



PRESS RELEASE

GENESIS MOTOR EUROPE APPOINTS PETER KRONSCHNABLAS NEW MANAGING DIRECTOR

- Appointment supports Genesis' strategic expansion into new European markets
- All-electric lineup to launch in France, Italy, Spain and the Netherlands

FRANKFURT, Germany, July 31, 2025 — Genesis Motor Europe today announced the appointment of Peter Kronschnabl as Managing Director, effective Aug. 4, 2025. He succeeds Xavier Martinet, who has served as interim Managing Director in addition to his role as President & CEO of Hyundai Motor Europe. Kronschnabl will be leading the team at the brand's European headquarters in Frankfurt, Germany.

Kronschnabl brings over 30 years of commercial and strategic leadership from the automotive industry, having held a variety of senior roles at BMW Group across regional management, marketing, sales and business development. Most recently, he served as the Vice President of Market Development and Special Sales since 2021, leading responsibility for BMW Group's emerging markets.

"With his extensive premium automotive brand experience, proven track record of leadership and strategic thinking, Peter is perfectly positioned to lead the next phase of growth for Genesis in Europe," said Martinet. "His expertise in market development will be key as we prepare to launch in multiple new European markets in 2026."

Kronschnabl commented, "Genesis is an exciting brand with strong foundations, a passionate team and a unique position in the market. With its distinct Korean spirit, design driven performance values and a premium all-electric model lineup, I look forward to replicating the customer demand and growing success seen already in Korea and the US. The future Magma and hybrid products, Genesis Magma Racing program and market expansion plans will all provide great opportunities to really drive Genesis into its next chapter in Europe."

In June, Genesis Motor Europe announced its expansion into four new markets, complementing its existing operations in the UK, Germany and Switzerland. Genesis will be launching its electrified product range in France, Italy, Spain and the Netherlands, with customer deliveries in early 2026. Alongside new market launches, the brand will also launch its first high-performance model, the GV60 Magma, ahead of the Genesis Magma Racing debut at the 2026 FIA World Endurance Championship.

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