



PRESS RELEASE

GENESIS WINS TWO 2023 RED DOT DESIGN AWARDS FOR BRANDS AND COMMUNICATION DESIGN

SEOUL, South Korea, Aug. 15, 2023 – Genesis announced on Tuesday its dual wins at the 2023 Red Dot Design Award in the Brands & Communication Design discipline. The Genesis booth at the 2023 Seoul Mobility Show and the newly launched 'MY GENESIS' app each earned recognition in the Exhibition Design category and Apps category, respectively, for showcasing Genesis' distinctive design identity.

At the 2023 Seoul Mobility Show, Genesis showcased the X Concept Trilogy — the Genesis X Concept, Genesis X Speedium Coupe, and Genesis X Convertible — in its booth that featured a hanging art installation inspired by the roof tiles of traditional Korean houses, or *giwa*. Crafted from 900 pieces of eco-friendly recycled acrylics, this installation embodies the graceful curves of traditional Korean rooftops. Complementing this installation, digital windows reminiscent of Korean architectural motifs portrayed the four seasons of the year, reflecting Genesis' distinctly Korean influences.

Genesis also received a distinction in the same discipline with its 'MY GENESIS' app launched this May. This app integrates the capabilities of five existing apps — former MY GENESIS, Genesis Connected Services, Genesis Digital Key, Genesis CarPay, and Genesis Built-in Cam — into a single platform. This integration offers an improved user interface, allowing customers to effortlessly access a multitude of features, including vehicle purchase information, maintenance, control, and convenience services, within a single app.

The Red Dot Design Award stands as a premier design competition with a history spanning over six decades, alongside the iF Design Award and the International Design Excellence Awards (IDEA®). It attracts around 20,000 annual submissions across three disciplines: Product Design, Brands & Communication Design, and Design Concept.

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