



PRESS RELEASE

GV60 MAGMA BRINGS ELECTRIFYING PERFORMANCE TO GENESIS TRACK TAXI PROGRAM

- New high-performance GV60 Magma joins Track Taxi Nordschleife alongside special G70 saloon
- Program offers thrilling passenger rides on one of the world's most complex racetracks
- Book to experience Genesis' first all-electric high-performance model here

FRANKFURT, Germany, July 16, 2026 — Genesis' first all-electric high-performance car, GV60 Magma, has joined the enhanced Genesis G70 sporty saloon, expanding the brand's successful Nordschleife Track Taxi program.

The public will be able to experience the thrilling performance of the new Genesis GV60 Magma before it officially arrives on the road in Europe later this year.

Launched in 2024, the Track Taxi program offers passenger rides around one of the world's most famous and technically demanding racetracks. Germany's Nürburgring is 20.832 kilometers long, with 73 complex corners and a constantly changing road surface.

Peter Kronschnabl, Managing Director of Genesis Motor Europe, said, "The launch of Track Taxi Nordschleife in 2024 was an important milestone in our brand journey. Introducing GV60 Magma to the program is the next chapter in our growth strategy as we continue to invest across Europe. Now, fans and customers can experience the emotion and precision of Genesis' exceptional all-electric performance on one of the world's most demanding racetracks."

Since the program's inception, nearly 3,000 Genesis guests have been driven around the Nürburgring in one of two modified G70 cars; the saloon was chosen as the first Track Taxi for its dynamic drivability and performance personality. With a professional Genesis driver at the wheel, passengers experienced the sporty saloon's 272-kilowatt, 510-newton-meter 3.3-liter twin-turbo V6 and thrilling 5.4-second 0–100 kilometer-per-hour acceleration.

In total, the two G70 cars — which will continue to be used alongside GV60 Magma — have completed 1,300 laps of the racetrack, equivalent to 27,081.6 kilometers, using more than 180 sets of tires. The duo, chosen for the program due to their dynamic drivability and performance personality combined with excellent track composure and passenger comfort, are a compelling demonstration of robust engineering, outstanding build quality and long-term reliability.



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Now, guests can also enjoy a new all-electric Track Taxi Nordschleife experience in the GV60 Magma. Featuring two enhanced electric motors – one per axle – that each spin to over 20,000 rotations per minute, and an all-wheel drive configuration, the performance SUV has a powerful output of 478 kilowatts and 790 newton-meters.

With Boost Mode activated, the GV60 Magma can accelerate from 0-100 kilometers per hour in just 3.4 seconds, reaching 200 kilometers per hour in only 10.9 seconds. Top speed is achieved at 265 kilometers per hour.

To manage this impressive performance, the GV60 Magma is equipped with Michelin Pilot Sport S 5 tires and a unique braking system that is equal to the demands of its high-output powertrain. It combines performance-optimized regenerative braking control with large 400-millimeter disc brakes, monoblock calipers and an Anti-lock Brake System to produce enough stopping power to bring the car to a halt from 100 kilometers per hour in just 33.8 meters.

Key to the GV60 Magma's dynamic character is a state-of-the-art torque vectoring system, which has been designed to ensure the car's movements remain predictable and intuitively controllable, even under the extreme driving conditions of the Nordschleife.

Additionally, an electronic Limited-Slip Differential will work alongside the torque vectoring system to actively distribute torque between the front and rear motors to reduce understeer and oversteer, important when tackling the Green Hell.

To add to the experience, the GV60 Magma has a specifically developed electric Active Sound Design system that delivers a lifelike and authentic engine tone. Front-seat passengers will also experience Genesis' new 10-way bucket seat, unique to GV60 Magma, which has been designed for improved support and comfort during high-performance driving.

Online bookings for the Genesis Track Taxi Nordschleife with GV60 Magma are now open at <https://tracktaxi-nordschleife.genesis.com/>. Register your interest in the GV60 Magma here.

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