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GENESIS EMBARKS ON A NEW DECADE WITH LUXURY HIGH PERFORMANCE

- Brand announces its direction for the next 10 years by unveiling a new vision centered on “Luxury High Performance”
- GV60 Magma makes world premiere at Circuit Paul Ricard as Genesis’ first high-performance production model
- Magma-exclusive high-performance features — including VGS, Drift Mode, and HPBC — combined with a wider stance, lower height, and newly designed front and rear bumpers distinguish the model from the standard GV60 and elevate its performance identity
- Magma GT Concept symbolizes the next decade of Genesis performance heritage, capturing the essence of refined luxury and true motorsport spirit

LE CASTELLET, France, Nov. 20, 2025 — Genesis is embarking on the next chapter of its journey with its “Luxury High Performance” positioning as the cornerstone of the brand’s evolution over the next 10 years.

Genesis hosted its Magma World Premiere today at Circuit Paul Ricard in Le Castellet, France, where it debuted the GV60 Magma — the brand’s first high-performance production model — and the Magma GT Concept, a model that symbolically defines the direction of Genesis’ performance heritage for the next decade. The Magma GT Concept embodies the essence of the brand’s approach to luxury and performance, going beyond sheer speed to reveal a balanced expression of refined luxury and authentic motorsport spirit.

Along with the unveiling, Genesis also revealed its vision to solidify its position as a true luxury brand by embodying the concept of Luxury High Performance, a seamless fusion of refined elegance and superior performance. Together, the GV60 Magma and the Magma GT Concept bring this vision to life, showcasing the dual pillars of production-ready capability and future-focused performance ambition. Building on a decade of success in the global premium car market as an independent marque, this new direction sets the stage for Genesis’ next chapter.

José Muñoz, President & CEO of Hyundai Motor Company, said, “Genesis achieved one million global sales faster than any luxury marque in history. Magma represents our declaration that the next ten years will be even more significant. We’re not just building high-performance vehicles; we’re redefining what a luxury high performance brand can be when Korean innovation meets global ambition.”

Genesis’ Luxury High Performance Vision



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Genesis defines Luxury High Performance as distinct from the conventional approaches to performance centered on horsepower or speed. At its core, this vision blends the true essence of luxury — defined by refined elegance and elevated experiences — with seamless, effortless performance that enhances every aspect of the driving journey.

Luc Donckerwolke, Chief Design Officer and Chief Creative Officer of Hyundai Motor Group, said, “Magma reveals a new facet of Genesis, one that elevates the brand towards true luxury through performance. It shows how emotion and precision can coexist in perfect harmony, defining a more confident and mature expression of Genesis. Through Magma, we’re injecting adrenaline into the Genesis DNA while preserving the elegance and balance that define true luxury.”

Genesis’ vision for Luxury High Performance builds on the brand’s “Athletic Elegance” design philosophy by bringing it into the high-performance space. It prioritizes balanced power, finely tuned driving dynamics and seamless harmony between driver and vehicle rather than relying on excessive energy or intensity.

The GV60 Magma is the first production model to bring this new high-performance vision to life, laying the foundation for the forthcoming Magma model.

GV60 Magma: First to Embody Genesis’ High-Performance Innovation and Bold Vision

The GV60 Magma is the first production model of the GV60 Magma concept unveiled last year, officially marking Genesis’ entry into the high-performance realm. Genesis’ exploration of high-performance innovation — showcased through its GV80 Coupe Concept, X Gran Berlinetta Concept and G80 Magma Special has finally been realized in a production model with the GV60 Magma.

The GV60 Magma serves as a clear representation of the philosophy and core technological vision that will define Genesis’ future Magma lineup.

Genesis Magma is defined by three key attributes:

- **Design (Unspoken Dominance)** – A dynamic yet elegant look achieved through a low, wide stance, embodying both Genesis’ signature sophistication and athleticism.
- **Driving Sensation (Captivating Control)** – Precise control of power and vehicle behavior, enabling seamless movement in any driving conditions.
- **User Experience (Sharpened Immersion)** – Intuitive delivery of essential driving information, enhancing focus and creating an immersive driving experience.

Encompassing the Genesis Magma Philosophy Through Design

Design is the most tangible expression of the Genesis Magma philosophy. The GV60 Magma’s design emphasizes the presence of “subtle, untapped power,” steering away from overtly ostentatious or aggressive styling.



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The front and rear motors generate a combined maximum output of 448 kilowatts (609 horsepower) and peak torque of 740 Newton-meters. When Boost Mode is activated, the performance rises to 478 kilowatts (650 horsepower) and 790 Newton-meters, with a top speed of 264 kilometers per hour.

Black high-gloss molding, dark metal accents and streamlined canards elevate the high-performance aesthetic with a focus on a sleek, monochromatic palette.

The car's side profile emphasizes its low and wide proportions by lowering the overall height by 20 mm and incorporating wide fenders, Magma-exclusive 21-inch forged wheels and 275 mm tires. The side skirts feature three-hole details, mirroring the front design, and are integrated with the breather line to optimize airflow. Glossy black finishes on the window frames and exterior moldings further enhance the streamlined aesthetic while minimizing the use of chrome for a sleek and modern look.

The functional rear wing-type spoiler not only serves as a visual element but also generates downforce. The newly designed rear bumper combines the body color with black accents, while the lower diffuser structure has been engineered to enhance aerodynamic performance.

The interior combines premium materials for a sporty vibe. The seats, door trim and center console are adorned with Chamude, a premium suede-like material. The Magma model's distinct color identity is showcased through orange and gray stitching, quilting details and seat belts. Buttons, switches and emblems feature black high-gloss or dark metal finishes, minimizing reflective glare and contributing to a composed, elegant interior ambience.

