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GENESIS MAKES ITS DEBUT IN FRANCE

- The premium automotive brand Genesis, born in Seoul, Korea, arrives in France
- Two retail locations to open this spring in Paris and Lille
- Launching with a dedicated network and three premium electric models: GV60, Electrified GV70 and Electrified G80
- Customer experience reflects the Korean hospitality concept of “Son-nim”

FRANKFURT, Germany, Feb. 12, 2026 — Today, Genesis, the premium automotive brand from South Korea, announces its entry into the French market. Since launching in Europe in 2021, Genesis now operates in Germany, the U.K., Switzerland and, most recently, Italy. Inspired by the Korean hospitality philosophy of “Son-nim,” meaning honored guest, Genesis is committed to delivering an exceptional customer experience and will continue its European growth with launches into the Netherlands and Spain later this year.

Available from launch, Genesis will offer a lineup of three all-electric models: the GV60, the multi-award-winning luxury compact SUV and the brand’s first dedicated all-electric model; the Electrified GV70, its flagship SUV that balances elegance with dynamic performance; and the Electrified G80, a luxury saloon that embodies refinement and sophistication, the most comprehensively equipped Genesis model in Europe.

Peter Kronschnabl, Managing Director of Genesis Motor Europe, commented: “Genesis is an exciting brand built on strong foundations, and we have made a long-term commitment to growing our presence in Europe. We are delighted to introduce Genesis to France, a market that represents refinement, innovation and elegance. Our award-winning all-electric lineup reflects our distinctly Korean mindset and design-led values and has been carefully tailored to the needs of European customers. We are proud of the relationships we have built with our customers and look forward to introducing our models to the French market.”

Charles Fuster, Director of Genesis France and Italy, added: “The arrival of Genesis in France is the perfect opportunity to introduce customers to a new concept of premium experience. From the product itself, showcasing the pinnacle of Korean quality, to the service and care we provide throughout the ownership experience, Genesis offers something truly unique. For the French, who value design and style, Genesis provides endless topics of conversation — a product range distinguished by character, a blend of luxury and everyday usability, meticulous attention to detail and innovations that truly enhance the user experience.”

In France, the first two retail locations will open this spring, one in Paris and one in Lille. Further expansion is planned this year, with a comprehensive service network spanning the country by the end of 2028.

France will play a key role in Genesis Magma Racing’s debut season in the 2026 FIA World Endurance Championship (WEC) with the GMR-001 Hypercar competing in the full season,



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including the iconic 24 Hours of Le Mans. Based in Le Castellet, the Genesis Magma Racing team will showcase Genesis' performance capabilities in the LMDh category, reflecting the brand's dedication to innovation, precision and reliability. Many of the technological breakthroughs developed for the GMR-001 Hypercar will also form the foundation for the wider Genesis lineup.

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