



PRESS RELEASE

GENESIS AND CHOPARD UNITE IN CANNES LUXURY SHOWCASE

- Genesis provides fleet of 30 chauffeur cars to renowned luxury watch and jewellery maison from May 13 to 24
- Luxury fleet includes 10 G90 sedans
- Genesis Magma Racing driver André Lotterer to visit Chopard Rooftop at Martinez Hotel and attend Chopard Gentleman's Evening alongside Genesis Brand Partner Jacky Ickx
- Chopard Ambassador and Genesis Brand Partner Ickx also attended Chopard Universe evening

FRANKFURT, Germany, May 21, 2025 — Genesis Motor Europe and luxury watch and jewellery maison Chopard have teamed up on the French Riviera for two weeks of seaside luxury.

As the automotive partner of Chopard at Cannes, Genesis will provide bespoke chauffeur services to Chopard's VIP guests as they navigate their annual Cannes activities. The renewed collaboration promises to bring together Genesis' bold design language of "Athletic Elegance" as well as its vibrant Korean spirit and style with Chopard's world-renowned design, luxury and elegance.

The Genesis chauffeur fleet consists of 30 cars, including 10 of the brand's luxury G90 sedans, and is exclusively available to Chopard guests staying at the Martinez Hotel, where they can also enjoy access to Chopard's signature Rooftop Lounge hospitality. The Genesis lineup is also available to Chopard's celebrity talent and brand ambassadors for the full duration of the event.

The chauffeur fleet will support Chopard guest attendance at a variety of annual Cannes events sponsored by the illustrious maison, including transport to and from the red carpet, the amfAR Gala Cannes and the Trophée Chopard, reaching a pinnacle at the Chopard Gentlemen's Evening tonight.

Genesis Brand Partner and Chopard Ambassador Jacky Ickx, who attended the Chopard Universe evening on May 19, will return to Cannes and the Chopard Rooftop to attend the maison's Gentleman's Evening alongside Genesis Magma Racing driver André Lotterer.

Lotterer will also visit the Chopard Rooftop today, before joining up with the European Le Mans Series (ELMS) Genesis Magma Racing Trajectory drivers for his team debut at the 24 Hours of Le Mans in June. So far in this year's ELMS Le Mans Prototype 2 (LMP 2) series, drivers Jamie Chadwick, Daniel Juncadella and Mathys Jaubert have claimed two victories at the 4 Hours of Barcelona and the 4 Hours of Le Castellet.



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The two-week program in Cannes marks a revival of the two maisons' successful collaboration in Switzerland last year, where the 2024 x Gran Berlinetta Tribute was showcased to honor Ickx at Chopard's Evening with the Belgian racing legend.

Commenting on the partnership with Chopard, Genesis Motor Europe's Managing Director Xavier Martinet said: "It is a privilege to be able to work alongside such an established luxury maison like Chopard once again. With its creative designs, high-quality craftsmanship and vivacious spirit, Genesis is the perfect complement to Chopard's activations in Cannes this year."

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