



PRESS RELEASE

GENESIS PREMIERES SHORT DOCUMENTARY 'IN PURSUIT OF NORTHERN LIGHTS' CELEBRATING LAUNCH OF REDESIGNED GV60

- Documentary project in collaboration with renowned polar landscape and aurora photographer Virgil Reglioni spotlights updated GV60 model; reaffirms Genesis' vision and pioneering spirit in leading electrification
- Featured GV60 in "Tromsø Green" illustrates its performance even in extreme weather conditions
- Special exhibition themed around the northern lights, titled "GV60 Wonder Studio," on display in Seoul until March 16

SEOUL, March 10, 2025 — As part of a new brand campaign, Genesis has released a short documentary titled "In Pursuit of Northern Lights," which captures a thrilling journey to photograph the elusive aurora borealis.

The documentary is now live on [Genesis' official global YouTube channel](#).

The film follows an expedition by Virgil Reglioni, a Norwegian aurora explorer and photographer known as the "Hunter of Light," as he searches for northern lights in Tromsø, Norway, and the rest of the Arctic in the redesigned GV60.

The GV60 sports an eye-catching new exterior color, "Tromsø Green," inspired by the night sky above Tromsø, which is famous for its northern lights. The paint creates a dazzling yet mysterious impression through its glittering metallic pigments that reflect the light touching the vehicle's surface.

At the same time, the GV60's unique identity and luxurious image is emphasized by the refreshed front bumper with its bold three-dimensional shape and its Two-Line headlamps featuring Genesis' brilliant and intricate Micro Lens Array (MLA) technology, complimented by its sleek new 5-spoke 21-inch wheels.

In addition, the GV60 is equipped with an 84-kilowatt-per-hour fourth-generation battery that maintains a stable energy supply even at low temperatures. With its Smart Regeneration System 3.0, it efficiently recycles energy generated during deceleration and braking, mitigating the performance challenges of electric vehicles in extremely cold environments and demonstrating its reliable driving capabilities.



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The premiering of the documentary to commemorate the launch of the redesigned GV60 is symbolic of Genesis' vision and the brand's pioneering spirit in pursuing a fully electrified society.

In conjunction with the premiere, Genesis is hosting a special display called "GV60 Wonder Studio" where visitors can get a closeup look of the redesigned GV60. The exhibit opened on March 7 and will continue until March 16 at MM Seongsu in Seoul's Seongdong neighborhood. Visitors can enjoy an immersive experience of the Arctic's mysterious lights while acquainting themselves with the charming aura of the redesigned GV60.

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