



PRESS RELEASE

GENESIS X GRAN COUPE CONCEPT, X GRAN CONVERTIBLE CONCEPT MAKE WORLD PREMIERE AT SEOUL MOBILITY SHOW 2025

- X Gran Coupe Concept and X Gran Convertible Concept, created by Genesis Design, are derivatives of brand's flagship G90
- Coupe and convertible architectures, most exclusive and prestigious vehicle typologies, chosen to express brand's facets of exclusive sportiness and luxurious elegance
- X Gran Coupe Concept took inspiration from Mediterranean olive trees while X Gran Convertible Concept transports essence of most exclusive south European wines
- Genesis Magma Racing Team Principal Cyril Abiteboul shares upcoming plans and expectations of performance for first time in Korea

GOYANG, Korea, April 3, 2025 — Genesis revealed the X Gran Coupe Concept and the X Gran Convertible Concept for the first time today at the Seoul Mobility Show 2025 in Goyang, Korea, taking yet another step toward redefining automotive luxury and performance.

The world premieres were held at the KINTEX convention center under the theme “Unfold a New Era of Genesis,” as the brand expressed deep gratitude to local Genesis customers and shared its aspirations to embark on a new chapter.

“In the 10 years since our launch, Genesis has been dedicated to delivering its unique values to more than 1.3 million customers worldwide,” said Mike Song, Global Head of Genesis. “We aim to seize this opportunity as a launchpad for a new decade, showcasing models that embody Genesis' pursuit of high-performance technology and future luxury design.”

Introducing the X Gran Coupe Concept and the X Gran Convertible Concept

The X Gran Coupe Concept and the X Gran Convertible Concept are derivatives of Genesis' flagship model, the G90. Both concepts demonstrate the brand's future position as an emotional luxury brand through distinct typologies.

The X Gran Coupe Concept is the most iconic concept of the Genesis brand. Given its unique typology, which is traditionally the most exclusive and unique body architecture in the luxury segment, the X Gran Coupe Concept perfectly showcases Genesis' way of elegance and athleticism.

Another interpretation of the flagship G90, the X Gran Convertible Concept, showcases a typology that offers freedom of expression and a heightened open roof experience, which



PRESS RELEASE

allows drivers a direct connection with the surrounding environment.

“Each concept car is a unique expression of Genesis’ luxury ethos designed to provide a sophisticated and immersive driving experience,” said Ilhun Yoon, Head of the Genesis Design Center in Seoul.

Front Looks Showcasing Genesis’ Unique Design Characteristics

The front ends of the X Gran Coupe Concept and the X Gran Convertible Concept are adorned with Genesis’ characteristic Two-Line headlights, which extend toward each model’s iconic Genesis Crest Grille. The 3D grille meshes are inspired by woven metal strings arranged in diamond-shaped Two-Line patterns.

The wide lower air intakes with sculpted grille meshes emphasize the sporty character of the vehicles, while the elongated hoods create a dynamic silhouette. The widened Two-Line headlights extend to the fenders, visually enhancing the increased track width.

Dramatic Side Profiles and Wheel Designs

Both concepts feature more steeply raked windscreens and lower roof heights for the cabins, resulting in audacious silhouettes.

The doors have been lengthened to facilitate entrance and egress. The frameless windows slide down completely, revealing an uninterrupted window graphic.

The fenders have been widened to maximize the powerful presence of the concepts. Aerodynamic wing sections finish the lower bodies, visually planting them firmly on the road.

In the X Gran Coupe Concept, the roof and cant rail have been visually integrated, shaping a cabin that resembles the canopy of sportscars.

The beltline for the X Gran Convertible Concept is extended further back, dividing the body from the soft-top roof.

The dynamic five-star wheels of the X Gran Convertible Concept feature sculptural cross-sections that contrast with the Two-Line spokes.

The striking combination of a five double-spoke design and a layered treatment on the secondary spokes makes the X Gran Coupe Concept’s wheels a highlight from every angle.

In both concepts, the deep sections of the wheels — directly resulting from the widened track — creates a dramatic stance, while the positive surfaces have been enlarged to reinforce the muscles centered on the wheels.

Rear Aesthetics

At the rear, the bumper offsets have been smoothed out to create clean surfaces, accommodating the iconic Two-Line taillights.

The brightwork extends to the lower rears of both vehicles, integrating wide, slim rectangular



PRESS RELEASE

tailpipes. Below the license plate areas, horizontal accents stretch across the rears, while the ducktails emphasize the dynamism of each concept.

Flush Genesis logos and hidden retractable rear-view cameras reflect a high-tech approach to detailing. The touchless operation of the trunks, with a simple hand gesture, eliminates the need for physical buttons.

Interiors Inspired by Mediterranean Olives and Cabernet Sauvignon

The X Gran Coupe Concept features unique design elements inspired by the Mediterranean olive trees. The entrance experience is elevated with a door sill plate bearing the model's name. Specially designed floor mats, adorned with olive leaf motifs, complement a tunnel section enriched with quilted stitching inspired by automotive heritage.

The olive wood veneer is microperforated to create olive-themed atmosphere lighting.

Upon entering the vehicle, the scent of Genesis leather — crafted from naturally tanned material using wastewater from Italian olive oil production and 100-percent chrome-free — delights the senses and enhances environmental sustainability.

A fully quilted leather roof enriches the luxury ambiance, while the overhead console accommodates new functional enhancements.

Meanwhile, the X Gran Convertible Concept captures the spirit of fine wines, with an exterior color reminiscent of pressed grapes and an interior color that echoes the deep, rich hues of Cabernet Sauvignon grapes from the Livorno region of Italy.

Crystal Accents in Interior Details

The sandy, clay soil that nourishes the Mediterranean olive trees inspired the use of crystals in the X Gran Coupe Concept for the details on the steering wheel, center console and ventilation systems. Due to its purity and multiple facets, crystal reflects sunlight, creating captivating displays of light.

The crystal elements also elevate the sense of luxury while bringing warmth and depth to the cabin experience in the X Gran Convertible Concept. Paired with the soft materials of the seats and carpets, the crystals create a monochrome effect that highlights the grape blue tones of the interior.

Enhanced Driving Experience

At the heart of the driving experience of both concepts are steering wheels that feature a refined aluminum third bottom spoke, which is subtly patterned to echo the texture of the small command rotaries, enhancing both visual and tactile harmony.

The front seats with integrated safety belts feature embedded screens and rear passenger air vents and integrated displays.

First Look of GMR-001 Hypercar in Korea



PRESS RELEASE

During this year's Seoul Mobility Show, Genesis also shared its thrilling foray into motorsports and showcased the half-scale GMR-001 Hypercar for the first time in Korea. Genesis plans to compete in the 2026 FIA World Endurance Championship (WEC) and the 2027 IMSA Sportscar Championship.

"Endurance racing showcases values of resilience, teamwork and excellence, qualities that resonate deeply with Genesis' vision and ambition," said Cyril Abiteboul, Team Principal of Genesis Magma Racing and President of Hyundai Motorsport.

Genesis Booth at Seoul Mobility Show

The X Gran Coupe Concept and the X Gran Convertible Concept will be displayed at the Seoul Mobility Show from April 4 to 13. Visitors to the Genesis booth at KINTEX will also be able to see the half-scale GMR-001 Hypercar, the GV60 Magma Concept, the GV80 Black, the redesigned GV60 and GV70, as well as the G90.

- END -