



PRESS RELEASE

GENESIS GV60 MAGMA UNDERGOES FINAL TESTING TO REFINE HIGH-PERFORMANCE LUXURY

- Genesis GV60 Magma completes final validation ahead of its world premiere
- Proven in the world's toughest conditions — from California deserts to Swedish snow and New Zealand's rugged terrain
- Korean testing pushed limits — highways, mountainous roads, and Inje Speedium Circuit to refine everyday drivability and racetrack capability

SEOUL, Sept. 30, 2025 — Genesis today announced that the GV60 Magma, set to become the brand's first-ever high-performance model, has undergone the last stages of an extensive series of evaluations across some of the world's most demanding environments, finalizing preparations for its upcoming debut.

Designed to open a new chapter in luxury high-performance, the GV60 Magma has undergone rigorous testing to perfect its driving dynamics and deliver both exhilarating performance and refined comfort.

Proven in Extreme Conditions Worldwide

Beginning earlier this year in Arjeplog, Sweden, the GV60 Magma faced formidable winter conditions before continuing through the searing heat of California, the high-altitude mountain ranges of New Zealand, and the diverse roadways of Spain.

At the California Proving Ground in the U.S., the GV60 Magma was pushed through extreme heat to validate power output, cooling efficiency, and thermal protection.

In contrast, at the Southern Hemisphere Proving Ground in New Zealand, the vehicle faced sub-zero conditions at 1,500 meters above sea level, where engineers examined chassis precision, traction stability, braking robustness and agile cornering on icy, wind-swept terrain.

These evaluations ensured the GV60 Magma delivers unwavering stability at high speeds and uncompromised ride comfort in any condition.

In September, Genesis engineers conducted the final stages of real-world assessments in Korea, driving from the Namyang R&D Center to Chuncheon and completing intensive laps at Inje Speedium Circuit.

These tests validated the GV60 Magma's ability to balance powerful acceleration and handling precision with the refined comfort expected of a Genesis model.



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Highways, mountainous terrain roads, congested urban streets and racetrack environments were all incorporated to ensure the vehicle can seamlessly adapt to diverse driving conditions.

Hyundai Motor Group has long upheld a rigorous global testing standard, ensuring every vehicle meets the highest levels of quality, durability and performance. From the Namyang R&D Center in Korea to the California Proving Ground in the U.S. and the Nürburgring in Germany, the Group leverages several world-class facilities worldwide to validate and refine its vehicles under the most demanding conditions.

A New Era of Luxury High-Performance

Set to be unveiled later this year, the GV60 Magma represents a pivotal milestone for Genesis as the brand marks its 10th anniversary. As Genesis' first high-performance EV, the model combines a decade of innovation and luxury philosophy with cutting-edge performance engineering to deliver a truly distinctive driving experience.

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