



PRESS RELEASE

GENESIS AND HYUNDAI LAUNCH SOUTHERN CALIFORNIA WILDFIRE RELIEF PROGRAM

- Genesis and Hyundai donate \$200,000 for Southern California relief efforts

FOUNTAIN VALLEY, Calif., Jan. 10, 2025 — In response to the devastating wildfires affecting Southern California, Genesis and Hyundai Motor America have launched a comprehensive wildfire relief program to provide immediate humanitarian aid and financial assistance to those impacted. This initiative includes targeted support for current Genesis and Hyundai owners, prospective customers and community relief efforts.

“Genesis and Hyundai are deeply saddened by the devastation caused by the wildfires across Los Angeles and everyone impacted,” said Randy Parker, CEO of Genesis and Hyundai Motor North America. “We extend our heartfelt gratitude to the heroic first responders and fire departments working tirelessly to protect residents, their homes and loved ones. Southern California is more than just our home — it’s the heart of our North American operations, including our headquarters, design studios and many Group partners. During this challenging time, our top priority is the safety and well-being of our team members, retailers and community partners in the affected areas.”

As part of its commitment, Genesis and Hyundai Motor America are donating \$100,000 to the American Red Cross and \$100,000 to the Los Angeles Fire Department Foundation for immediate disaster relief and recovery efforts supporting evacuees and first responders. This donation underscores Hyundai’s long-standing Assurance program, which is dedicated to safeguarding the safety, health and well-being of its customers, employees, dealers and the communities it serves.

Hyundai Capital America, which includes Genesis Finance and Hyundai Motor Finance, will also offer financial hardship support to eligible customers, providing payment relief solutions for those directly affected by the fires.

Through this multifaceted relief effort, Genesis aims to support recovery and provide meaningful assistance to those in need.

Southern California wildfire relief buyer and owner assurance

- 2,000 toward the purchase of a new 2025 Genesis*
- Genesis Finance will provide financial hardship support options for affected customers living and working in designated evacuated areas. If you are affected, please contact GF: (844) 363-7477
- Extended availability of towing/roadside assistance**



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**The \$2,000 SoCal Wildfire Relief Buyer and Owner Assurance must be applied towards the purchase or lease of a new 2025 model year Genesis vehicle from a participating Genesis retailer. Customer must be the current registered owner or lessee of a vehicle that sustained damage as a result of the Southern California fires that began on Jan. 7, 2025, and must provide a letter from their insurance company clearly identifying the vehicle make and model, the amount of damage the vehicle incurred and proof that the damage was a result of a Southern California wildfire. The new Genesis vehicle must be purchased or leased between Jan. 7, 2025, and March 1, 2025. \$2,000 SoCal Wildfire Relief Buyer and Owner Assurance must be applied to the amount due at signing. Limit of one per damaged vehicle and applied once to new vehicle purchase or lease. Customer must take delivery of new vehicle from retailer stock by March 31, 2025. See your participating Genesis retailer for full details. Offer ends on March 31, 2025.*

*** Roadside Assistance services are provided through the American Automobile Association, Inc., Heathrow, FL, and its affiliated motor clubs (collectively, "AAA"), which are independent contractors of Genesis Motor America ("Genesis"). Genesis makes no guarantee or warranty regarding the services provided by AAA and is not liable for the actions of their employees or subcontractors. Genesis does not include reimbursement for any costs/charges for repairs, parts, labor, property loss, or any other expenses incurred as a result of accident/collision, vehicle abuse, racing, vandalism, or other items not covered by the Genesis New Vehicle Limited Warranty. Also excluded are services for snow tires, repairs to studs, mounting or demounting of snow chains, any fines, fees, or taxes associated with impound towing as a result of any actual or alleged violation of any law or regulation. Genesis reserves the right to limit services or reimbursement to any owner/driver when, in Genesis' judgment, the claims are excessive in nature, frequency or type of occurrence. It's the first time that the GV60 has undergone a redesign since it made its debut in October 2021.*

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