



PRESS RELEASE

GENESIS HONOURS JACKY ICKX AT DAKAR 2025

- Jacky Ickx completes Dakar 2025 journey in unique Genesis GV80 Desert Edition
- Legendary racing driver and 1983 Dakar winner returns as honorary guest with exclusive Genesis tribute model
- GV80 Desert Edition used by Ickx to track more than 6,000km Dakar 2025 route
- Genesis reveals full specification details of one-off luxury edition

Frankfurt, Germany, Jan. 21, 2025 — Jacky Ickx has completed his Dakar 2025 journey in a unique Genesis GV80 Desert Edition.

More than four decades on from his historic win at the 1983 Dakar, Jacky Ickx returned to the desert behind the wheel of the bespoke all-terrain GV80. Created by Genesis in celebration of the legendary racing driver and Brand Partner for his 80th birthday, the GV80 Desert Edition was unveiled during an exclusive handover ceremony at Genesis Wallan Showroom, Riyadh on Dec 31. An "E80" sticker was also gifted to Ickx by Dakar organizers that day in honor of his birthday."

Designed to bring Genesis' signature luxurious onboard experience to the most extreme conditions, GV80 Desert Edition is inspired by Jacky Ickx's pioneering spirit and relentless passion for adventure. Based on Genesis' flagship SUV, the Desert Edition features a comprehensively enhanced offroad specification to deliver style, resilience and elevated performance, retaining GV80's effortless convenience and unrivalled comfort.

Jacky Ickx and the GV80 Desert Edition immediately embarked on their first adventure, tracking the 6,000km route of Dakar 2025 from Bisha to Shubaytah, with Ickx joining the competitive teams at each bivouac along the way.

An honorary guest at the formidable event, Jacky Ickx is a highly respected advisor within the Dakar Rally community. Throughout the competition, Ickx took the opportunity to visit checkpoints and share his support with the drivers and teams, also being joined by Genesis Magma Racing team driver Andre Lotterer along the way.

Power, presence, and performance

Immediately recognizable by its wider, purposeful stance, GV80 Desert Edition's arches are extended by 40mm at the front and rear to accommodate bespoke 20-inch forged alloy bead-rock wheels and all-terrain tires.

A comprehensively upgraded adjustable suspension system has been specifically engineered for desert conditions, providing maximum ground clearance, superior damping, and enhanced stability on soft sand and rocky trails.



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A dedicated desert setting is also accessible through GV80's Intelligent Drive Mode system, optimizing the powertrain for the most demanding conditions, underlining the Desert Edition's performance credentials.

Elegance and resilience

At the front, Genesis' advanced Intelligent Front Lighting System is enhanced with a Baja Designs integrated lighting system, incorporating LED auxiliary lights on the fog lights, A-pillars, and roof to offer exceptional visibility. As well as accommodating an LED light bar, the custom roof rack includes mounts for fuel canisters, sandboards and a rooftop tent.

The Desert Edition's unique blue bodywork and single white stripe livery also pays tribute to Jacky Ickx, honoring the iconic race helmet colors worn throughout his career.

Practicality meets luxury

GV80 Desert Edition's interior balances adventure-ready utility with Genesis' signature onboard entertainment and convenience features.

In the cargo area, an integrated drawer system now securely stores a full-size spare wheel, tools, and essential emergency equipment, with additional compartments for water supplies, first aid kits and communication devices.

An enduring collaboration

Approaching his second year as a Genesis Brand Partner, Jacky Ickx's phenomenal racing achievements and pioneering spirit position him as the perfect ambassador. The partnership continues to evolve as Genesis expands into high performance models and motorsport, drawing on his illustrious racing career to offer strategic insights.

At the recent launch of Genesis Magma Racing in Dubai, Jacky Ickx was announced as the team's official racing advisor. The new role will complement his existing Brand Partner duties, encompassing brand ambassador, diplomat and advisor to the development of Genesis cars.

The Genesis GV80 Desert Edition project was managed by Luc Donckerwolke, Chief Creative Officer and Chief Design Officer at Hyundai Motor Group, built in partnership with Genesis Middle East and renowned customization specialist W Motors.

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