

# News Release

## Hyundai Motor Group Earns 16 IIHS 2026 Top Safety Awards

- Hyundai Motor Group received 15 *TOP SAFETY PICK+* (TSP+) awards and one *TOP SAFETY PICK* (TSP) award from the Insurance Institute for Highway Safety for 2026
- Hyundai brand earned seven awards, including six TSP+ and one TSP
- Genesis brand secured five 2026 awards, all earning TSP+, while Kia brand earned four TSP+ awards
- Results achieved under more stringent IIHS testing criteria for 2026

**SEOUL, March 27, 2026** – Hyundai Motor Group announced today that its **Hyundai, Genesis** and **Kia** brands have received a combined **16 awards** from the **Insurance Institute for Highway Safety (IIHS)** for the 2026 calendar year. Award applies to U.S. models only.

The results include **15 TOP SAFETY PICK+ (TSP+) awards** and **one TOP SAFETY PICK (TSP)** rating, underscoring the Group's commitment to vehicle safety amid IIHS's more rigorous testing standards.

*"Hyundai Motor Group is an industry leader in the 2026 IIHS Top Safety Pick program, with 16 awards across the Hyundai, Genesis, and Kia brands. This tremendous accomplishment reflects our continued focus on developing and producing safe vehicles. These results demonstrate the dedicated safety focus of our engineering teams and our commitment to achieving top safety performance across our portfolio."* – **Brian Latouf, President and Global Chief Safety and Quality Officer at Hyundai Motor Group**

### Which Hyundai Models Earned IIHS Awards?

Hyundai Motor secured seven 2026 IIHS Top Safety awards. Six models earned the highest TSP+ designation and one received a TSP rating, highlighting the brand's focus on crashworthiness and occupant protection. Award applies to U.S. models only.

- 2026 TSP+ Winners:
  - TUCSON
  - IONIQ 5

- IONIQ 9
- KONA
- SANTA FE
- SONATA
- 2026 TSP Winner:
  - ELANTRA

All 2026 Hyundai Motor vehicles offer [seven standard SmartSense safety features](#) including Lane Departure Warning, Lane Keeping Assist (LKA), Driver Attention Warning, Forward Collision Assist (FCA), Forward Collision Assist with Pedestrian Detection and Rear Occupant Alert and High Beam Assist. The SmartSense suite of optional safety and convenience technologies help drivers look ahead, anticipate driving situations, and provide alerts for enhanced safety for all occupants.

### **Which Genesis Models Were Recognized by IIHS?**

Genesis received five 2026 IIHS Top Safety awards, all earning the TSP+ designation, demonstrating the brand's excellence in both occupant protection and crashworthiness. Award applies to U.S. models only.

- 2026 TSP+ Winners:
  - GV70
  - Electrified GV70
  - GV60
  - G80 (Built after June 2025)
  - GV80

The result of all this testing is a comprehensive suite of preventative technologies that work together to reduce the likelihood of accidents. Some of the notable safety technologies found in Genesis models include FCA, Blind-Spot Collision-Avoidance Assist (BCA) and advanced airbags.

### **Which Kia Models Were Recognized by IIHS?**

Kia earned four TSP+ awards for 2026. The recognition for the all-new K4 sedan and EV9 three-row all-electric SUV brings the brand's total to four TSP+ rated vehicles for the year. Award applies to U.S. models only.

- 2026 TSP+ Winners:
  - EV9
  - K4
  - SORENTO (models built after September 2025)
  - SPORTAGE (models built after May 2025)

Kia models offer standard advanced driver assistance systems, including LKA and FCA, which are designed to help detect and prevent collisions from occurring in certain circumstances and detect vehicles, pedestrians and cyclists in front of the vehicle while driving, as well as oncoming vehicles while turning left at an intersection.

## How Have the IIHS Award Criteria Changed for 2026?

For the 2026 calendar year, IIHS introduced tougher criteria, specifically focusing on the protection of back-seat passengers and improved crash avoidance systems. To qualify for 2026 *TOP SAFETY PICK*, vehicles need good ratings in the small overlap front, moderate overlap front and side tests as well as acceptable- or good-rated headlights across all trim levels. In addition, winners need standard front crash prevention systems that earn an acceptable or good rating in the pedestrian test. If optional front crash prevention systems are offered, they must also earn an acceptable or good rating.

To qualify for 2026 *TOP SAFETY PICK+*, vehicles need good ratings in the small overlap front, moderate overlap front and side tests as well as acceptable- or good-rated headlights across all trim levels. In addition, winners need standard front crash prevention systems that earn a good rating in the pedestrian test and an acceptable or good rating in the vehicle-to-vehicle 2.0 test. If optional front crash prevention systems are offered, they must also meet those criteria.

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### About IIHS

The **Insurance Institute for Highway Safety (IIHS)** is an independent, nonprofit scientific and educational organization dedicated to reducing deaths, injuries and property damage from motor vehicle crashes through research and evaluation and through education of consumers, policymakers and safety professionals. Its TSP and TSP+ ratings are widely regarded as among the most rigorous and trusted safety assessments in the automotive industry.

### About Hyundai Motor Group

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel, and construction, as well as logistics, finance, IT, and service. With about 250,000 employees worldwide, the Group's mobility brands include Hyundai, Kia, and Genesis. Armed with creative thinking, cooperative communication, and the will to take on any challenges, we strive to create a better future for all.

More information about Hyundai Motor Group can be found at: <http://www.hyundaimotorgroup.com> or [Newsroom: Media Hub by Hyundai](#), [Kia Global Media Center \(kianewscenter.com\)](#), [Genesis Newsroom](#)