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GENESIS NEOLUN CONCEPT RECOGNIZED AT 2024 RED DOT DESIGN AWARD FOR DESIGN CONCEPT

- Genesis Neolun Concept wins Design Concept discipline within Cars and Motorcycles category
- Neolun Concept was globally unveiled in March as Genesis' first full-size electric SUV

SEOUL, July 3, 2024 — Genesis won the 2024 Red Dot Design Award with the Genesis Neolun Concept in the Cars and Motorcycles category for Design Concept, further solidifying the brand's reputation as a design-led brand.

Unveiled for the first time in March at Genesis House New York, the Neolun Concept is the embodiment of the brand's future vision, seamlessly blending Genesis' design philosophy with state-of-the-art technological features. This latest electric SUV concept transcends beyond transportation and offers a luxurious mobility experience.

The Neolun Concept boldly eliminates unnecessary elements in the exterior design, capturing the essence of timeless beauty. In line with this reductive design principle, electric side steps are discreetly integrated into the exterior and automatically deployed when the doors open, providing assistance and convenience to entering passengers.

Inside the cabin, the design reflects a luxurious lifestyle and incorporates the brand's design principle of the "Beauty of White Space." The front-row seats feature a swiveling function, allowing passengers to fully utilize the spacious cabin.

Enhancing the luxurious ambiance is the Neolun Concept's radiant heating system, inspired by Korea's traditional "ondol" heating mechanism that can warm up the entire vehicle with great efficiency. The vehicle's advanced sound system further enriches the multi-sensory



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experience with immersive audio through strategically placed speakers that rotate into a crystal sphere centerpiece when deactivated.

“The Neolun Concept was inspired by Korea’s iconic moon-shaped porcelain jars,” shared Genesis Chief Creative Officer Luc Donckerwolke. “It’s the epitome of timeless design and sophisticated craftsmanship.”

Over several decades, the Red Dot Design Award has emerged as one of the world’s largest and most prestigious design competitions, acclaimed as a hallmark of design excellence. As one of the three distinct disciplines of the competition, the Red Dot Design Award for Design Concept celebrates visionary ideas and prototypes that push the conventional boundaries of creativity and practicality.

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