



PRESS RELEASE

GENESIS UNVEILS GV80 BLACK AND GV80 COUPE BLACK

- Unveilings follow Korean launch of Genesis G90 Black in March 2024
- Black finishes throughout interior and exterior maximize sophistication

SEOUL, Oct. 2, 2024 — Genesis today unveiled the GV80 Black and the GV80 Coupe Black, presenting an all-black finish that permeates every intricate detail with sophistication and refinement.

It's the second time Genesis has released a Black model, following the successful launch of the G90 Black in Korea last March.

Genesis Black models are defined by their captivating dark-black color theme that extends throughout the interior and exterior, flawlessly embodying the essence of Genesis' design philosophy "Athletic Elegance" in its purest form.

All visible exterior features in the GV80 Black and the GV80 Coupe Black are finished in black, including the radiator grille, bumper garnish, front emblem, daylight opening (DLO) molding, roof racks and rear bumper molding. Even lesser visible details like the headlamp inner side bezels are black, completing the sleek look.

Both SUV models come standard with 22-inch glossy black wheels and black floating center caps, the latter of which are exclusive to Genesis Black vehicles. The tailgate is adorned solely with the Genesis emblem in dark metallic lettering, adding the finishing touch to their unique presence.

The interior is characterized by consistent black accents throughout, with distinctive materials further enhancing the sense of tranquility.

Black finishes are applied to various interior elements such as knobs, switches and glass accents of the shift-by-wire (SBW) system, as well as the leather stitching and button that opens the glove compartment. Enhancing the luxurious appeal are real wood garnish, exquisitely quilted seat leather with piping, as well as premium car mats.



Genesis Global PR
pr@genesis.com
newsroom.genesis.com

PRESS RELEASE

- END -