



PRESS RELEASE

GENESIS UNVEILS X GRAN RACER VGT CONCEPT AT BUSAN INTERNATIONAL MOBILITY SHOW 2024

- Latest concept vehicle to appear in Gran Turismo digital racing game series
- Genesis Magma, redesigned Genesis Electrified G80 showcased for first time in Korea
- Genesis Neolun Concept revealed for first time in Asia after global premiere in New York

BUSAN, Korea, June 27, 2024 — The Genesis X Gran Racer Vision Gran Turismo Concept was unveiled for the first time today at the Busan International Mobility Show 2024 (BIMOS), highlighting the brand's bold leap into the realm of high-performance luxury mobility.

With the X Gran Racer VGT Concept being a part of the high-performance Genesis Magma program, today's event marked the first time that a Magma vehicle was shown to the Korean public.

The redesigned Genesis Electrified G80, which made its world premiere at the 2024 Beijing International Automotive Exhibition (Auto China) on April 25, was also showcased for the first time in Korea today at BIMOS.

Making its Asian debut at BIMOS was the Genesis Neolun Concept, following its global premiere in New York on March 25.

"Genesis is constantly pushing the boundaries to deliver its unique values of safety, comfort and cruisable driving experience," said Global Head of Genesis Mike Song. "As Korea's leading luxury brand, we will always attentively listen to the voices of our customers, ensuring their desires are our utmost priority."

Exterior: A Symphony of Form and Function



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The X Gran Racer VGT Concept is a derivative of the earlier revealed Genesis X Gran Berlinetta Concept, and the brand's fourth vehicle developed for the Gran Turismo digital racing game series.

The X Gran Racer VGT Concept features enhanced ground effects, optimizing the vehicle's aerodynamic qualities and road-holding capabilities. Active aerodynamic flaps, electronically controlled for precise adjustments, ensure optimal airflow management, while the flat underbody design further reduces drag and improves vehicle stability.

The Two-Line Crest Grille lamp design, inspired by the X Trilogy Concept, extends from the front to the sides and rear, creating a cohesive flow that optimizes airflow and enhances overall performance.

The larger front splitter, rear diffuser, strategically placed canards on the front fascia and a more aggressive rocker panel all contribute to further enhance aerodynamic high-speed stability.

On the side, the elongated dash-to-axle ratio positions the driver and powertrain toward the rear, creating a mid-engine layout.

The long wheelbase and relatively short front overhangs result in a timeless proportion that epitomizes Genesis' enduring aesthetic.

Wheel-centric energy is elegantly expressed through the voluminous fenders, which, together with the parabolic lines, create an iconic silhouette that exudes the car's unique character.

The X Gran Racer VGT Concept's rear design seamlessly integrates the powerful Two-Line character from the front and side profile into an elliptical concave volume, visually expressing the car's concentrated energy. The dynamic interplay of body volumes and technical aerodynamic elements creates a bold and purposeful stance.

The real carbon fiber rear wing, meticulously designed with aerodynamics in mind, enhances downforce for improved stability, while the vertical rear lights integrated into the wing ensure visibility for following vehicles, even in extreme racing conditions, prioritizing driver safety.



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The striking Magma color, embodying Genesis' high-performance spirit and passionate brand identity, complements the real carbon fiber elements, adding a touch of exclusivity and refinement, while completing the vehicle's unique and captivating presence.

Interior: The Beauty of White Space

Genesis' design philosophy, "The Beauty of White Space," finds its purest expression in this concept, where minimalism and performance converge in perfect harmony. Inspired by the relentless pursuit of speed and precision in racing, the interior has been meticulously crafted to prioritize essential functions while elevating the driver's experience.

True to its race-centric design, the interior of the X Gran Racer VGT Concept exposes structural elements that minimize weight while accentuating its core focus. With control switches incorporated into a structural divider under the instrumental panel, a fully integrated roll cage, a roll bar element behind the headrests and stronger cross beams in the door, the X Gran Racer VGT Concept is as functional as it is beautiful.

Digital Panorama Interface

The Digital Panorama Interface seamlessly integrates essential vehicle information into a panoramic display, providing the driver with a comprehensive overview at a glance.

The intuitive interface minimizes distractions and maximizes situational awareness, allowing drivers to make informed decisions with lightning speed.

Color and Materials

Carbon fiber accents throughout the interior exude an aura of dynamism and raw power, reflecting the concept's unwavering commitment to performance.

These lightweight, high-strength materials not only enhance the aesthetic but also contribute to the vehicle's overall weight reduction and agility.

Quilted padding is strategically applied to areas where the driver's body comes into contact with the interior elements, providing exceptional comfort and support during intense racing maneuvers or quick pit stops.



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This meticulous attention to detail ensures that drivers remain protected and focused, even in the most demanding situations.

High-Performance Racing Yoke

The steering wheel has been replaced with an ergonomically designed, high-performance racing yoke, providing drivers with intuitive control and immediate access to essential race functions.

This innovative, race-focused design further enhances the driver's connection to the vehicle, enabling them to execute maneuvers with precision and confidence.

Performance and Powertrain

At the heart of the concept lies a front mid-mounted race-spec Lambda II V6 engine enhanced with Genesis' electric supercharger (E-S/C) technology. The hybrid powertrain combines to deliver an astonishing 1,540 horsepower and 1,015 pound-feet of torque. The V6 engine delivers 870 horsepower and 790 pound-feet at 10,000 revolutions per minute, while the front E motor generates an additional 670 horsepower and 225 pound-feet of torque.

This represents a significant leap from the X Gran Berlinetta Concept's 1,071 horsepower (986 pound-feet of torque), showcasing Genesis' relentless pursuit of innovation.

Neolun: Infusing Innovative Technology With Korean Hospitality

As the brand's first full-size electric SUV concept, the Neolun Concept embodies the ultimate Genesis hospitality behind the wheel with an array of state-of-the-art technological features, including B-pillarless coach doors, swiveling front-row seats and electric side steps.

Revolving around the principle of "reductive design," the exterior is characterized by clean, refined lines that deliberately eliminate any unnecessary details. The captivating two-tone scheme, called "Midnight Black and "Majestic Blue," takes after Korea's serene night sky and enhances the vehicle's elegant design.



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Redesigned Electrified G80: Cutting-Edge Innovations

The latest Electrified G80 is Genesis' first redesign of the model since its global debut three years ago.

The front fascia features the brand's iconic G-Matrix Crest Grille with Micro Lens Array (MLA) headlamps and a refined bumper, accentuating Genesis' "Athletic Elegance" design philosophy.

The chrome garnish that envelopes the front, side and rear further elevate the look of the vehicle along with Genesis' signature parabolic lines flowing over the new dish-style 19-inch wheels.

Inside the vehicle, a longer wheelbase creates a roomier second-row area, providing various innovative features to elevate passenger comfort. After entering the vehicle, passengers can close the door with the push of a button using the EasyClose system and settle into reclining VIP seats with leg rests behind a rear-window curtain.

Genesis Booth at BIMOS

At BIMOS, the Genesis booth is located at Exhibition Center 1 in the Busan Exhibition and Convention Center (BEXCO), open to the public from June 28 to July 7.

Seven cars will be on display: the X Gran Racer VGT Concept, Neolun Concept, two redesigned Electrified G80s, GV70, GV80 and G90 Black.

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