The steering wheel is adorned with elements exclusive to Magma, including a distinct rim design, black emblem and orange accents on the drive mode and boost buttons.

Delivering the Highest Level of Driving Performance

The GV60 Magma is positioned among the models that deliver the highest level of performance within Hyundai Motor Group. From a performance perspective, the primary development goal was to achieve a sense of control that precisely aligns with the driver's intent, prioritizing the "perfection of driving control."

The front and rear motors generate a combined maximum output of 448 kW (609 horsepower) and peak torque of 740 Nm. When Boost Mode is activated, the performance rises to 478 kW (650 horsepower) and 790 Nm, with a top speed of 264 km/h.

Notably, the maximum output range of the rear motor has been extended to ensure stable performance even during high-power driving. Additionally, Boost Mode enhances output and torque for approximately 15 seconds, maximizing acceleration responsiveness. This enables the GV60 Magma to accelerate from a standstill to 200 kilometers per hour in just 10.9 seconds with the Launch Control function. Beyond delivering quick initial acceleration, the car also maintains consistent power output at higher speeds.



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Launch Control delivers optimal starting torque from a standstill, enabling rapid and responsive acceleration at launch. The GV60 Magma also offers three drive modes: Sprint, GT, and MY. In MY Mode, drivers can customize settings for the electronic limited-slip differential (e-LSD), Electronic Stability Control (ESC) and other performance parameters.

The suspension system has been optimized by recalibrating the roll center and refining the geometry. It also features Electronic Control Suspension (ECS) and End-of-Travel (EoT) control systems, delivering an ideal balance of cornering stability and ride comfort. Hydro-G-Bushings in the front suspension and dual-layer bushings in the rear crossmember effectively minimize vibrations and impacts.

Furthermore, the braking system is upgraded with front monoblock calipers and large-diameter discs, optimized for the 21-inch wheels, and rear brakes featuring GG-rated high-friction materials, enhancing overall braking performance.

Despite riding on wide tires, the GV60 Magma maintains the serene cabin quietness expected of a luxury high-performance car. This is achieved through the combination of Active Noise Control-Road, sound-insulating glass and reinforced door sealing.

A Dedicated Digital Interface

The GV60 Magma is equipped with a dedicated digital interface, sound design and driving feedback system specifically designed to make the driving experience more immersive.

Activating “Magma Mode” transforms the instrument cluster into a 3-circle layout, prominently displaying essential driving data, including motor and battery temperatures, speed and G-force. Additionally, the Head-Up Display provides a simplified view of key information such as speed, regenerative braking levels and remaining boost time.

The infotainment system also supports an array of Magma-exclusive high-performance driving features such as the Virtual Gear Shift System (VGS), Drift Mode, and High-Performance Battery Control (HPBC).

The VGS feature adjusts motor output, torque and regenerative braking to replicate the shifting sensations and driving dynamics of a high-performance internal combustion engine vehicle while simultaneously reproducing the sound of a high-revving engine to deliver an immersive and emotionally engaging driving experience.

When VGS and HPBC are engaged, the cluster also displays performance-oriented metrics — including a performance timer and pedal input levels — delivering key driving data in a clear and intuitive format.

Drift Mode combines power distribution and e-LSD to support rear-wheel-focused driving, while HPBC optimizes battery temperature for peak performance during racing or drag driving.



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Magma GT Concept: Forging the Path to Performance Heritage

At the Genesis Magma World Premiere, Genesis also introduced the Magma GT Concept to the world for the first time. Far from being just a show car, this concept serves as a road map for how Genesis plans to establish its performance heritage in the years to come. This aligns with the brand strategy outlined at the recent Hyundai Motor Company's CEO Investor Day event in New York in September.

At the time, Genesis announced its intention to develop the Magma GT Concept into a performance icon, or halo car. The marque also shared its long-term goal to compete in the GT racing class.

The Evolution of the Magma Program

During the Magma World Premiere, Genesis showcased past concept vehicles and prototype models that are part of the Magma umbrella, such as the GV80 Coupe Concept, G80 Magma Special, G80 EV Magma Concept, GV60 Magma Concept, G70 Track Taxi Nordschleife, G80 Magma Special Prototype, X Gran Berlinetta Concept, X Gran Racer Concept, X Gran Coupe Concept, G90 Wingback Concept, the GMR-001 Hypercar, and the Magma GT Concept. The showcase underscored that the Magma Program is not a short-term endeavor but a project developed through extensive experimentation and innovation over the years.

Magma is not a program derived from a single model but a high-performance experimental journey, evolving through iterative development of design, driving performance and technological innovation based on concept cars.

The GV80 Coupe Concept, the first model to sport Magma Orange, was recognized for redefining and pushing the boundaries of conventional luxury design.

The G80 Magma Special was realized through joint development with high-performance partners, while the X Gran Berlinetta Concept stands as a prime example of Genesis' direction for high-performance design.

At the 2024 Goodwood Festival of Speed in the U.K., the GV60 Magma Concept participated in the Sunday Shootout, achieving a remarkable class win in the "4-Seater Production Car" category. The model completed the 1.86-kilometer course in just 52.72 seconds, heightening anticipation for its production viability and technological sophistication.

Through these stages, the GV60 Magma was able to incorporate the design direction and driving technologies refined during the experimental phase, serving as a benchmark for the future expansion of the Magma Program.

Starting with the Korean market at the start of the year, the GV60 Magma will be introduced to European and N. American markets in 2026, bringing Luxury High Performance to drivers across the globe.



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