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GENESIS UNVEILS MAGMA GT CONCEPT, SIGNALING THE FUTURE OF ITS PERFORMANCE HERITAGE

- Magma GT Concept makes world premiere as the symbolic foundation of Genesis' next decade of performance
- First pure sportscar typology from Genesis, expressing "Effortless Performance" through motorsport-inspired design
- Serves as the halo model guiding Genesis' long-term performance strategy, including future GT racing ambitions

LE CASTELLET, France, Nov. 20, 2025 — Genesis today unveiled the Magma GT Concept, a landmark model that defines the direction of the brand's performance heritage for the next 10 years. Revealed for the first time at the Genesis Magma World Premiere, the concept represents far more than a design study — it is the brand's clearest expression yet of its commitment to its future high-performance capabilities.

The Magma GT Concept aligns closely with the performance roadmap announced at Hyundai Motor Company's CEO Investor Day in New York this past September, where Genesis confirmed plans to develop the model into a performance icon, or halo car, and signaled its long-term ambition to enter the GT racing class.

Luc Donckerwolke, President and Chief Creative Officer of Genesis, said, "The Magma GT Concept represents the pinnacle of our performance vision and stands as a symbol of our commitment to true motorsport capability. It isn't defined by raw aggression or uncompromising speed — it is defined by balance. This is a car that feels instinctively connected to its driver, composed under pressure, and meticulously tuned so that every component serves a single purpose: to make performance effortless."

He continued, "The Magma GT doesn't ask the driver to prove their skill; it enhances it. This is not simply a faster Genesis. It is the most complete expression of Genesis performance to date."

A New Genesis Icon

As the brand's first pure sportscar typology, the Magma GT Concept stands as a key milestone in Genesis' transition toward Luxury High Performance. The model embodies the essence of "Effortless Performance," prioritizing balance and confidence over showmanship or aggression.



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Rather than focusing solely on speed, the Magma GT Concept presents a blend of refined luxury and true motorsport character, illustrating what the brand considers the most complete expression of future Genesis performance.

Leveraging a mid-rear engine layout, the Magma GT Concept hints at the brand's ambition to explore GT-category racing.

Motorsport-Inspired Proportions and Aerodynamics

True to its form as the second race car in the history of Genesis, the Magma GT Concept's design reveals its purpose at a glance — every surface and proportion is shaped to optimize aerodynamic performance and driving efficiency.

Key features include:

- Low-set front bonnet and elongated sloping roofline, creating a sleek, race-ready silhouette.
- Wide, muscular rear fenders that reinterpret classic GT race-car proportions through the lens of Genesis' "Athletic Elegance" philosophy.
- A boat-tail cabin, narrowing toward the rear to maximize stance and emphasize a "low and wide" posture.
- Front canards integrated seamlessly with the headlamps, a distinctive execution that enhances both downforce and identity.
- G-Matrix aerodynamic patterns, expanding from the front splitter outward into wing-like forms — serving not only as a visual signature but also as functional airflow-optimizing elements.
- A mechanical rear two-line lamp graphic and fully optimized rear aero structure, creating a wide, planted, and unmistakably Magma GT presence.

A Symbol of Genesis' Long-Term Performance Vision

Ultimately, the Magma GT Concept serves as both a design manifesto and a strategic beacon for the brand. It visually and philosophically encapsulates what Genesis aims to achieve as it enters the motorsport arena and looks to expand its high-performance portfolio.

As the model that will guide Genesis' performance identity for the next decade, the Magma GT Concept represents the foundation for a future performance lineup led by a true halo car.

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