



PRESS RELEASE

GENESIS G90 SELECTED AS OFFICIAL VEHICLE FOR CEREMONIAL AND PROTOCOL USE BY KUWAIT'S MINISTRY OF INTERIOR

DUBAI, United Arab Emirates, July 14, 2025 — In a move that underscores Genesis' prestigious position as a symbol of luxury, innovation and safety, Northern Gulf Trading Company, the exclusive distributor of Genesis vehicles in Kuwait, has announced that the Ministry of Interior, represented by the General Traffic Department, has officially selected the Genesis G90 as its designated vehicle for official ceremonies and protocol duties.

This collaboration is the result of a formal agreement between the Kuwaiti Ministry of Interior and Northern Gulf Trading Company, under which the ministry received a fleet of G90 vehicles. These vehicles have been customized to meet the official specifications and design standards approved by the ministry's General Traffic Department.

This milestone further reflects the growing trust that Genesis enjoys among governmental institutions in Kuwait. In 2021, the G90 was selected by the National Assembly of Kuwait as the official transportation vehicle for its members, demonstrating the brand's reliability and its capability to meet the highest standards of official use.

Omar Alzubaidi, CEO of Genesis Middle East & Africa, stated, "We are honored by the Ministry of Interior's selection of the Genesis G90 for official ceremonial and protocol use in Kuwait. This milestone reflects the growing recognition of Genesis as a trusted luxury mobility partner across the region. The G90 exemplifies our unwavering commitment to safety, innovation and refined design — values that align with the high standards of governmental institutions. We look forward to continuing to support Kuwait's leadership with premium experiences that embody the true essence of modern luxury."

Commenting on the agreement, Raed Turjuman, CEO of Northern Gulf Trading Company, said, "The adoption of the Genesis G90 as the official vehicle for ceremonies and protocol is a source of immense pride for both our company and our brand. It reflects the significant trust placed in us by the Ministry of Interior. We are fully committed to delivering a premium experience that aligns with this trust and will provide continued support to ensure the highest level of service throughout the duration of this partnership. We are confident that this decision will further elevate Genesis' standing as one of the leading luxury automotive brands in the Kuwaiti market."

Turjuman added, "Genesis has succeeded in meeting the expectations of its clients by offering exceptional models that blend luxury, advanced engineering and innovation, delivering a driving experience unmatched by any other brand. We believe Genesis will continue to make steady progress toward further excellence, and our commitment to delivering superior services will lead to even greater achievements."



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With its status as Genesis' flagship model, the G90 combines refined design with cutting-edge technology, ensuring the highest levels of comfort and safety on the road. As one of the most luxurious full-size sedans in its class, the G90 boasts an elegant exterior design and a richly appointed cabin crafted from premium materials and integrated with the latest technologies. It is powered by a 3.5-liter twin-turbo V-6 engine that delivers up to 375 horsepower, paired with an 8-speed automatic transmission, offering a smooth and well-balanced driving experience.

The G90 is equipped with a multi-chamber air suspension system and rear-wheel steering that enhance ride comfort and agility. Additional advanced features include automated controls such as soft-close doors, a virtual space system and mood curator technology, all designed to elevate the driving experience to new heights of luxury and sophistication.

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