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GENESIS OPENS 'GENESIS GWANGJU,' ITS LARGEST BRAND SPACE TO DATE

- First dedicated Genesis venue in Honam region and the marque's sixth standalone showroom in Korea officially opens on Nov. 6, spanning seven floors and three basement levels with a total floor area of 9,881 square meters — the largest of Genesis' brand spaces
- Expresses Gwangju's regional character and Genesis' design philosophy through concept of 'Assembly of Light', bringing light and surrounding landscape together through water features and transparent glass facades, with curated zones including vehicle showcases, brand heritage and lifestyle collections
- Strengthens customer connection and emotional resonance through engaging, interactive programs such as localized test-drives, community programs and dedicated owner care services, while offering experiential activities curated around customer lifestyles and interests to foster long-term engagement
- Establishes a strategic hub in the Honam region through differentiated customer experiences

GWANGJU, Korea, Nov. 6, 2026 — Genesis has officially opened Genesis Gwangju, the luxury marque's sixth standalone brand space in Korea, adding to its existing locations in Hanam, Gangnam, Suji, Anseong, and Cheongju.

The first exclusive Genesis space in South Korea's Honam region, Genesis Gwangju serves as a premier destination where visitors can explore and test-drive the full vehicle lineup and take part in a variety of exhibitions and community programs. Comprising seven floors and three basement levels, the venue spans a total floor area of 9,881 square meters, making it the largest Genesis brand space to date.

Genesis plans to run Genesis Gwangju not just as a vehicle showroom, but as a cultural hub where the brand, the local community and customers can connect through shared cultural activities. Through this approach, the brand aims to deliver distinctive spatial experiences and rich programming, fostering a deeper emotional bond with its customers.

Inspired by the City of Light and Water

Genesis Gwangju was designed around the guiding theme of "Assembly of Light." Inspired by Gwangju's identity as the "City of Light and Water," the building's design captures and weaves

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together natural light and the surrounding scenery, which is mirrored across water basins and architecture.

Building on this vision, the lower levels incorporate water features that reflect incoming light and the adjacent scenery, while the upper levels feature transparent glass facades to convey the brand's signature, understated elegance and sense of openness.

Genesis Gwangju displays a total of 20 vehicles alongside dedicated spaces where visitors can immerse themselves in the brand's design philosophy, technology and lifestyle offerings.

The first and second floors house a welcoming reception area, as well as dedicated spaces for test drives and vehicle handovers. In the test-drive lounge, guests can relax with Genesis' very own tea blend, enjoying attentive hospitality from the moment they arrive.

Across the third, fourth and fifth floors, visitors can explore the complete Genesis lineup and mix and match interior and exterior colors, materials and finishes at the CMF display.

In addition to the vehicles, Genesis showcases its curated lifestyle product collections — including golf apparel and accessories — naturally extending the brand experience into customers' daily lives.

The sixth floor serves as a special exhibition space dedicated to the brand's vision and design ethos. To commemorate the opening, Genesis is showcasing the GV90 and the GV90 Neolun, offering visitors a firsthand look at its direction for the future of luxury vehicles.

Genesis will continue to utilize this space for curated exhibitions highlighting new model launches and brand storytelling.

On the seventh floor, an exclusive Owners Lounge, rooftop café, and outdoor terrace provide a private retreat for Genesis owners. Here, guests can unwind with Genesis' signature tea, local roastery coffee and gourmet refreshments crafted with seasonal ingredients locally sourced from the Honam region, and enjoy a quiet respite complemented by bespoke hospitality.

Localized Test Drives and Interactive Programs

Genesis Gwangju delivers distinctive customer experiences through an array of hands-on, vehicle- and brand-centric programs.

The brand space offers diverse test-drive programs designed to give customers a well-rounded feel for Genesis' performance and driving dynamics. Genesis has introduced specialized local driving routes that take in the region's scenic landscapes — such as

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Gwangjuho Lake and Chuwolsan Mountain — allowing drivers to fully enjoy the marque's dynamic performance and refined handling behind the wheel.

Other options include comparative test drives, which allow drivers to evaluate two different models under identical road conditions, and unaccompanied test drives, which let customers drive independently without the presence of brand space staff to experience the vehicle at their own pace.

Genesis also plans to roll out an on-demand mobile test-drive program to bring the driving experience directly to customers across the broader Honam region. Starting in Suncheon in the fourth quarter with the GV80 Hybrid, this initiative will gradually expand to cover neighboring areas.

In addition, Genesis Gwangju will host interactive community programs centered around the dedicated lounge space on the third floor, giving guests a chance to experience Genesis' design philosophy and lifestyle firsthand.

Visitors can take part in sessions such as a Tea Ceremony Class, which reinterprets Genesis' hospitality through fine teas; a Lighting Object Class, where participants craft their own lighting feature inspired by Genesis headlamp motifs; and a Clay Design Class, where children can explore automotive styling using modeling clay — all designed to foster a deeper appreciation of the brand.

Alongside these offerings, Genesis intends to introduce workshops tied to upcoming models, including artisan craft sessions inspired by the colors and materials of the GV90 as well as sound-focused sensory experiences.

Looking ahead, Genesis will continue to expand programs tailored to customer lifestyles and interests while introducing specialized community initiatives exclusively for Genesis owners.

Genesis Gwangju also provides dedicated owner care services to ensure greater convenience and satisfaction, including ceremonial vehicle unveilings and handovers, as well as courtesy customer pick-up services.

A Genesis representative said, "Genesis Gwangju goes beyond simply displaying and selling vehicles. It is a space designed for genuine emotional connection between the brand and our customers. Through community-inspired programming and differentiated brand experiences, we look forward to expanding our presence across the Honam region and establishing this venue as a strategic hub that drives long-term brand momentum."

Genesis Gwangju is open daily from 9:00 AM to 9:00 PM (closed on the first Monday of each month, New Year's Day, and the day of and day following both Lunar New Year and Chuseok).

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For more information, visit the official Genesis website (www.genesis.com) or call +82-62-351-0966.

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