



PRESS RELEASE

GENESIS LAUNCHES TRACK TAXI NORDSCHLEIFE PROGRAM AT NÜRBURGRING

- Genesis Track Taxi Nordschleife offers thrilling passenger ride on one of world's most complex racetracks
- Program utilizes Genesis G70 3.3T model, renowned for responsive handling and powerful engine
- Track experience marks important milestone in brand's high-performance Magma journey

FRANKFURT, Germany, June 21, 2024 — Genesis has launched the Genesis Track Taxi Nordschleife program at the famous Nürburgring in Germany, offering passenger rides to the public at one of the world's most complex but thrilling racetracks.

The program was officially launched on June 18 at an opening event at the Nürburgring, hosted by Luc Donckerwolke, Genesis Chief Creative Officer; Tyrone Johnson, Head of the Hyundai Motor Europe Technical Centre (HMETC); and Jacky Ickx, Genesis Brand Partner and racing icon.

The Nürburgring is Germany's famous racetrack and one of the most legendary auto-racing circuits in the world. With over a length of 20.832 kilometers, 73 corners, constantly changing road surfaces and 300 meters of altitude, the Nürburgring rightfully covets the title of being one of the most technical racetracks.

To guarantee driving performance, durability and stability for the fast-paced Nordschleife ride, Genesis utilizes the sporty sedan G70 3.3T model, renowned for dynamic drivability, innovative technology and an athletic, coupe-like design.

In collaboration with the HMETC in Rüsselsheim, Germany, which serves as the hub for Genesis' European vehicle performance and durability development, the G70 has undergone enhancements in suspensions and dampers. To ensure better brake cooling, additional brake ducts were also mounted, leading air from the front bumper to the front



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wheel arch. Heat shields on the transmission oil cooling lines prevent overheating the transmission in racetrack conditions.

Ensuring the best tires for the track, Genesis and Michelin have entered a partnership to supply the vehicle, named the G70 Track Taxi Nordschleife, with MICHELIN Pilot Sport 4S specialized sport tiers, guaranteeing unparalleled performance in all weather conditions.

Completed in Genesis' striking Magma-inspired orange exterior wrap, the Genesis Track Taxi Nordschleife makes a bold statement against the dense greenery lining the Nürburgring track.

"The launch of the Genesis Track Taxi Nordschleife program marks an important milestone in our journey to delivering bold high-performance cars, showcasing the power, handling and performance that the brand can offer," said Donckerwolke. "It emphasizes the brand's commitment to integrate the experiences gained into further vehicle product development. The Genesis Track Taxi Nordschleife program will provide Genesis customers and fans a tangible touchpoint to experience Genesis like never before."

Online bookings for the Genesis Track Taxi Nordschleife will open to the public on June 21, with the program starting from July 6. Three passengers are allowed per ride. For more information, visit: <https://tracktaxi-nordschleife.genesis.com/>

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