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GENESIS COMMENCES SALES OF GV90 NEOLUN AND GV90 IN KOREA

- Genesis opens orders in Korea for its first full-size flagship electric SUV variants, GV90 and GV90 Neolun, on Nov. 10
- Delivers a premier electrified SUV mobility experience defined by elegant yet serene movement
- Sets a new benchmark with class-leading safety and an array of innovative features
- Design infused with Korean aesthetics complemented by a range of interior and exterior palettes to reflect customers' preferences
- TV commercial featuring Marilyn Monroe and three-part documentary reinforce GV90's positioning as a new icon, while showcasing the engineering journey behind its development

SEOUL, Nov. 10, 2026 — Genesis has officially opened orders for the marque's first full-size flagship electric SUV variants, the GV90 Neolun and GV90, in Korea.

The GV90 is a symbolic model that encapsulates Genesis' approach to luxury and accumulated electrification expertise. Embodying the brand's signature hospitality ethos, the GV90 ensures that every moment experienced within its cabin is elevated and extraordinary.

The flagship SUV is offered in two variants: the standard GV90 with conventional swing doors and the GV90 Neolun featuring the Neolun Arch Gate, the world's first independently opening and closing hidden B-pillar coach doors.

Elegant and Serene Dynamics Delivered by an Electrified Flagship

Built on Genesis' dedicated flagship eMP platform, the GV90 delivers product excellence befitting a full-size flagship electric SUV. Genesis equipped the GV90 with a 123.5 kilowatt-hour high-voltage battery — the largest among Hyundai Motor Group's electric vehicles — offering a generous and effortless driving experience.

The GV90 (fitted with 22-inch wheels) delivers an estimated single-charge driving range of 500 kilometers and a combined efficiency of 3.4 kilometers per kilowatt-hour, while the GV90 Neolun (24-inch wheels, 6-seater) achieves a driving range of 460 kilometers and a combined efficiency of 3.2 kilometers per kilowatt-hour. When using a 350-kilowatt fast charger, the battery is replenished from 10% to 80% in approximately 22 minutes.

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Battery safety has been optimized with Thermal Runaway Protection (TRP) technology to prevent heat propagation between cells. TRP suppresses thermal diffusion to adjacent cells via a dedicated battery system engineered for effective heat dissipation, and robust physical barriers between cells.

Genesis has also introduced the Plug & Charge 2.0 (PnC 2.0) feature in the GV90 — a first for the Hyundai Motor Group — alongside optimized EV charging initiation technology to provide an efficient and intuitive charging experience.

With PnC 2.0, customers can wirelessly activate the service after registering themselves on the MYGENESIS mobile app. Once enrolled, customers simply need to plug their vehicles into a compatible charging station for authentication, charging and payment to occur automatically. The accompanying charging initiation optimization technology streamlines communication protocols between vehicle and charger.

At dual-channel E-pit chargers, charging initiates approximately two seconds after plugging in using external identification means (EIM) and in approximately seven seconds via the PnC service, substantially reducing customer waiting times.

Genesis has also outfitted the GV90 with newly developed front and rear electric motors delivering a combined maximum output of 490 kilowatts and peak torque of 800 Newton-meters, making it the most powerful electric vehicle across the Hyundai Motor Group.

Additionally, the model also incorporates a suite of advanced chassis and handling technologies to deliver an exceptionally poised ride, including a Dual Electronic Limited Slip Differential (E-LSD), a Multi-Chamber Air Suspension, Monotube Dual-Valve Electronic Control Suspension (ECS) absorbers and active Rear Wheel Steering (RWS).

To ensure whisper-quiet travel, acoustic glass exceeding 5 millimeters in thickness is fitted across all windows, complemented by high-expansion soundproofing fillers injected into key structural cavities, reinforced sound-absorbing materials and upgraded sealing structures throughout the hood and tailgate.

A Differentiated Vehicle Experience Through Class-Leading Safety and Innovative Technology

The GV90 is equipped with 12 airbags, including the world's first Roof Airbag to protect occupants effectively, while utilizing an aluminum-intensive body structure that enhances structural rigidity to achieve class-leading safety.

The Roof Airbag was engineered specifically to address rollover incidents. When a rollover is detected, it deploys rapidly to cover the glass Smart Vision Roof, preventing passenger ejection through the glass aperture and mitigating head injuries caused by contact with the roof.

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The GV90 also introduces Hyundai Motor Group's first buttonless start/stop Power Control System. When the driver enters the vehicle and closes the door, the Motion Column Shifter, Crystal Sphere Controller and tweeter covers dynamically actuate to intuitively indicate the car is ready to drive. The driver simply depresses the brake pedal and puts the GV90 in gear to pull away without touching a start button.

On the dashboard, the flagship SUV features an innovative pop-up center OLED Cinematic Display. While driving, a sleek 23.6-inch-wide layout presents vehicle telemetry, navigation and infotainment. When parked, with just the touch of a button, the display area expands by approximately 1.7 times into an expansive 24.6-inch screen for occupants to enjoy immersive media and content.

Additionally, a variety of innovative convenience features are available onboard, including a 25-inch Head-Up Display (HUD), Pleos Connect, Gleo AI, Remote Smart Parking Assist 3 (RSPA 3), Memory Reverse Assist (MRA), navigation-based Smart Cruise Control 2 (SCC 2) that automatically slows down the vehicle when approaching safety zones, curved sections and designated sections within urban areas; and Highway Driving Assist 2 (HDA 2).

