the Genesis vehicles that came before it.

Several performance issues include wobbly suspension and difficulties on rough terrain.

THREATS

- Economic uncertainties - political discrepancies
- Production: Supply and demand chains - very limited availability
- Employment; Shortage of workers to manufacture
- Pandemics (current and future)
- Availability of lithium (for battery)
- Crowded marketplace

GENESIS GV60 SITUATION ANALYSIS

SOURCES

1. <https://afdc.energy.gov/>
2. <https://blog.evsolutions.com/how-expensive-is-ev-maintenance>
3. <https://electrek.co/2021/05/04/kia-ev6-strong-demand-sleek-new-electric-crossover-starting-price/>
4. <https://electrek.co/2022/08/15/tesla-tsla-dominates-us-electric-car-market-share/>
5. <https://ihsmarkit.com/research-analysis/hyundai-motor-group-rises-to-3-in-us-retail-new-vehicle-market.html#:~:text=Through%20the%20first%20five%20months,%2C%20Stellantis%2C%20and%20American%20Honda>
6. <https://koreajoongangdaily.joins.com/2020/12/15/business/industry/hyundai-motor/20201215175800465.html>
7. <https://mackinstitute.wharton.upenn.edu/2021/electric-vehicle-battery-costs-decline/>
8. <https://media.ford.com/content/fordmedia/fna/us/en/news/2021/09/27/ford-to-lead-americas-shift-to-electric-vehicles.html>
9. <https://medium.com/0xmachina/why-tesla-is-still-the-leader-in-ev-375a30fd3055>
10. <https://unfccc.int/news/eu-agrees-40-greenhouse-gas-cut-by-2030>
11. <https://worldpopulationreview.com/state-rankings/average-family-income>
12. <https://www.cnbc.com/2022/05/21/why-the-first-autonomous-vehicles-winners-wont-be-in-your-driveway.html>
13. <https://www.cnet.com/roadshow/news/national-electric-vehicle-infrastructure-plan-debut-ev-chargers/>
14. <https://www.cnn.com/interactive/2019/08/business/electric-cars-audi-volkswagen-tesla/>
15. <https://www.consumerreports.org/buying-a-car/global-chip-shortage-makes-it-tough-to-buy-certain-cars-a8160576456/>
16. <https://www.consumerreports.org/car-reliability-owner-satisfaction/10-least-reliable-cars-a2967595976/>
17. <https://www.coxautoinc.com/market-insights/ev-sales-hit-new-record-in-q2-2022/>
18. <https://www.detroitnews.com/story/business/autos/2022/07/02/tesla-sales-drop-musk-supply-chain-pandemic/50444945/>
19. <https://www.energy.gov/timeline/timeline-history-electric-car>
20. <https://www.ev-volumes.com/>
21. <https://www.genesis.com/us/en/2023/genesis-gv60.html>
22. <https://www.genesis.com/us/en/2023/genesis-gv60/safety.html>
23. <https://www.genesis.com/us/en/genesis-configurator.html/A21N3TT100#powertrain>
24. <https://www.genesis.com/us/en/genesis.html>
25. <https://www.genesis.com/worldwide/en/models/luxury-suv-genesis/gv60/highlights.html>
26. <https://www.genesis.com/worldwide/en/models/luxury-suv-genesis/gv60/technology.html>
27. <https://www.goodcarbadcar.net/genesis-us-sales-figures/>
28. <https://www.gov.ca.gov/2022/08/25/california-enacts-world-leading-plan-to-achieve-100-percent-zero-emission-vehicles-by-2035-cut-pollution/>
29. <https://www.hyundai.com/eu/about-hyundai/brand/heritage.html>
30. <https://www.hyundai.com/worldwide/en/brand-journal/our-brand-vision>
31. <https://www.hyundai.com/worldwide/en/company/ir/corporate-information/bod/board-of-directors>
32. <https://www.hyundai.com/worldwide/en/footer/corporate/history/1967-2000>
33. <https://www.iea.org/commentaries/electric-cars-fend-off-supply-challenges-to-more-than-double-global-sales>
34. <https://www.jdpower.com/business/press-releases/2022-us-electric-vehicle-consideration-evc-study>
35. <https://www.jdpower.com/business/press-releases/2022-us-electric-vehicle-experience-evx-public-charging-study>
36. <https://www.jpmorgan.com/commercial-banking/insights/economic-trends>
37. <https://www.just-auto.com/analysis/whos-buying-evs-in-the-us/>
38. <https://www.kia.com/us/en/ev6>
39. <https://www.marketsandmarkets.com/Market-Reports/electric-vehicle-market-209371461.html>
40. <https://www.oregionregister.com/2022/01/27/what-happens-when-millions-of-electric-car-batteries-get-old/>
41. <https://www.opb.org/article/2022/08/26/oregon-transition-zero-emissions-vehicles/>
42. <https://www.pewresearch.org/fact-tank/2021/06/03/electric-vehicles-get-mixed-reception-from-american-consumers/>
43. https://www.pewresearch.org/fact-tank/2021/06/03/electric-vehicles-get-mixed-reception-from-american-consumers/ft_2021-06-03_electricvehicleviews_02/
44. <https://www.precedenceresearch.com/electric-vehicle-market>
45. <https://www.reuters.com/business/autos-transportation/tesla-says-california-should-toughen-ev-requirements-2022-08-25/>
46. <https://www.statista.com/outlook/mmo/electric-vehicles/united-states#units>
47. <https://www.statista.com/outlook/mmo/electric-vehicles/worldwide>
48. <https://www.statista.com/statistics/317503/sales-revenue-of-hyundai-motor-company/>
49. <https://www.statista.com/study/60878/hyundai-report/>
50. <https://www.tesla.com/modely>
51. <https://www.tomorrowstoday.com/2021/08/09/history-of-autonomous-cars/>
52. <https://www.wardsauto.com/vehicles/genesis-pursues-young-affluent-vehicle-buyers>
53. https://www2.deloitte.com/content/dam/insights/us/articles/22869-electric-vehicles/DI_Electric-Vehicles.pdf