

# New Cars and Trucks Reimagined and Redefined at 2016 North American International Auto Show (NAIAS) in Detroit

**Kelley Blue Book Managing Editor Micah Muzio introduces Volvo S90 Sedan, Genesis G90 Flagship Luxury Sedan, and Kia Telluride Concept**

**Volvo Cars launches its new S90 premium sedan in Detroit, highlighting its commitment to the US**

DETROIT, Jan. 15, 2016 /[PRNewswire](#)/ -- Volvo Cars has chosen the North American International Auto Show (NAIAS) in Detroit to launch its new signature premium sedan, the S90, underscoring its long term commitment to the U.S. market and providing a clear sign of its confidence in continued sales growth in the coming year.

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Volvo sales in the U.S. increased 24.3 per cent in 2015, with an especially strong performance at the end of the year with sales rising 87 per cent in October, 90 per cent in November and 89.9 per cent in December, driven by continued strong sales of the XC60 crossover and the new XC90 SUV.

"There are strong indications that Volvo is back on track in the U.S.," said Lex Kerssemakers, Senior Vice President of the Americas at Volvo Car Group. "We expect this strong sales momentum to continue in 2016, helped by the new S90."

The launch of the S90 highlights the ambition of the Swedish car maker, following an \$11bn investment and the recent breaking of ground in Charleston, South Carolina, where Volvo Cars will build its first American production facility, employing around 2,000 workers.

## **Genesis Brand Launches its G90 Luxury Flagship**

- Cutting-edge technology, ultimate refinement and luxurious convenience set the Genesis brand flagship apart
- Premium luxury sedan exudes confidence and distinctiveness through 'Athletic Elegance' with refined and dynamic performance
- Generous world-class safety and technology innovations

Hyundai Motor Company today unveiled its [G90](#) premium luxury sedan for the Genesis brand in the U.S. market, the new flagship of the brand's model line-up. The 2017 G90 will compete at the top of the premium luxury car segment with

world-class technological innovations and the highest levels of refinement, convenience and dynamic performance.

Created by the new Prestige Design Group, G90 provides strong indications of the brand's 'Athletic Elegance' design identity that will be evident in future Genesis products. The G90 silhouette is both powerful and refined, from its prominent hood, generous wheelbase, minimized overhangs and sophisticated rear deck surfacing. Inside the cabin, fine materials and textures from around the world meet refined ergonomics to provide occupants with absolute convenience and luxurious comfort.

#### Human-focused Technological Innovation

With advanced technological innovation at its core, G90 features GENESIS SMART SENSE, a suite of driver safety technologies. These features cover the full spectrum of active and passive safety, from driver alertness and focus to total occupant safety, and even the safety of other drivers around you. This suite brings together systems such as Automatic Emergency Braking with Pedestrian Detection, Smart Cruise Control with Stop/Start, Smart Blind Spot Detection and Lane Keep Assist.

G90's Automatic Emergency Braking (AEB) utilizes sensor fusion technology to help avoid a potential collision or reduce its impact. With this system, G90 will employ automatic braking when it detects another vehicle or pedestrian at an unsafe closing rate of speed. This system uses the front radar from the Smart Cruise Control system and the forward camera from the Lane Keep Assist (LKA) to provide this extra margin of safety.

#### **KIA Telluride Concept Makes World Debut**

*Elegant and Sophisticated, the Kia Telluride Combines Breakthrough Technology, Rugged Beauty, and Functionality in a Full-Size Sport Utility Vehicle*

- Telluride takes Kia's design language in a bold new direction and suggests styling of a possible future premium large SUV in the brand's lineup
- Telluride pushes the boundaries of technology with unique in-cabin health-and-wellness technology and luxury

Glimpsing a future that is grounded in reality but not bound by the present, Kia Motors America (KMA) today unveiled a cutting-edge vision for a full-size SUV at the North American International Auto Show (NAIAS). The Telluride, a striking three-row, seven-passenger, luxury SUV concept features a modern and upright shape, muscular stance, and state-of-the-art technology to care for its occupants. Purely conceptual, the Kia Telluride is based on an existing platform and reveals the brand's interest in potentially offering a premium SUV positioned above the current hot-selling Sorento.

Telluride's front doors and rear-hinged back doors swing open 90 degrees in opposing directions, creating an expansive and inviting portal into the panoramic interior space and revealing a technological showcase. Four beautiful black-leather captain's seats appear to float within the spacious cabin in front of a folded third-row bench. The large cabin allows the middle seats to recline nearly flat and include large fold-away footrests for sublime comfort. All four seats include a series of precise diamond-cut openings in the seatback, each embedded with Smart Sensors to capture a passenger's vital health information. Once obtained, these vitals are displayed on the interior door panel screens, which then systematically synchronize with a Light Emitted Rejuvenation (LER) system. The LER system utilizes a massive, wing-shaped LED panel mounted beneath the oversized sunroof that displays a pattern of therapeutic light to treat desynchronization (jetlag) and improve the passengers' energy levels.


While there are currently no plans to bring the Telluride to production, Kia has a history of delivering production vehicles that bear strong resemblance to preceding concepts, and Kia's large SUV is anything but a utopian fantasy.



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