To elevate the interior's sensory ambiance, the cabin features a Bang & Olufsen Premier 3D sound system with 25 speakers, Ambient Glow mood lighting softly illuminating trim surfaces, seats equipped with 15 individual air cells and a pulse vibration function, as well as a heated windshield capable of rapidly defrosting without relying on climate control.

GV90 Neolun: Pioneering the World's First Independently Opening Hidden B-Pillar Coach Doors

Building upon the exceptional foundation of the GV90, the GV90 Neolun introduces the world's first independently opening hidden B-pillar coach doors, dubbed the Neolun Arch Gate.

The Neolun Arch Gate opens outward with the front and rear doors opening in unison facing the other, providing an unparalleled sense of openness and a remarkably spacious area for entry and exit compared to conventional vehicles.

To maintain structural integrity without a fixed B-pillar, high-strength dual steel beams are integrated directly inside the doors. Cabin safety is further reinforced with a frame 1.5 times thicker than conventional vehicles, incorporating high-strength steel tubes and high-rigidity structural foam. This forms a hidden roll-cage architecture that matches the crash safety performance of vehicles with conventional B-pillars.

The GV90 Neolun also debuts Hyundai Motor Group's first motorized swiveling front seats. When the car is parked, pressing a button on the door trim rotates the front seats 180 degrees,

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instantly converting the cabin into an executive lounge where passengers engage face-to-face for business or relaxation.

For the ultimate VIP experience, the ultra-exclusive GV90 Neolun Executive Suite (4-seater) adds bespoke features, including a genuine wood floor integrated with a radiant heating system inspired by traditional Korean “ondol” underfloor heating, a Comfort Partition separating rear seating from the trunk area, a Smart Vision Roof with adjustable transparency and powered roll blinds, supple semi-aniline leather seating, a rear tower console, an onboard rear refrigerator and integrated rear-seat foldout tables.

Design Imbued with Korean Aesthetics and Rich Colors Curated to Individual Taste

The exterior of the GV90 draws inspiration from the iconic moon jar — a symbol of traditional Korean aesthetics — exuding a majestic presence achieved through the porcelain vessel’s philosophy of restrained elegance.

Up front, the Wing Face Micro Lens Array (MLA) headlamps blend seamlessly with the body lines, accompanied by a three-dimensional, dual-layered G-matrix patterned chrome grille that radiates an imposing yet refined presence. At the rear, sculpted volume mirrors the gentle, fluid curves of the moon jar.

Genesis has curated an expressive exterior palette capturing fleeting moments when shifting daylight and time intersect with nature.

The palette comprises 13 gloss finishes: Seychelles Beige captures sunlit waves over fine sand, while Baena Green evokes sunlight filtering through olive groves. Other gloss options include Sonoran Navy, Taupo Gray, Jaipur Rose, Vela Burgundy, Como Blue, Uyuni White, Saville Silver, Makalu Gray, Vik Black, Capri Blue and Cardiff Green. Three matte finishes offer understated alternatives with Monashee Silver, Matterhorn White and Makalu Gray — altogether delivering a comprehensive total of 16 exterior choices.

Inside, the GV90 evokes the refined atmosphere of a serene lounge. The seats, console and display are intentionally arranged like luxury furniture, harmoniously complementing finely finished dashboard and door panels.

Genesis also incorporated a curated selection of authentic material garnishes to deliver the refined luxury and deep emotional resonance expected of a flagship model.

Customers can select from exquisite trim materials according to their personal tastes: natural wood offers classic luxury, genuine stone captures the raw texture and depth of natural slate, while wool cashmere provides warmth and tactile comfort.

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The GV90's interior is available in five two-toned combinations: Puglia Green / Veiled Indigo, Folio Brown / Batiste Blue, Vault Black / Shadow Gray, Travertine Beige / Tyrian Purple and Saddle Brown / Shadow Gray.

The GV90 Neolun on the other hand, offers five exclusive colorways: Regal Navy / Majestic Purple, Quince Brown, Vault Black / Shadow Gray, Travertine Beige / Tyrian Purple and Saddle Brown / Shadow Gray.

An Icon's Arrival and the Story Behind It

Genesis has released a TV commercial starring the GV90 alongside Marilyn Monroe. Much like Monroe breaking conventions to become a timeless cultural figure, the campaign captures the GV90's ambition to chart a bold new direction for luxury as an era-defining icon.

Genesis is also releasing a three-part documentary series that offers a behind-the-scenes look at the GV90's engineering journey and the development team's creative process.

The documentary highlights how novel technologies were brought to fruition, illuminating the underlying engineering philosophy and communicating the distinct emotion and brand value embodied in the GV90. The full series is available on the Genesis Worldwide YouTube channel, with short-form versions hosted on the official Genesis Instagram account.

Technical Specifications: Genesis GV90 Lineup

Specification	GV90	GV90 Neolun
Overall Length (mm)	5,285	
Overall Width (mm)	2,030	
Overall Height (mm)	1,815 (22-inch wheels) 1,825 (24-inch wheels)	1,825 (24-inch wheels)
Wheelbase (mm)	3,245	
Max. Power (kW) / Max. Torque (Nm)	Front: 240/350 Rear: 250/450	
Battery Capacity (kWh)	123.5	
Distance On a Single Charge (km) / Energy Efficiency (km/kWh) *(Combined Cycle)*	**22-inch (6- and 7-seater):** 500/3.4 **24-inch (6-seater):** 484/3.4	**24-inch (6-seater):** 460/3.2 **24-inch (4-seater):** 432/3.0

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Product specifications, features, and ownership programs mentioned are based on GV90 models sold in Korea and may vary by market.

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