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GENESIS UNVEILS OFF-ROAD X SKORPIO CONCEPT; NEW CONCEPT CAR STRATEGY

- Genesis reveals off-road concept car engineered for demanding terrain; demonstrates real-world driving performance in Rub' al Khali "Empty Quarter" desert
- World premiere event highlights concept models optimized for off-road driving, including GV60 Outdoors Concept, GV70 Outdoors Concept and GV80 Desert Edition
- Luxury marque also announces new concept car strategy aimed at deepening emotional connections with customers

LIWA OASIS, United Arab Emirates, Jan. 27, 2026 — Genesis today unveiled its new X Skorpion Concept, an off-road concept vehicle designed to perform across demanding terrain including deserts, in the Rub' al Khali "Empty Quarter" desert in the United Arab Emirates. The X Skorpion Concept, inspired by a black scorpion, is Genesis' first extreme off-road vehicle, purpose-built to conquer harsh terrain with cutting-edge performance and luxurious design, driven by a spirit of fearless exploration.

Genesis also announced its new concept car strategy at the world premiere and showcased the X Skorpion Concept's groundbreaking performance in real-world conditions alongside other concept models optimized for rugged environments, including the GV60 Outdoors Concept, GV70 Outdoors Concept and GV80 Desert Edition.

A Bold Symbol of Genesis' Limitless Potential

The X Skorpion Concept is an extreme off-road recreational vehicle that celebrates the depth and emotional range of the Genesis brand. Its name, Skorpion, draws powerful inspiration from a black scorpion, known for its resilience and ability to thrive in harsh environments. This ambitious creation represents Genesis' vision to blend daring innovation with luxury, marking the next chapter for Genesis as it connects with the active lifestyle of off-road enthusiasts.

Developing the X Skorpion Concept was a complex and meticulous process, requiring a team of skilled experts with a deep understanding of off-road vehicle design. Every element — from engineering to craftsmanship — was thoughtfully considered to deliver unparalleled capabilities while maintaining the hallmark elegance Genesis is known for.

"The X Skorpion concept is an extreme off-road vehicle designed to be driven across the toughest and harshest terrain," said Luc Donckerwolke, Chief Creative Officer of Genesis. "With a tubular frame, a full roll cage and many components sourced directly from off-road endurance racing specialists, the X Skorpion Concept explores yet another facet of the Genesis brand and highlights our intent to inject emotion and adrenaline into different segments."



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Inspired by a Black Scorpion

The uncompromising exterior design of the X Skorpion Concept is built to overcome all potential obstacles in its path. The iconic arching tail of a scorpion inspired the vehicle's tension-filled curves, which flow seamlessly across its sculpted body. The segmented armor-like panels not only evoke the protective nature of a scorpion's exoskeleton but also enhance practicality, allowing for quick and efficient repairs in extreme environments. The sleek and functional roof air intake completes the sense of power and resilience. The design embodies readiness, with its poised and balanced stance — a visual metaphor for a scorpion's defensive posture, its tail raised in tension. Genesis' signature Two-Line design is expertly integrated into the front and rear lamps, offering fully functional lighting, emphasizing harmony and symmetry while creating a striking focal point that symbolizes strength and confidence.

Luxury Meets Off-Road Functionality

Stepping inside the X Skorpion Concept reveals an interior that redefines luxury in the off-road segment, far surpassing the stripped-down utilitarianism of traditional Trophy Trucks. Genesis designed the cabin with a singular focus: ensuring driver performance and passenger comfort during the physically demanding challenges of off-road adventures.

Driver comfort and safety was central in its design. Off-roading is an intense sport requiring constant alertness and physical endurance. To meet this demand, Genesis incorporated ergonomic seating, intuitive controls and climate control systems to enhance performance and reduce driver fatigue.

The instrument cluster is incorporated into the steering wheel so drivers can conveniently view it without losing sight of the landscape ahead. The interior is also equipped with a sliding display, which reconfigures between solo-rider and co-piloted modes — a centered position for the driver or sliding to the passenger for copilot navigation. Safety grab handles are prominent touchpoints, ensuring stability during rough movements, while unlimited display adjustability keeps drivers and co-pilots focused on navigating the terrain. Advanced communication systems complete the setup, ensuring seamless coordination even in the most remote environments.

Embodying a Scorpion's Bold Character

The color palette and materials of the X Skorpion Concept were carefully chosen to capture the bold and daring essence of a black scorpion. The exterior features a deep black base infused with a vibrant blue tint, creating a striking visual effect that comes alive under sunlight, mimicking a scorpion's natural hues while ensuring an unforgettable presence in any setting.



