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GENESIS UNVEILS NEWLY DESIGNED GV70

- Newly designed midsize SUV launches in Korea next month
- Enhanced exterior embodies unique Genesis design ethos “Athletic Elegance” with elements like MLA headlamps, dual-weave mesh radiator grille and rear Two-Line turn signals
- Luxurious experience offered through “Beauty of White Space” and advanced technological features including 27-inch integrated wide display, touch-type air-conditioning system and new mood lamp
- GV70 Sport comes with sporty aesthetics like enlarged air intakes, exclusive rear diffuser and muffler tips, as well as 21-inch dark metallic wheels

SEOUL, April 26, 2024 — Genesis today unveiled the newly designed GV70, set to be launched in Korea next month with a sleeker silhouette and advanced technological features that embrace the brand’s design philosophy, “Athletic Elegance.”

The latest GV70 marks the first-ever redesign of the vehicle.

Since the model initially debuted in December 2020, more than 200,000 units have been sold worldwide.

Refined Exterior Details

Intricate details have been added to enhance key elements of the GV70’s exterior, such as the dual-weave mesh radiator grille, also known as the dual-weave G-Matrix Crest Grille, and the use of advanced MLA technology in the iconic Two-Line headlamps.

The front bumper has been enhanced with a skid plate that creates a wide and robust appearance, complemented by horizontally expanded air ducts reinforcing the sturdy impression of an SUV.

The newly designed 19-inch dark hyper silver wheels accentuate the sporty image of the vehicle’s side profile.



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In the rear, the turn signals have been redesigned to align with the front Two Lines concept, while being relocated from the bumpers to the rear combination lamps, resulting in improved visibility for other vehicles.

On the rear spoiler, a module integrating a digital center mirror and built-in camera have been applied to the lower part of the line-shaped high-mounted stop lamp, contributing to a more streamlined appearance.

'Beauty of White Space' Meets Advanced Technology in Interior

The interior of the GV70 creates a luxurious experience by infusing high-tech sensibility with Genesis' distinctive Korean-inspired design principle, the Beauty of White Space.

The 27-inch OLED display integrates the cluster and infotainment system in a single horizontal layout, while a touch-based heating and air-cooling system offers utmost convenience.

Mood lamps that extend from the upper door trim to the center fascia create a cozy ambience.

A horn cover adorned with the new Genesis emblem, a two-tone steering wheel and intricate stitching details throughout the interior further elevates the heightened sense of sophistication and luxury.

Maximized Sportiness in GV70 Sport

The newly designed GV70 Sport package, also unveiled today, features various interior and exterior enhancements that maximize the vehicle's sporty feel.

The front side of the GV70 Sport showcases a double-layered G-Matrix Crest Grille, along with enlarged air intakes.

The side profile stands out with newly designed five-spoke 21-inch dark metallic wheels, with each spoke featuring two black lines engraved where it meets the rim, amplifying the vehicle's athletic stance and Two Lines design identity.

The rear comes with a dark-chrome diffuser and muffler tips, exclusive to the Sport package for the GV70.



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In terms of the interior, a D-cut steering wheel and orange-color stitches add a distinctive touch.

Further details on specifications will be revealed closer to the official launch date.