



PRESS RELEASE

PETER LAMMERS TO JOIN GENESIS NETHERLANDS

- Peter Lammers appointed as Head of Genesis Netherlands from Feb. 1
- Official Dutch market launch on March 20, 2026
- Customers can visit the website at www.genesis.com/nl
- Market to launch with three electric models: GV60, Electrified GV70 and Electrified G80
- Genesis recently launched in Italy, with France and Spain to follow later this year

FRANKFURT, Germany, Jan. 30, 2026 — Genesis announced today the appointment of Peter Lammers as Head of Genesis Netherlands. With this strategic appointment, the brand takes an important step towards its arrival in the Dutch market.

Lammers brings more than 10 years of experience in the automotive industry and has previously held management positions at Subaru, Citroën and Hyundai. In his new role, he will be responsible for establishing the Genesis brand in the market, developing the commercial strategy and leading a successful market launch. Lammers will report to Ruben Keuter, Managing Director of Hyundai Netherlands.

Commenting on his appointment, Peter said: “The launch of Genesis in the Netherlands marks an important milestone, and one that I am very excited to lead. Genesis is a distinctive brand, defined by its strong focus on design, technology and customer experience. Together with colleagues from across the business, my ambition is to build a brand that not only excels in its product offering but, above all, sets new standards in customer service and hospitality.”

Korean Luxury Brand with “Athletic Elegance”

Genesis has been a core part of the Hyundai Motor Group since its launch in 2015. Founded in Seoul, the brand has sold more than one million cars worldwide and has established itself as a leader in the premium electrified car sector, offering a distinct Korean identity with a focus on design, technology and the exceptional Korean hospitality of “Son-nim.”

Every model in the lineup is shaped by the brand’s “Athletic Elegance” design philosophy, which balances dynamic performance and elegant refinement. This balance ensures that cars feel powerful and purposeful while delivering comfort and sophisticated design.

Dutch Market Set to Launch on March 20, 2026

The Genesis Netherlands website is live and can be accessed at www.genesis.com/nl. Genesis will officially launch in the Netherlands on Friday, March 20, with the brand’s lineup of three electric cars available to order. These models include:



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- GV60 – the multi-award-winning luxury compact SUV and the brand’s first dedicated all-electric model
- Electrified GV70 – the brand’s flagship SUV that blends dynamic performance with effortless convenience and luxury
- Electrified G80 – a luxury saloon with class-leading refinement and extended wheelbase, and the most comprehensively equipped Genesis model in Europe

All three models have recently been updated with advanced technology, a further refined design and an improved battery, resulting in increased range and improved performance.

Further details, including information on the dealer and service network, pricing, model specifications and additional executive appointments will be announced in due course.

Since its European launch in 2021, Genesis has grown steadily across Europe. This year, Genesis is expanding into four new markets — Italy and The Netherlands first, followed by France and Spain — building on the brand’s existing presence in Germany, Switzerland and the United Kingdom.

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