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The interior materials reflect a scorpion's serious and aggressive nature. Luxurious suede with intricate gradient patterns — crafted using state-of-the-art laser cutting techniques — is paired with leather that features unique stitching inspired by the segmented legs of a scorpion. To further enhance depth and movement, Genesis combined matte and glossy finishes and painted interior trim pieces to match the exterior, creating a harmonious interplay of texture and color that embodies a scorpion's duality of strength and agility.

Built for Extreme Conditions

Equipped with a high-performance V8 engine delivering 1,115 PS (1,100 horsepower) and 117.6 kilogram-force meters (850 pound-feet of torque), the X Skorpion Concept sets new benchmarks for off-road driving. The vehicle is equipped with 18-inch beadlock wheels paired with custom 40-inch off-road tires, providing superior grip and durability for rugged terrain. It is also outfitted with Brembo Motorsport Brakes, providing enhanced stopping power and optimal responsiveness, ensuring the driver retains full control.

With generous approach and departure angles, a short wheelbase and a high break-over angle, the X Skorpion Concept sits on a finely tuned suspension with extreme ground clearance, allowing it to traverse the roughest terrains without compromising the vehicle's integrity. High-clearance fenders, durable skid plates and precision-engineered components work together to prevent the vehicle from getting stuck or damaged.

The X Skorpion concept is tailored to the automotive culture and lifestyle of the Middle East, where off-road racing and recreational driving — often at high speeds while navigating airborne jumps — are a favorite pastime. In these vast desert environments, the vehicle reveals its full capability, riding up the dunes and surfing on sand with remarkable confidence and control. The X Skorpion Concept's aerodynamically optimized design minimizes drag while maximizing stability, keeping the vehicle steady both on the ground and during moments of elevation. This innovative approach balances performance and control, ensuring safe landings and reliable handling.

Safety is a cornerstone of the X Skorpion Concept's design. Genesis incorporated critical safety features such as an integrated roll cage, a four-point harness system and reinforced structural components to ensure maximum protection for drivers and passengers.

Additionally, the vehicle is constructed using an innovative combination of fiberglass, carbon fiber and Kevlar, achieving a perfect balance of durability and reduced weight.

A Glimpse into Genesis' Next Decade

In addition to unveiling the X Skorpion Concept, Genesis announced a comprehensive concept car strategy, highlighting its commitment to innovation and customer engagement. The current concept car lineup includes iconic models like the X Gran Coupe, X Gran Convertible G90 Wingback and the adventurous X Gran Equator Concept.



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Since the launch of the marque's first concept vehicle in 2016, the New York Concept, Genesis has introduced several concept vehicles, using them as platforms for experimentation and inspiration. These models reflect Genesis' integration of its design philosophy, "Athletic Elegance," through three emotional facets:

- **Luxury:** Rewarding experiences exemplified by Korean refinement through intricate craftsmanship, understated beauty and meticulous attention to detail.
- **Sport:** Represents quiet confidence equipped with ample power for those who enjoy challenges while balancing speed and composure.
- **Cool:** Embodying adventurous and lifestyle-driven designs driven by individual taste and self-expression.

Genesis Chief Creative Officer Luc Donckerwolke said, "We create concept cars to inspire and ignite authentic passion for our vision. They are designed to deepen the emotional connection with our customers by showcasing the ultimate desirability they've always dreamt of. At Genesis, we craft cars that drive emotional expansion, showcasing not only our design philosophy but also the future technologies that personalize and elevate lifestyles."

"By aligning our designs with these qualities, Genesis aims to foster emotional connections with customers, generate valuable feedback and solidify our position as an industry leader in luxury automotive innovation. Each concept is a signal of what's possible, a glimpse into the DNA of Genesis' future."

Genesis' innovative concept car launches, including the X Skorpion Concept, reflect the brand's deep understanding of evolving customer lifestyles. By crafting bold designs enriched with cultural and emotional underpinnings, Genesis is paving the way for a future of limitless possibilities in the luxury automotive space.

The strategic debut of the X Skorpion Concept in the UAE, the crossroads of Europe, Asia and Africa, enables Genesis to not only reach a diverse audience of enthusiast-driven customers, but also taps into the UAE's rapidly growing market for luxury cars. The demand for the latest models and technological advancements in the Middle East continues to grow, making it a vital market for Genesis to establish a strong brand presence and connect with its expanding customer base.

The X Skorpion Concept cements Genesis' position at the forefront of extreme off-road luxury vehicles, offering an unparalleled combination of performance, innovation and elegant design.

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