



PRESS RELEASE

GENESIS GV80 COUPE RECEIVES 2024 RED DOT AWARD FOR PRODUCT DESIGN

- Genesis GV80 Coupe wins the 2024 Red Dot Design Award: Product Design (Cars and Motorcycles category)
- The GV80 Coupe, the first coupe-style Genesis SUV, boasts the brand's signature "Athletic Elegance" with dynamic yet meticulous design features

SEOUL, April 29, 2024 — Genesis celebrates another noteworthy success at the Red Dot Design Awards this year, with the GV80 Coupe receiving the highest distinction in the Cars and Motorcycles category of Product Design.

Previewed through a concept model and officially unveiled in September 2023, the GV80 Coupe is an embodiment of dynamic sophistication that meets the sporty SUV essence of the GV80 base model. In particular, the side profile of the GV80 Coupe maximizes its dual nature with its coupe-like rear finish while maintaining the elegance of its base model. It includes reclining second-row seats to ensure comfort and luxury to address the compromise on headroom typical of an SUV coupe.

The GV80 Coupe's interior also epitomizes duality, emphasizing luxury and dynamic imagery, while retaining simplicity inspired by the Korean concept of "Beauty of White Space." The center fascia and touch-based HVAC (Heating, Ventilation, and Air Conditioning) seamlessly blend into the interior design.

Meanwhile, several tactile features have been newly added, with point colors like gray, red, and orange being applied to interior elements, while materials exclusively used in the GV80 Coupe like black spin-patterned aluminum, newspaper real wood, and jacquard-type real carbon accentuate the GV80 Coupe's unique design.



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“The GV80 Coupe signifies a milestone for Genesis as the brand’s distinctive luxury continues to expand,” said SangYup Lee, head of Genesis Global Design. “The striking silhouette of the GV80 Coupe showcases the evolution of our flagship SUV and Genesis’ dedication to push the boundaries of design and innovation. This journey of progress is ongoing, and we are always looking forward to the next step, ready to forge the path ahead.”

For over six decades, the Red Dot Design Award has been the world’s largest and most prestigious design competition and is one of the most sought-after seals for global recognition in product design. Each year, winners are selected from three disciplines: Product Design, Brands & Communication Design, and Design Concept.

With consistent recognition from the prestigious design awards, Genesis demonstrates its commitment to design excellence and solidifies its reputation as a luxury automotive brand dedicated to offering unique innovations and a comprehensive customer experience.