



PRESS RELEASE

JACKY ICKX TO JOIN GENESIS AT GOODWOOD FESTIVAL OF SPEED

- Genesis Brand Partner Jacky Ickx will pilot global dynamic debut of GV60 Magma Concept on iconic Goodwood hillclimb
- Ickx to join Duke of Richmond and Luc Donckerwolke in announcing next step of Magma program at Genesis stand on July 11, 9:45 a.m.
- Autograph signing sessions to take place during festival, offering fans a unique opportunity to engage with racing legend

LONDON, July 3, 2024 — Genesis Brand Partner and six-time Le Mans winner Jacky Ickx will join Genesis at this year's Goodwood Festival of Speed.

Ickx will lead the way up the famous hillclimb on July 11 in the Genesis GV60 Magma Concept, giving the model its global dynamic debut. At 9:45 a.m. on the same day, he will join the Duke of Richmond and Genesis Chief Creative Officer Luc Donckerwolke at the Genesis stand to announce the next step of Genesis Magma.

Having admired Genesis for its cultured elegance, innovation and design aesthetics, Ickx became a Genesis Brand Partner earlier this year. Through the partnership, Jacky is lending his expertise to the Magma program, adding a new, refined high-performance dimension to Genesis.

During the festival, Ickx will also take part in various activities at the Genesis stand such as signing autographs for fans, offering visitors a unique opportunity to engage with the Belgian racing legend.

"I've enjoyed attending the Goodwood Festival of Speed many times," said Ickx. "It will be a pleasure to represent Genesis this year, to engage with visitors and be a part of the GV60 Magma Concept's global dynamic debut."

Other notable moments at the festival will include the global dynamic debut of the Genesis G80 EV Magma Concept and the first UK showcase of the Genesis G70 Track Taxi



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Nordschleife — Genesis' enhanced G70 3.3T saloon designed specifically for passenger rides at the fabled Nürburgring track in Germany. Guests will be able to witness both models in action on the hillclimb.

"I am delighted that Jacky is joining us at the festival and lending his legendary driving skills to showcase our new Genesis GV60 Magma Concept on the hill," said Donckerwolke. "We share a mutual passion for developing the future of the industry, particularly to promote and push innovation in design and technology. He is a role model for many and there is no better place for him to share his expertise and knowledge."

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