



PRESS RELEASE

GENESIS ANNOUNCES 3 DEBUTS FOR 2024 GOODWOOD FESTIVAL OF SPEED

- Global, European and UK debuts from Genesis will take place at this year's Goodwood Festival of Speed
- New Genesis stand to create immersive and inspiring brand experience for customers
- 2024 marks fourth year of successful partnership between Genesis and festival

LONDON, May 13, 2024 — Genesis Motor Europe, an official partner of the Goodwood Festival of Speed presented by Mastercard, will be presenting three exciting debuts at this year's event in July.

A Genesis concept will make its dynamic global debut on the famous Goodwood hillclimb, along with a vehicle that will be seen in action for the first time in the UK. The third debut will be a first-time European display at the festival.

This year, visitors will be able to explore a brand new Genesis stand. The space will offer the public an opportunity to see a variety of cars and indulge in the brand's renowned customer-focused "Son-Nim" hospitality in an immersive environment.

Jonny Miller, Brand Director at Genesis Motor UK, said, "We are thrilled to be continuing our official partnership with Goodwood Festival of Speed. This year, Genesis is bringing an even stronger presence to the Festival of Speed to connect further with our customers. 2024 is a busy year for the brand, and there will be plenty of surprises in store for Goodwood visitors."

Miller continued, "This world-famous event is a great opportunity for us to showcase our award-winning cars in an engaging and dynamic environment, where attendees can indulge in the full Genesis experience and discover the outstanding capability and diversity of our brand."



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The Duke of Richmond commented, "I'm delighted to welcome Genesis back to the Festival of Speed for its fourth year as an event partner. With its range of award-winning cars, innovative technology and welcoming hospitality, it's natural for the brand to have found a home at the Festival of Speed. I know our visitors will be excited to see the three debuts on the hill and visit the new Genesis stand."

Further details about Genesis' presence at the event including cars on display, activations and hillclimb batches will be revealed closer to the event.

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